

# AMANDA SZABO

# MULTIMEDIA

# DIRECTOR

LIGHTING DESIGNER



PORTFOLIO

SEPT  
2023

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[LINKEDIN](#)

[INSTAGRAM](#)

EUROPE & CANADA

# Introduction

*'Amanda Szabo possesses a unique blend of creativity, technical expertise, and leadership qualities that make her a key asset to any project or team. Her innovative and creative approach to multimedia design and lighting concepts has enhanced the visual appeal of our productions.'*

*Amanda's ability to transform abstract ideas into captivating visual experiences is remarkable. Her talent shines through in her ability to create atmospheres and moods that elevate the audience's experience.*

*Her positive attitude, dedication to meeting deadlines, and passion are qualities that make her not only a skilled professional but also a pleasure to work with...'*

**CATHERINE TURP**

MOMENT FACTORY

Executive Director - Creation & Innovation

# Light & New Media Director

**Amanda Szabo** - Award Winning Designer

2022 - 2023 Multimedia Director - **MOMENT FACTORY** [Link](#)

2021 - 2022 Creative Director - **LIGHTING EMBASSY** [Link](#)

2020 - 2021 Workshop Speaker - **CABO VERDE, PALACIO DA CULTURA ILDO LOBO** [Link](#)

2019 - 2020 Teacher of Lighting Design - **MOHOLY-NAGY UNIVERSITY OF ART AND DESIGN** [Link](#)

2017 - 2021 Architectural Lighting Designer - **SOLINFO GROUP** [Link](#)

2016 - 2017 Lighting Designer - **THE FLAMING BEACON** [Link](#)

2013 - 2017 Multimedia Designer, Creative Director - **HOTEL PRO FORMA, JESPER KONGSHAUG LD, INDEPENDENT** [Link](#)

**WISMAR HOCHSCHULE UNIVERSITY** - Architectural Lighting Design, and Design Management MA

**MOHOLY-NAGY UNIVERSITY** - Art and Design, Media Design BA, Scenic Design MA

# Industry Leading Clients

## MOMENT FACTORY

[MOMENT FACTORY](#) [Click](#)

Tele communication  
Football association  
Cultural association  
Observatory in the us  
Events  
Automotive industry  
Brand activation  
Offices



[HABITAS ALULA](#)  
*Infiniti Car Launch*  
*SK2 Cosmetic Brand*  
*(helped to conceptualize)*

## Solinfo Group

[SOLINFO GROUP](#) [Click](#)

Hotels  
Offices  
Hospitals  
Privates  
Restaurants  
Retails  
Bars  
Public Spaces



[HARD ROCK](#)  
*Como Lake Garden Hotel*  
*Four Season Hotel*  
*Párisi Udvar Hotel*

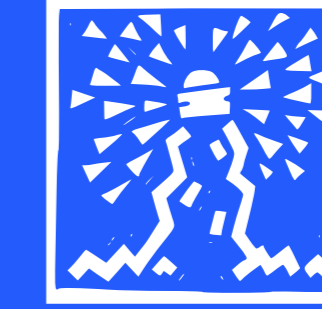
## AMANDA SZABO

[HOTEL PRO FORMA](#) [Click](#)

[INDEPENDANT](#)  
Opera - Theater  
Event - Design  
Installation  
Architecture  
Brand Identity  
Cultural Association  
Automotive industry



[PARSIFAL - MOZART](#)  
*OffBroadway*  
*Bmw Mpp Sport Car*  
*Hyundai*



[THE FLAMING BEACON](#) [Click](#)

Resort Hotels



[HILTON BUSAN](#)  
*Aman Hotel*

## Emotional Journey

She believes that the power of lighting design is experienced from the moment you enter its boundaries. Therefore, she advocates for a multidisciplinary design approach to create unique environments and experiences where humans are taken on an emotional journey.

Her preferred medium is **Light** which brings originality to every challenge she encounters.



## Creative Fields

### New-Media Director

Multimedia Direction

Architectural Lighting Direction

Stage Lighting Direction

Brand Activation

Artistic Visual Direction

### Designer

Sketch & Mood

Experiential Development

Installation & Spatial Context

Creative Thinker

Lighting Storyteller

Atmospheric Lighting

### Workshop Leader

Architectural Lighting & New Media

Human Centered Design

Wellbeing In The Work Place

Light Therapy

Lighting Design

New Media Design



## Sketch & Design to communicate her vision

She has powerful tools that she uses to convey coherent ideas, inspiration, and elaborated concepts.

# Crafting eye catching — visions



# Experiential Design to elevate brand experiences

Her interest in the lighting design industry has led her to develop high-impact immersive new media experiences.

