

# Company Profile

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## Adrian Velicescu — CEO & Chief Creative Officer

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Adrian Velicescu is StandardVision's Founder, Chief Executive Officer & Chief Creative Officer, leading the vision and overseeing all creative matters for the company. Mr. Velicescu started StandardVision in 2000 as a media laboratory to extend the use of digital technology into lighting design, mirroring it with public art and advertising. Mr. Velicescu developed a new visual medium that audiences demand through the use of media façades and high-quality narrative lighting, which complement the architecture and communities they serve. Prior to the company formation of StandardVision in 2006, Mr. Velicescu pioneered the development of proprietary reformatting software for large-scale architectural media displays and is internationally recognized as an expert in the use of LED lighting. Mr. Velicescu is the winner of the 2010 IES Award of Excellence and the Lumen West Award for his ground-breaking work on the City of Dreams project, and has worked extensively in advertising and brand consulting for clients such as Disney, Viacom, NBC and The Discovery Networks. As an internationally acclaimed filmmaker, Mr. Velicescu has produced and directed two feature films, which were official selections at the Cannes, Sundance, Berlin, Tokyo and Montreal film festivals. Mr. Velicescu studied theatrical and film lighting at the Academy for Theater and Film in Bucharest.