

BUREAU

DOGMA

Selected work

Art direction / CGI / Moving image

dogmabureau.com

BUREAU DOGMA



CREDENTIALS

01

A personal eye. A wider canvas.

I'm Arseniy Valter. BUREAU DOGMA is my practice in art direction, CGI and moving image.

I start with how an image will be encountered: a product in close-up, a billboard on a street, or light moving through a room. Composition and movement come first. Materials, lighting and animation follow that idea.

From visual concepts and development to animation and final screen content.



SEIKO

Studies in light

A watch study shaped by metal, glass and reflected light. Close framing makes the surface the subject.

CONTRIBUTION

Visual direction, lighting, materials and 3D rendering.

Product study

[View project and films](#)

BUREAU DOGMA

CREDENTIALS



03

SEIKO

Surface and light



Dial and polished metal



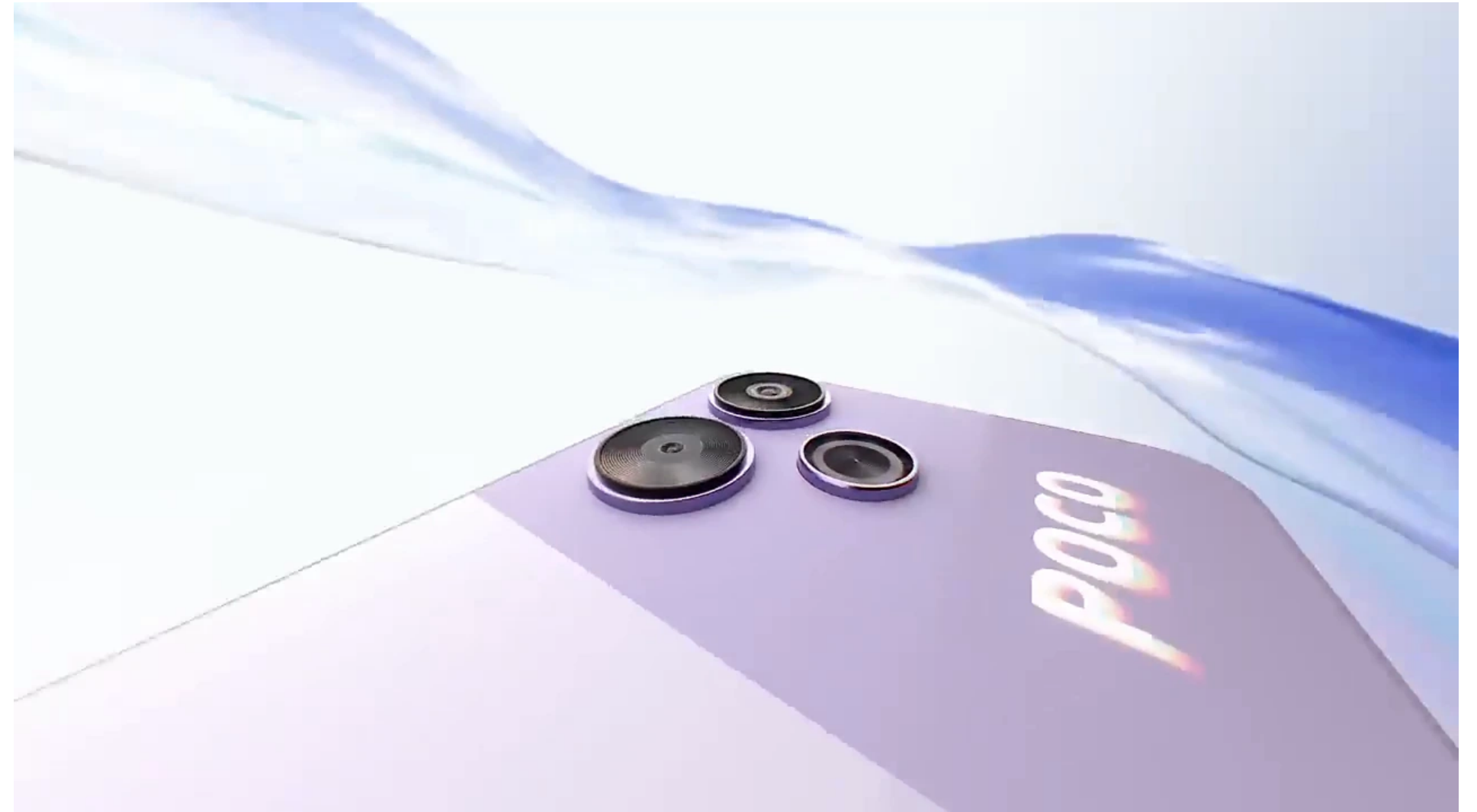
Glass, edge and silhouette

M6 Plus

A CGI launch film for the Indian market, from the first visual concept through product animation and post-production.

CONTRIBUTION

Creative direction, concept and storyboards, 3D look development, lighting, animation and post-production.



Product launch film / India

[View project and films](#)

The product in motion



Device reveal



Camera and material detail

Wrapped 2023

Kylie Minogue's Padam Padam translated into a heart-led anamorphic sequence for the Moxy billboard.

CONTRIBUTION

CGI and animation. Screen geometry, perspective tests and heart animation support the final composition.