# Designing brand — experiences

A photograph of a car in a dark room, illuminated by red light. A person is visible in the background, possibly a photographer or videographer, capturing the scene. The overall atmosphere is dramatic and immersive.



## Multimedia to design stages & architectural spaces

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Working with Danish stage designers influenced her in establishing a distinctive visual language for 2D digital content and new media surfaces. She sees content as *Light*.

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# Art Directing New Media — installations

# Lighting Design to transform stages & architectural spaces

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Working with Danish lighting designer *Jesper Kongshauge* and *The Flaming Beacon*, she learned to merge stage, architectural lighting and new media design, crafting modern urban immersive experiences.

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# Designing Immersive lighting in — architecture

# Interactive Design to create playful digital content

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Working with Moment Factory has empowered her to craft distinctive and playful interactive new media experiences, seamlessly fusing her stage lighting design expertise with architectural design. She has helped conceptualize and direct projects for world leading brands, world class events and urban activations.

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# Designing Playful interactive — experiences

Light & Colors  
to attract the — audience

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Brand Identity - Art Direction

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**Social Media  
digital content  
— & layout design**

*WORK*

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# PROJECTS

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## Creative Process

Client Workshop → Ideation → Concept Development → Design → Technological Development → Production → Integration Direction



# Mixed Media Digital art experience - ar, xr, vr, mr

Augmented Reality Concept Art



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LIGHT & NEW MEDIA  
DIRECTOR

# Mixed Media Digital experience

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Habitas Alula Concept Art by *Moment Factory*

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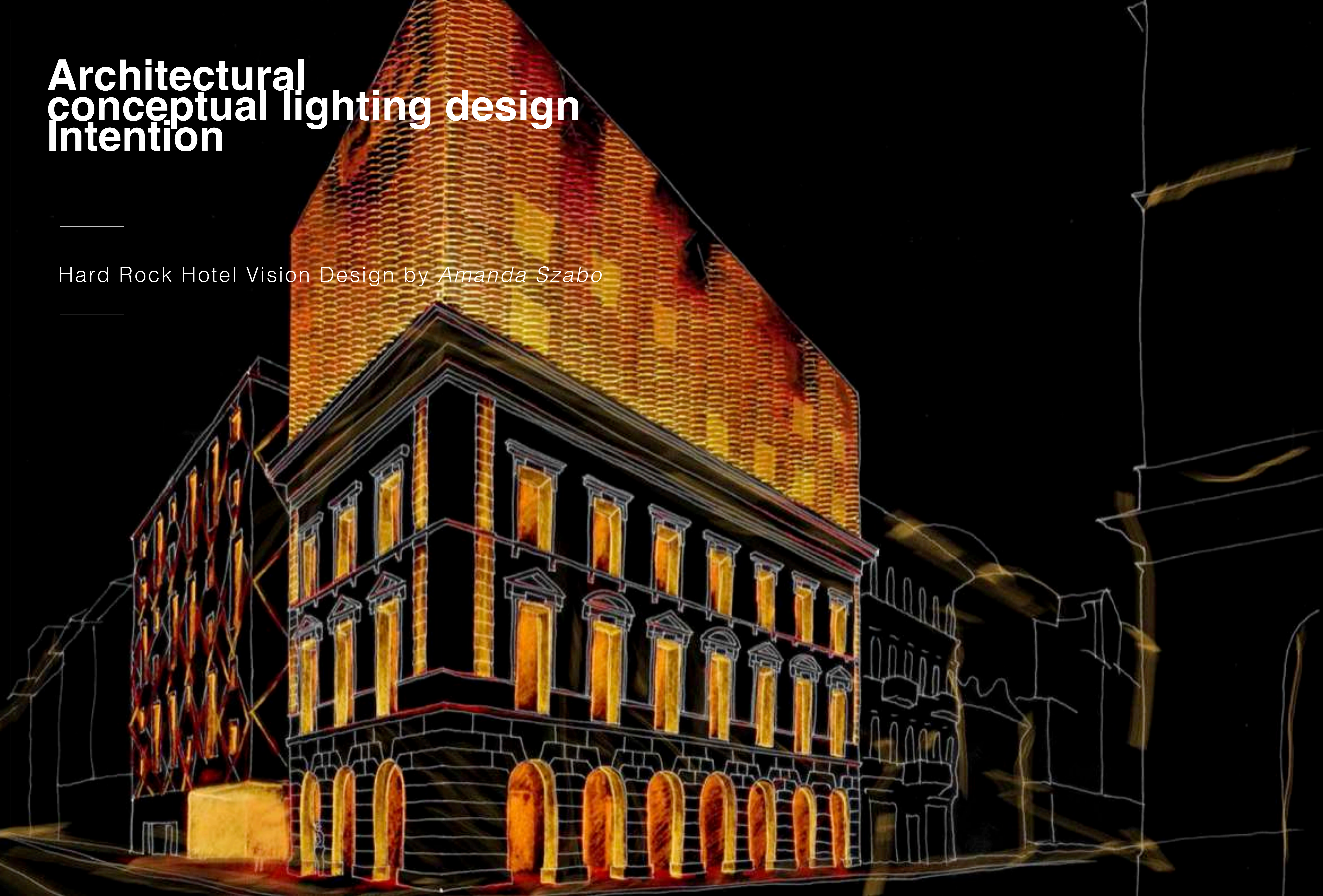




