



STORYTELLING

# THAT INSPIRES

ACTION

THE CULTURE-IST

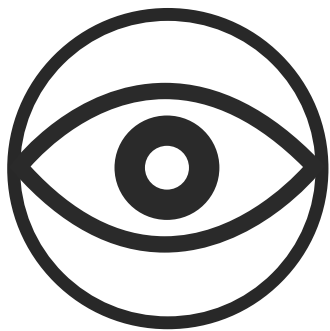
“

**We are, as a species, addicted to story. Even when the body goes to sleep, the mind stays up all night, telling itself stories**

. . .

JONATHAN GOTTSCHALL  
AUTHOR OF THE STORYTELLING ANIMAL





# BRING YOUR VISION TO LIFE

EVOCATIVE STORYTELLING  
BEAUTIFUL IMAGERY  
SMART CAMPAIGNS



# THE CULTURE-IST

**ONLINE MAGAZINE + CREATIVE AGENCY**  
**TRAVEL. DO GOOD. LIVE WELL.**

Since 2011, The Culture-ist has been a leader in producing quality content for the travel, wellness, food, product and social impact industries. We bring visions to life through evocative storytelling, beautiful imagery and smart marketing campaigns (Featured by Forbes as "Must-Follow Marketing Minds on Twitter"). We offer content creation and marketing collateral in the form of blog posts, copywriting, photography, film, social media, website and brand design. We work with our clients in developing lifestyle campaigns that speak to their audience in a way that is authentic, innovative and engaging. Our goal is to create long lasting professional relationships with our clients, partnering on projects that positively affect the world.

# MEET THE FOUNDERS

## MARIA RUSSO

Maria is a writer, editor, photographer + brand strategy consultant. She has worked in television, PR and in both print + digital media at companies such as People Magazine, Harper's Bazaar, MTV Networks and Warner Bros. among others. Her work has been featured by Architectural Digest, National Geographic, BBC America, The Huffington Post, AFAR, USAToday, Inc.com and Men's Health among others.

## ANTHONY RUSSO

Anthony is a documentary + lifestyle photographer + humanitarian. His work with The Culture-ist has been featured by Architectural Digest, National Geographic, BBC America, AOL Lifestyle, The Huffington Post, Out of the Sandbox and a long list of luxury hotel and lifestyle brands. You can find his imagery on The Culture-ist and on Instagram: @lifedezigned



# STORYTELLING IS OUR PASSION



WRITTEN CONTENT



PHOTOGRAPHY + WEBSITE + BRAND DESIGN



FILM



SOCIAL MEDIA





CLIENTS



# ARCHITECTURAL DIGEST

## FILM

## SOCIAL MEDIA

## WRITTEN CONTENT

The Culture-ist partnered with Architectural Digest on a short film project for Ontario Tourism. AD commissioned us as the travel hosts featured in the short film and featured the project in the magazine. We covered the project on The Culture-ist and promoted it to our audience on our social media platforms.



AD360°  
PROMOTIONS • INSPIRATION • COMMUNITY

### SALON BY BERNHARDT

Salon by **Bernhardt** offers a fresh approach to personalizing your space. Styles are refined, modern, feminine, and luxurious. Forms are finished in a lustrous alabaster with accents of silver and gold leaf. Unique materials, such as capiz shell, bone, faux shagreen, and soft gold metal on jewelry-like hardware, complete the look. The eclectic styling and thoughtful details of the Salon collection allow you to create a personal look that is both timeless and of the moment.

For more information visit [bernhardt.com](http://bernhardt.com)

### CLASSIC CRAFTSMANSHIP

Quietly continuing the process of old-fashioned craftsmanship, **Trosby Furniture** produces bench-made French-polished heirlooms for home and office. Available to designers and architects around the world. Custom commissions for traditional or modern pieces are accepted.

Visit [trosbyfurniture.com](http://trosbyfurniture.com) or call 800-243-5141

### A VIEW OF ONTARIO

Join Maria and Anthony Russo, co-founders of The Culture-ist online magazine, as they explore **Ontario** and discover Canadian culture through the lens of great design. From the Canadian capital of Ottawa to the thriving metropolis of Toronto, learn how Ontario is the perfect weekend getaway for travelers looking for a diverse and exciting destination.

For more, visit [ontariotravel.net/go](http://ontariotravel.net/go)

### ITALIAN DESIGN AT ITS FINEST

This spring *Architectural Digest* event in celebration of the debut of the bath collection for the U.S. market, designers, and *Architectural Digest* subscribers enjoyed Italian-inspired cocktails, and festive conversation browsing the company's two-story

For more on Scavolini visit [scavolini.com](http://scavolini.com)

### westedge

WHERE DESIGN INTERSECTS MODERN LIVING  
October 3-4, 2013  
The Barker Hangar | Santa Monica, California  
[westagedesignfair.com](http://westagedesignfair.com)

### A WEST COAST DESIGN FAIR

The West Coast's newest design fair, **westedge™**, premieres this fall with a unique event for design professionals and aficionados. Sponsored in part by *Architectural Digest*, the fair features and emerging design brands from around the world. Design seminars and exhibiting culinary demonstrations by leading chefs, cocktail receptions, book signings, and events round out the experience—a festive environment designed to entertain, and inspire.

Visit [westagedesignfair.com](http://westagedesignfair.com) for tickets and registration, or contact Troy Hays at [troy@westagedesignfair.com](mailto:troy@westagedesignfair.com) or 917-297-3299 to participate

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## CONTEMPRAIRIE CAKES

PHOTOGRAPHY

WEB DESIGN

BRAND DESIGN

DIGITAL CONTENT

PRODUCTION + SOCIAL MEDIA

We currently work with a designer cake artist in the aforementioned areas as part of a long-term project to develop and bolster her brand. The goal is to build a celebrity clientele and create avenues to NYC-based corporate functions and events.



# BLURB

KINYINYA, RWANDA

WRITTEN CONTENT  
DOCUMENTARY FILM+  
PHOTOGRAPHY  
SOCIAL MEDIA  
EMAIL CAMPAIGN

In an innovative partnership with Blurb, we utilized a combination of visual+written mediums in the form of photo essays, articles and a Blurb photo book to tell the story of a women's farming cooperative in Rwanda.





# LOS CABOS TOURISM BAJA PENINSULA

## WRITTEN CONTENT SOCIAL MEDIA EMAIL CAMPAIGN

We were commissioned by the Los Cabos Tourism Board to provide coverage of several luxury oceanfront properties. The project included written content, social media promotion and inclusion in our email newsletter.





# LET'S CREATE SOMETHING BEAUTIFUL TOGETHER

CONTACT US TODAY:



THECULTUREIST@GMAIL.COM