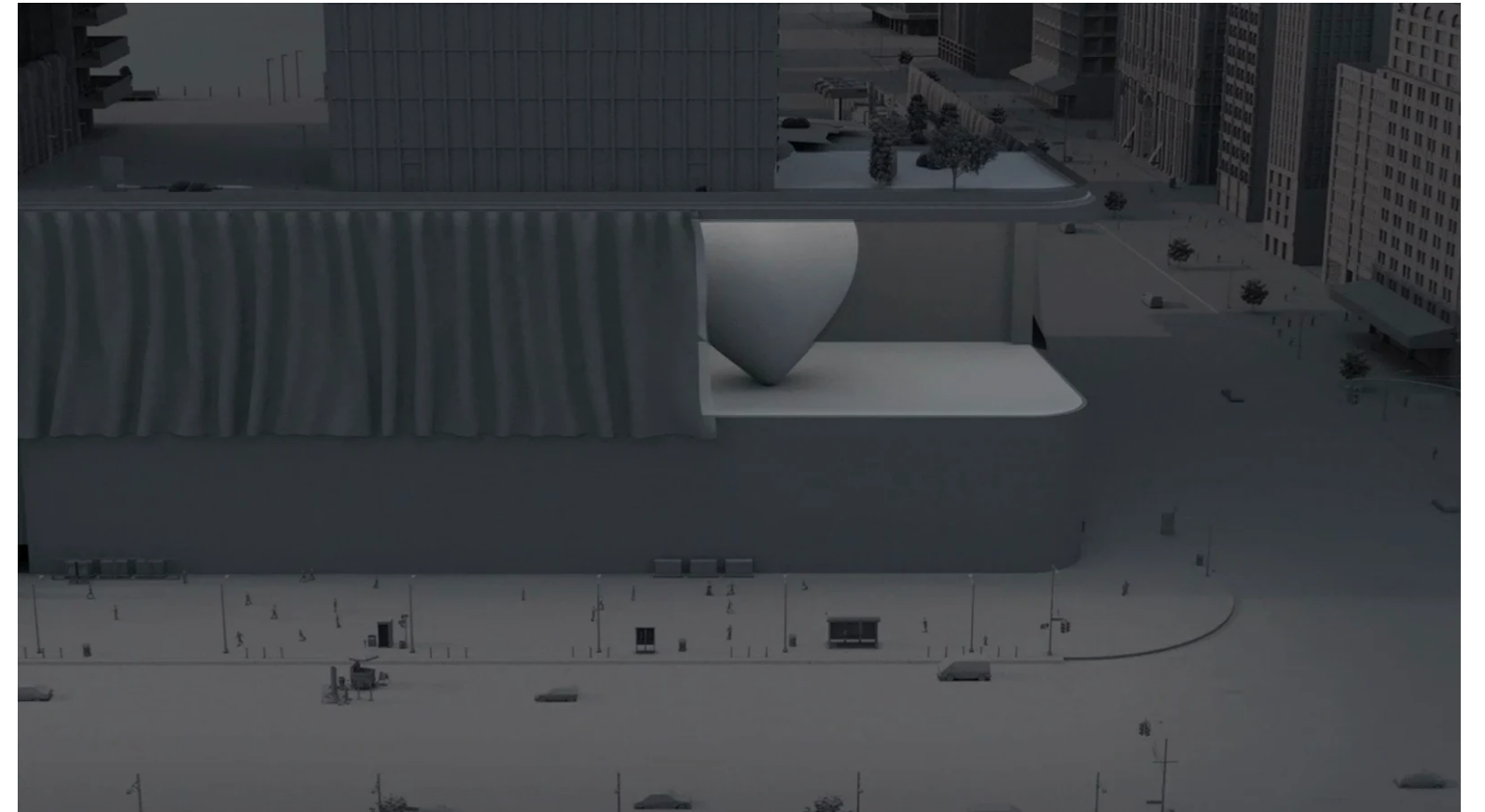
Moxy billboard / Los Angeles / 2023

[View project and films](#)

Screen and perspective



Campaign on the Moxy screen, Los Angeles



Screen geometry and perspective development

On the corner

Oversized product movement crosses the frame of a corner screen. The render and street recording show the illusion in context.

CONTRIBUTION