# Architectural conceptual lighting design Intention

Hard Rock Hotel Vision Design by *Amanda Szabo*

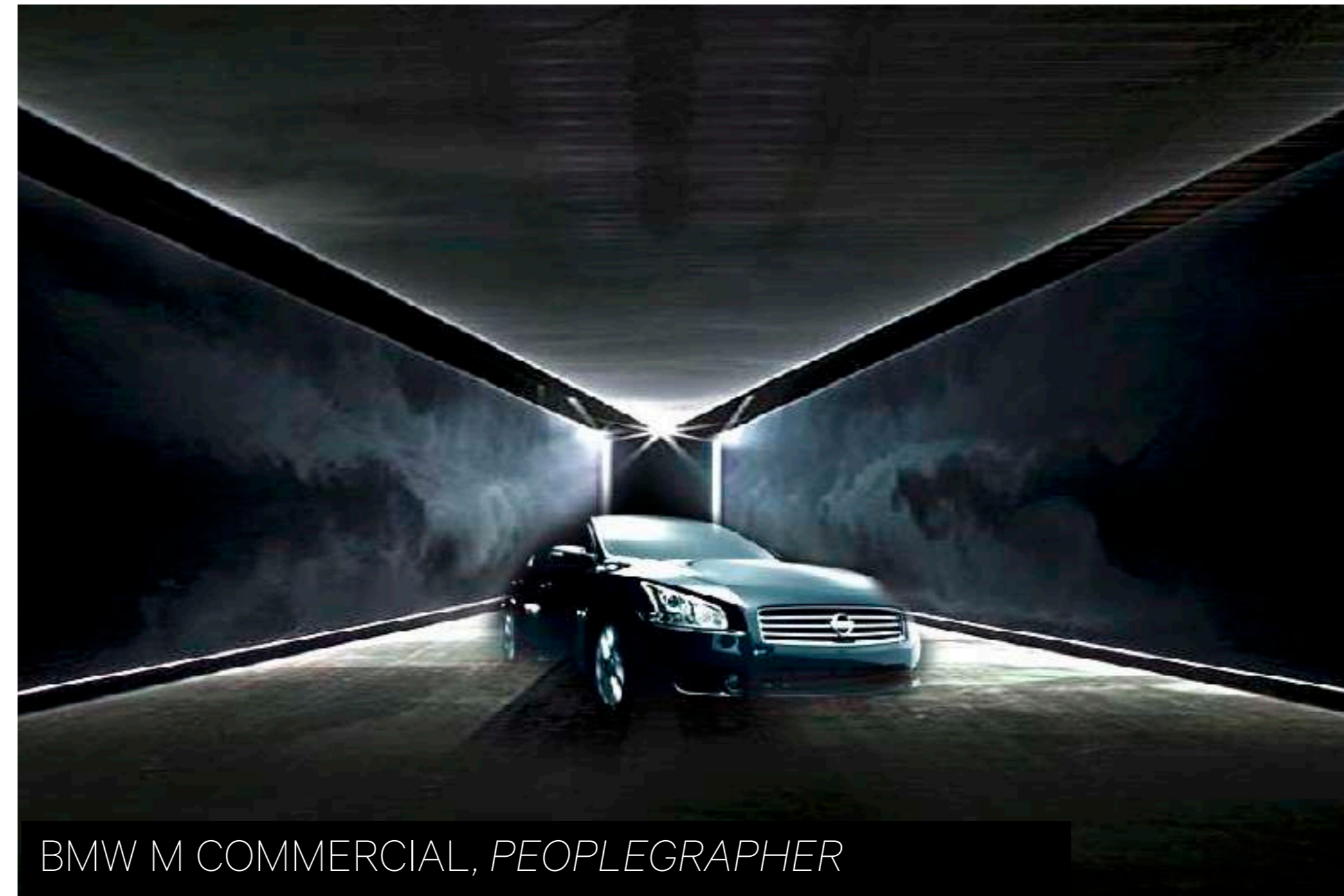
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LIGHT & NEW MEDIA  
DIRECTOR