3D screen content. Product scale, framing and movement designed around the public viewing position.



PERSPECTIVE RENDER



ON-SITE RECORDING

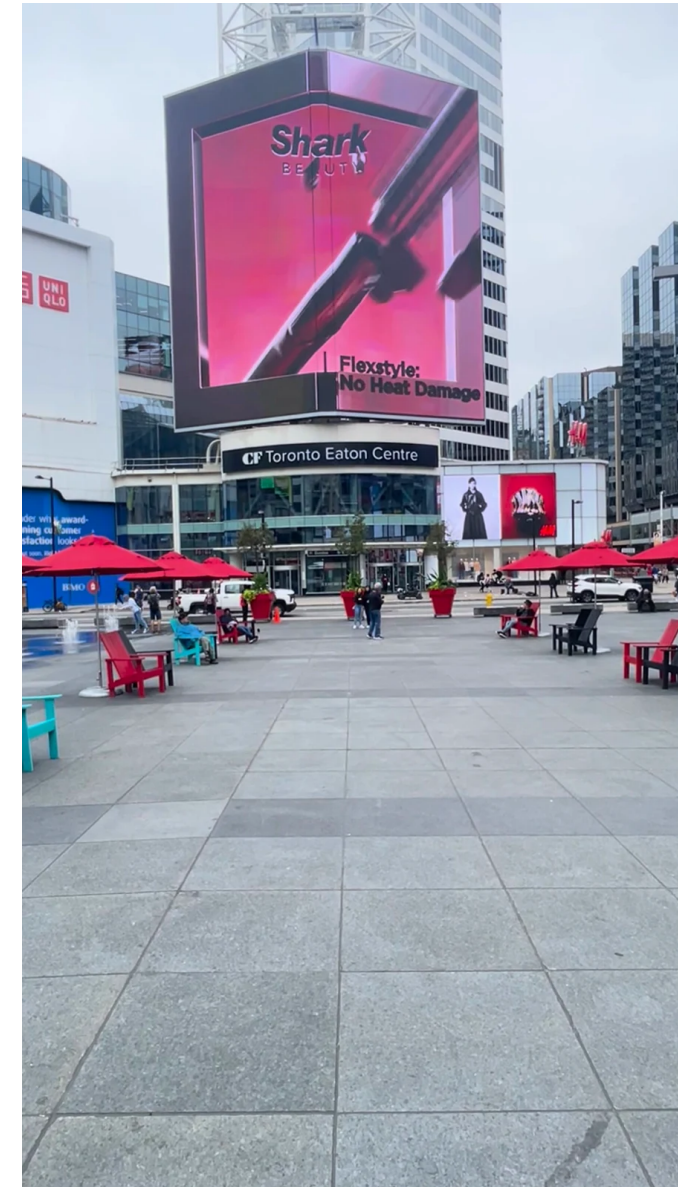
CF Toronto Eaton Centre / Toronto

[View project and films](#)

At street scale



Corner screen, CF Toronto Eaton Centre



On-site recording, second view

SAMSUNG

SmartThings

A thread of light connects rooms, objects and technology in a media installation for the connected home.

CONTRIBUTION

Art direction and 3D art: Arseniy Valter. Creative production: KOSHTA. Executive production: beam.stu. CGI production: Innit2K. Sound: Sasha Paperny.

ARTDOM / Vinzavod / Moscow

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CREDENTIALS



Developing the image



Untextured scene



Materials and lighting

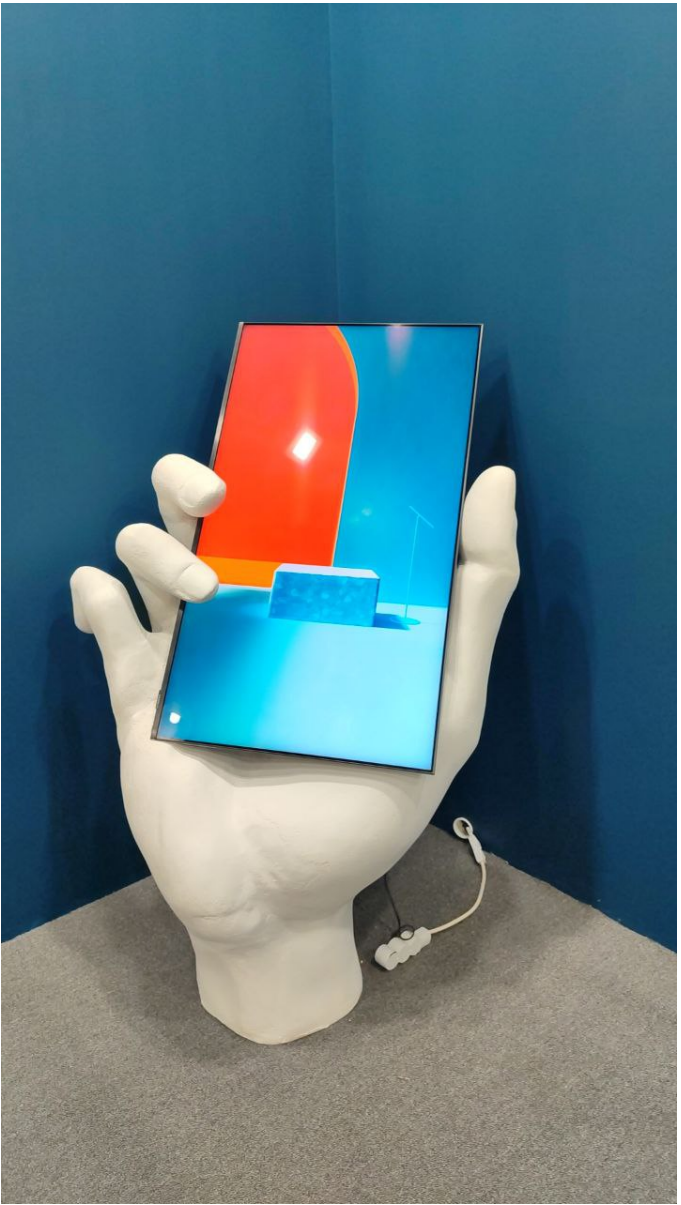


Environment study

The installation



Exhibition view, ARTDOM at Vinzavod, Moscow



Display detail

Vortex of Knowledge

Thousands of books form an ascending spiral around a central block, connecting a physical pavilion with the idea of knowledge in motion.

CONTRIBUTION

Creative concept, visual style and art direction.

Spatial installation / Alfa-Bank

[View project and films](#)



Inside the spiral



Suspended books, viewed from below



Material and display detail

New Year Pop-Up

Packaging, visual identity and screen content become one visual language for a festive pop-up at Tsvetnoy Department Store.

CONTRIBUTION

Visual identity, packaging, digital content and art direction. In collaboration with Koshta Collective and BLGN agency.

Retail pop-up / Tsvetnoy / Moscow

[View project and films](#)



Identity across the space



Pop-up architecture



Packaging detail



Packaging and visual identity

The International

Naked-eye 3D films introduce PARIVISION players through the worlds of their Dota 2 heroes. Screen content extends into an AR/VFX film.