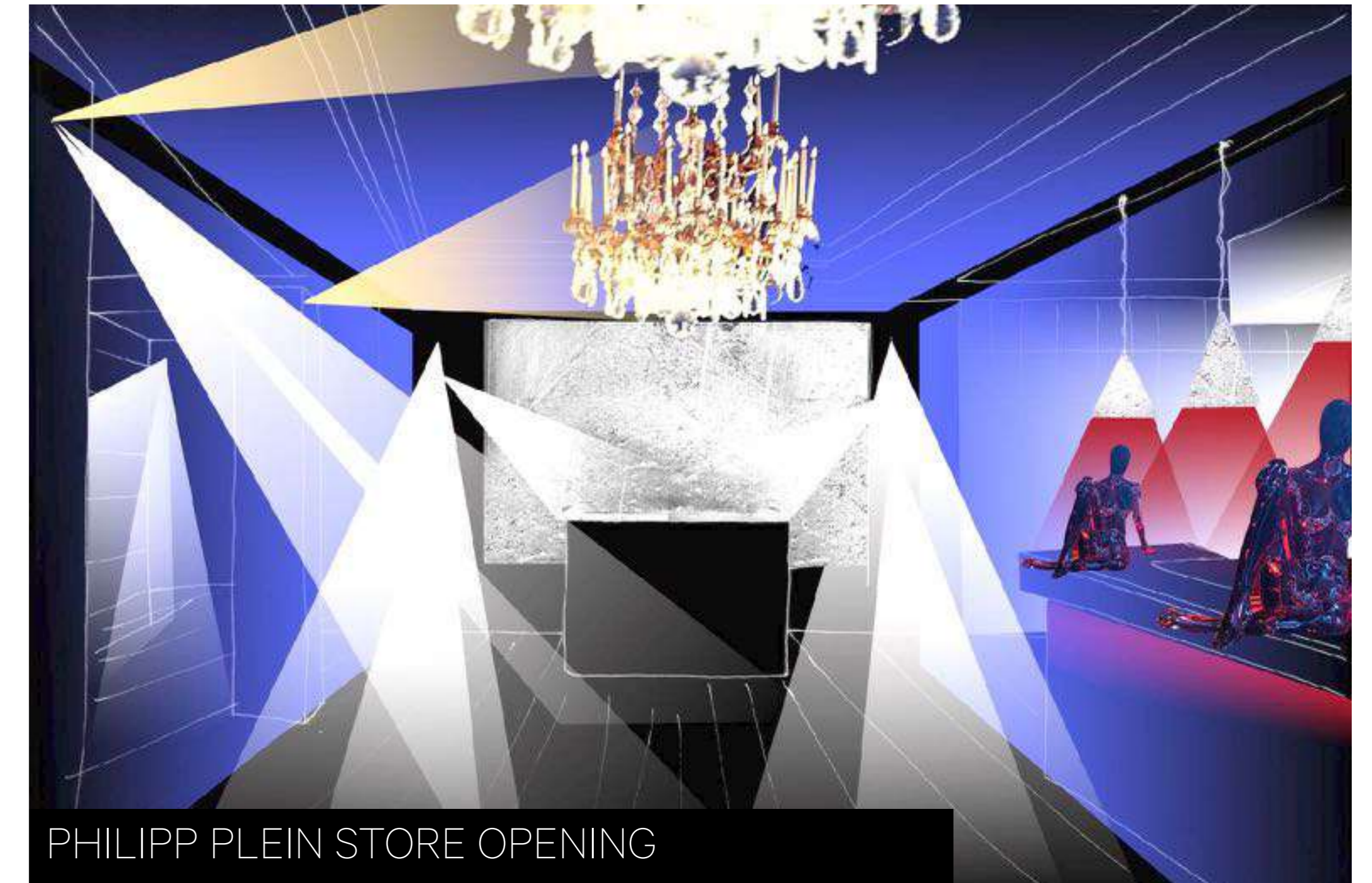
CONCEPTUAL  
VISION BY  
AMANDA  
SZABO



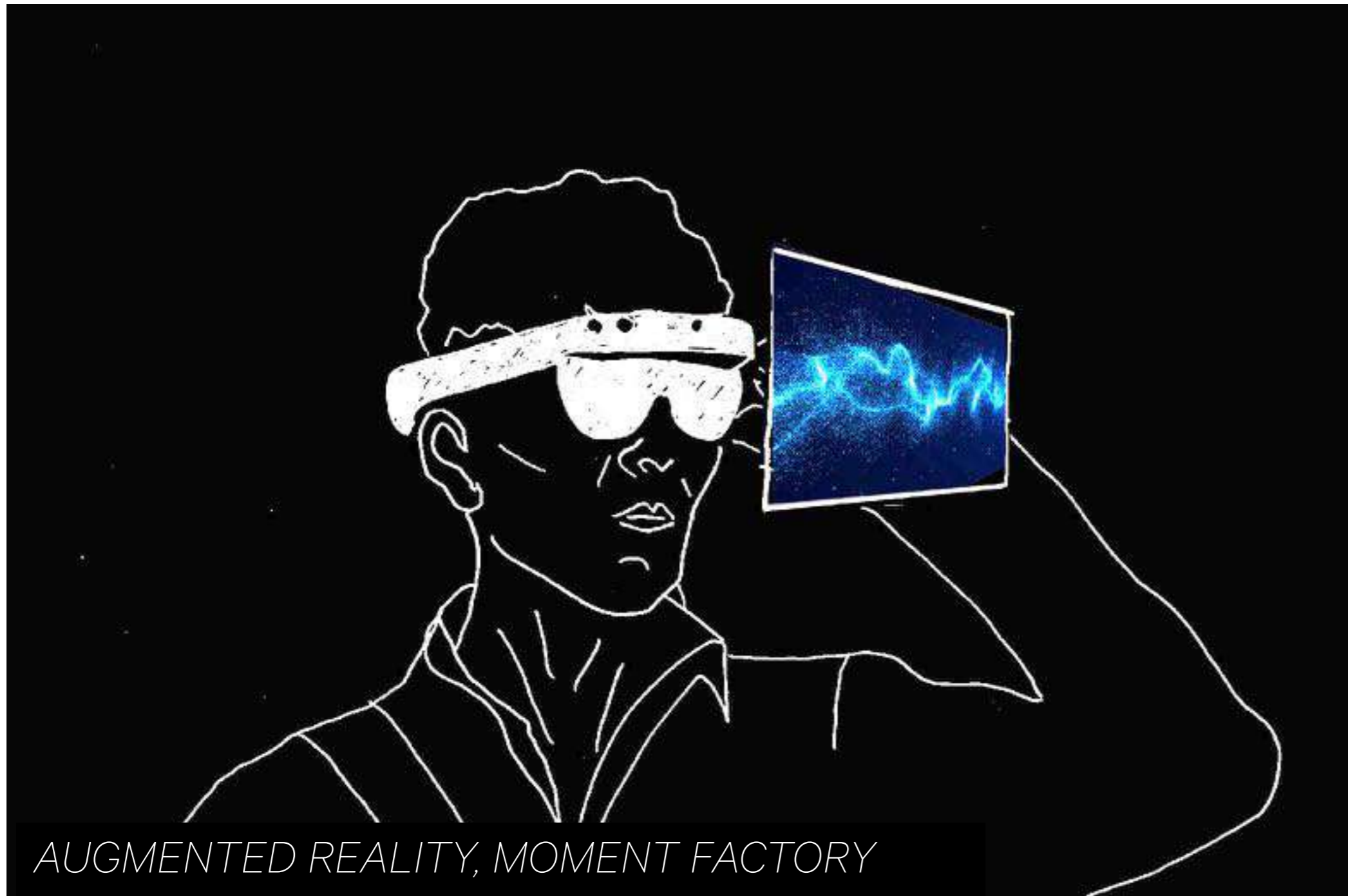
COMO LAKE HOTEL, SOLINFO GROUP



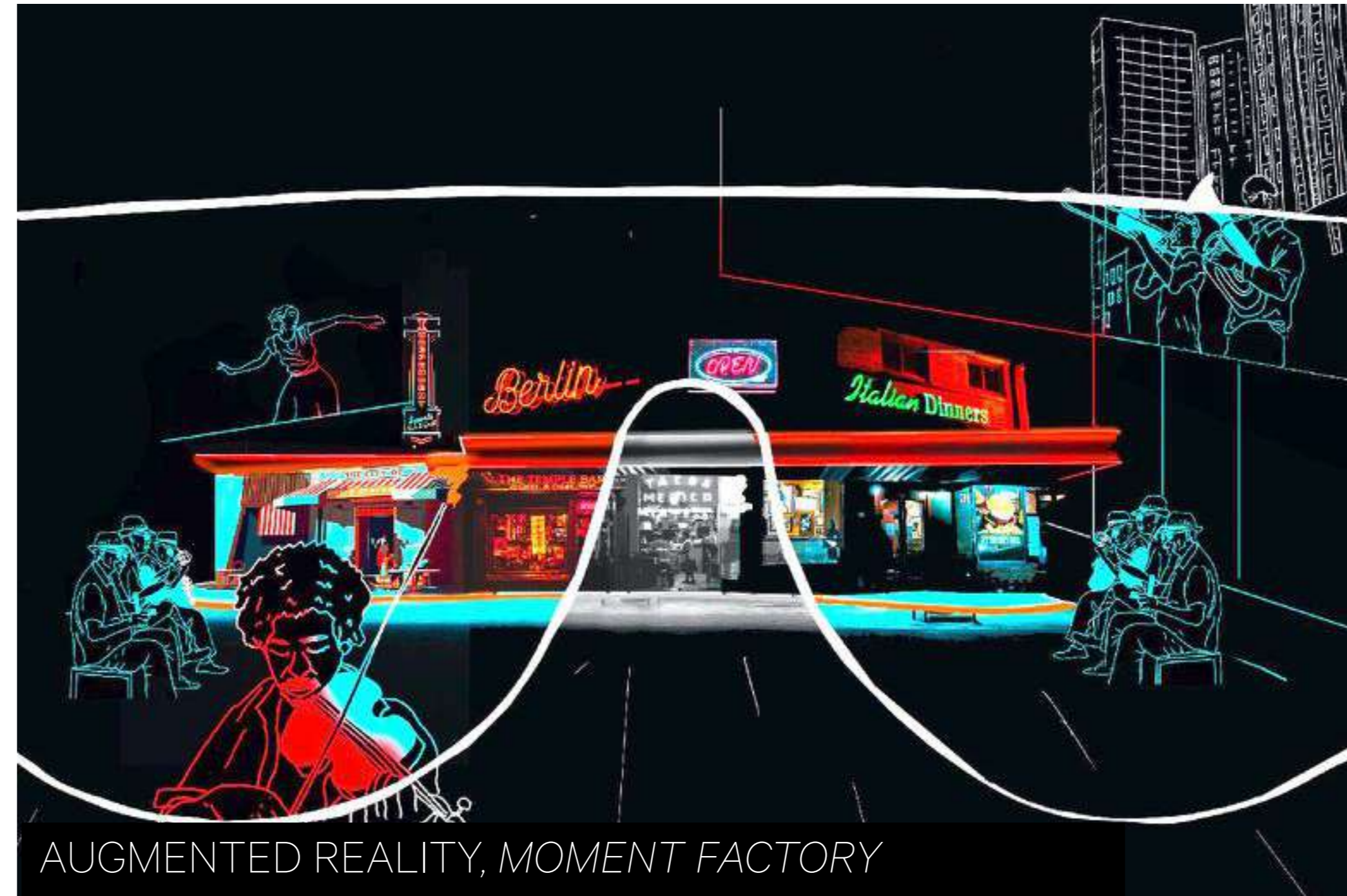
BMW M COMMERCIAL, PEOPLEGRAPHER



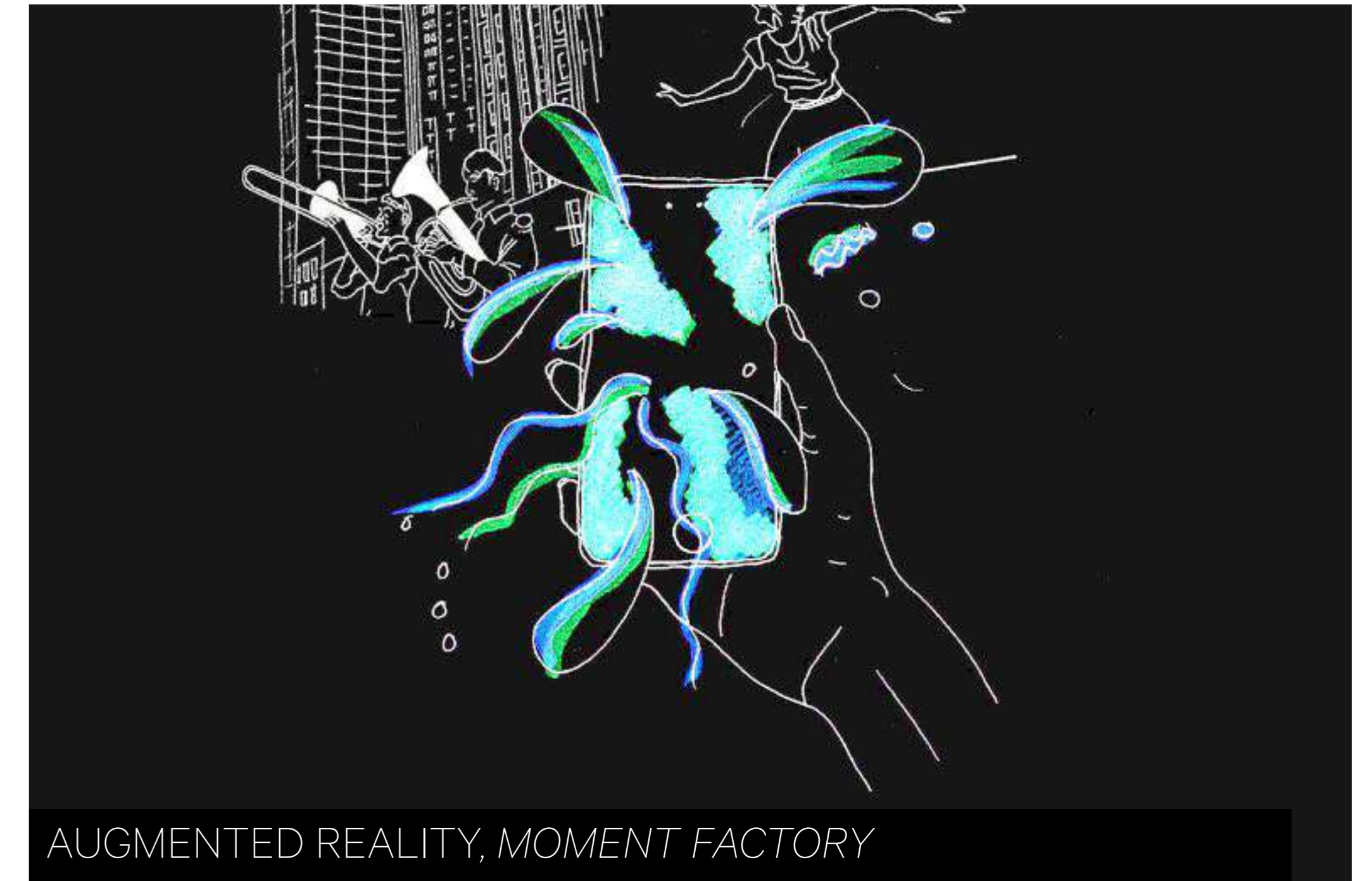
PHILIPP PLEIN STORE OPENING



AUGMENTED REALITY, MOMENT FACTORY



AUGMENTED REALITY, MOMENT FACTORY



AUGMENTED REALITY, MOMENT FACTORY



COMO LAKE HOTEL, SOLINFO GROUP



AMAN HOTEL, THE FLAMING BEACON



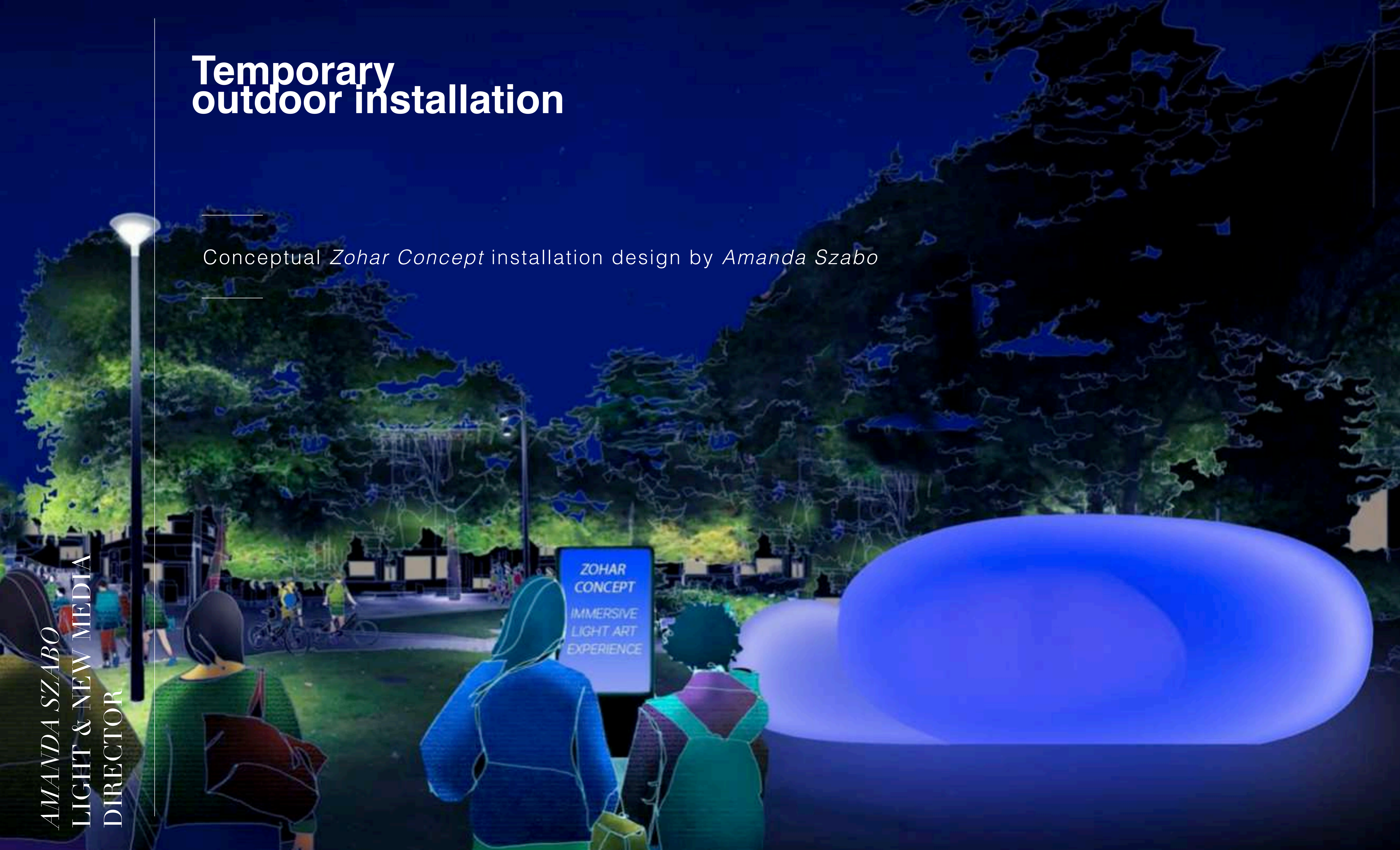
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# Temporary outdoor installation

Conceptual *Zohar Concept* installation design by *Amanda Szabo*

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LIGHT & NEW MEDIA  
DIRECTOR



# Permanent outdoor installation

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*Zohar Concept* Light Therapy Experience by *Amanda Szabo*