CONTRIBUTION

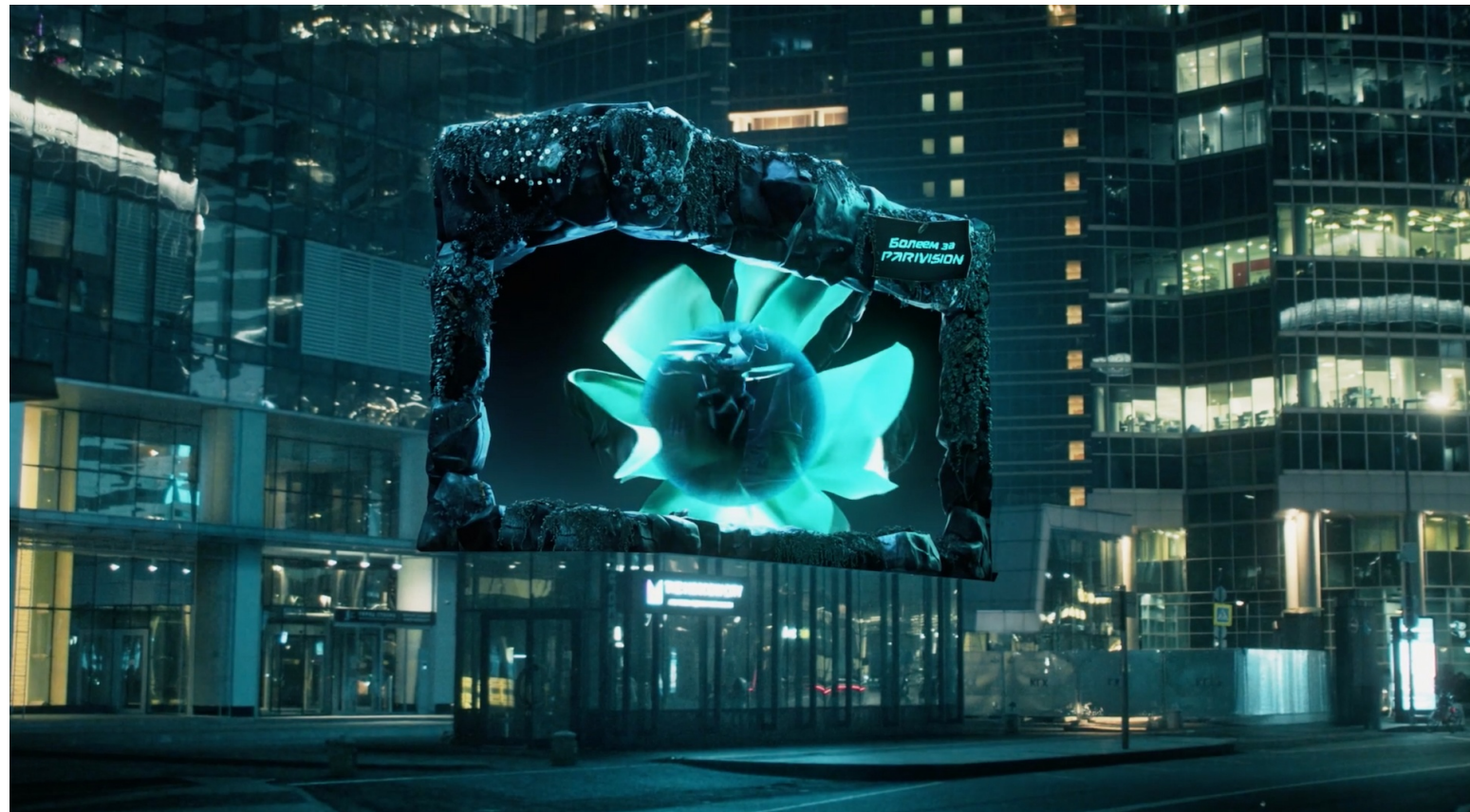
3D animation for the Naked Eye format and a VFX film with augmented-reality elements.



Catcher 3D screen / Moscow City / 2025

[View project and films](#)

Worlds on the screen



Catcher screen, campaign view



Alternate character world

What are you imagining?

Send the brief, the context and where the work will be seen.

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dogmabureau.com/start-a-project