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[Link.](#)

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DIRECTOR



# Immersive Multimedia installation

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Creative Exploration - *Amanda Szabo*

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CREATIVE  
EXPLORATION BY  
AMANDA  
SZABO



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# Lighting Design Installation

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Bmw Mpp F90 Safety Car Commercial - *Peoplerapher*

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[Link.](#)

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# Lighting Design Installation

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Bmw Mpp F90 Safety Car Commercial - *Peoplerapher*

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[Click to play.](#)

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# Lighting Design

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Hyundai IONIQ 5 car introduction teaser video Lighting Design - *Camao*

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[Link.](#)



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# Video Projection Content concept & design

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Wagner's Parsifal Opera - *Hotel Pro Forma*

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[Link.](#)



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# Video Projection Content concept & design



Wagner's Parsifal Opera - *Hotel Pro Forma*

[Link.](#)



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# Video Projection Content concept & design

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Mozart's Idomeneo Opera - *Jesper Kongshaug LD, Vienna State Opera House*

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[Link.](#)

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# Stage lighting design

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Terezin OffBroadway - *Nicholas Tolkien Director*

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[Link.](#)

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DIRECTOR



# Landscape & Atmospheric lighting design

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Light Art Installation - *Merzouga Desert Hotel by Zohar Concept*

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[Link.](#)

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LIGHT & NEW MEDIA  
DIRECTOR



# Landscape & Atmospheric lighting design

Concept Art for Habitas Alula Hotel by *Moment Factory*

[Link.](#)

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DIRECTOR



# Architectural concept & lighting design

Supper Club Lighting Design - *Konyhakor*

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DIRECTOR





# Architectural concept & lighting design

Four Season Hotel Budapest- *Solinfo Group*

[Link.](#)

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# Architectural concept & lighting design

Hard Rock Hotel Budapest - *Solinfo Group* [Link.](#)

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# Architectural concept & lighting design

Paris Passage - *Solinfo Group*

[Link](#)

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# Concept & Product design

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Kyoto Lantern - *Bolia Design Award Competition*

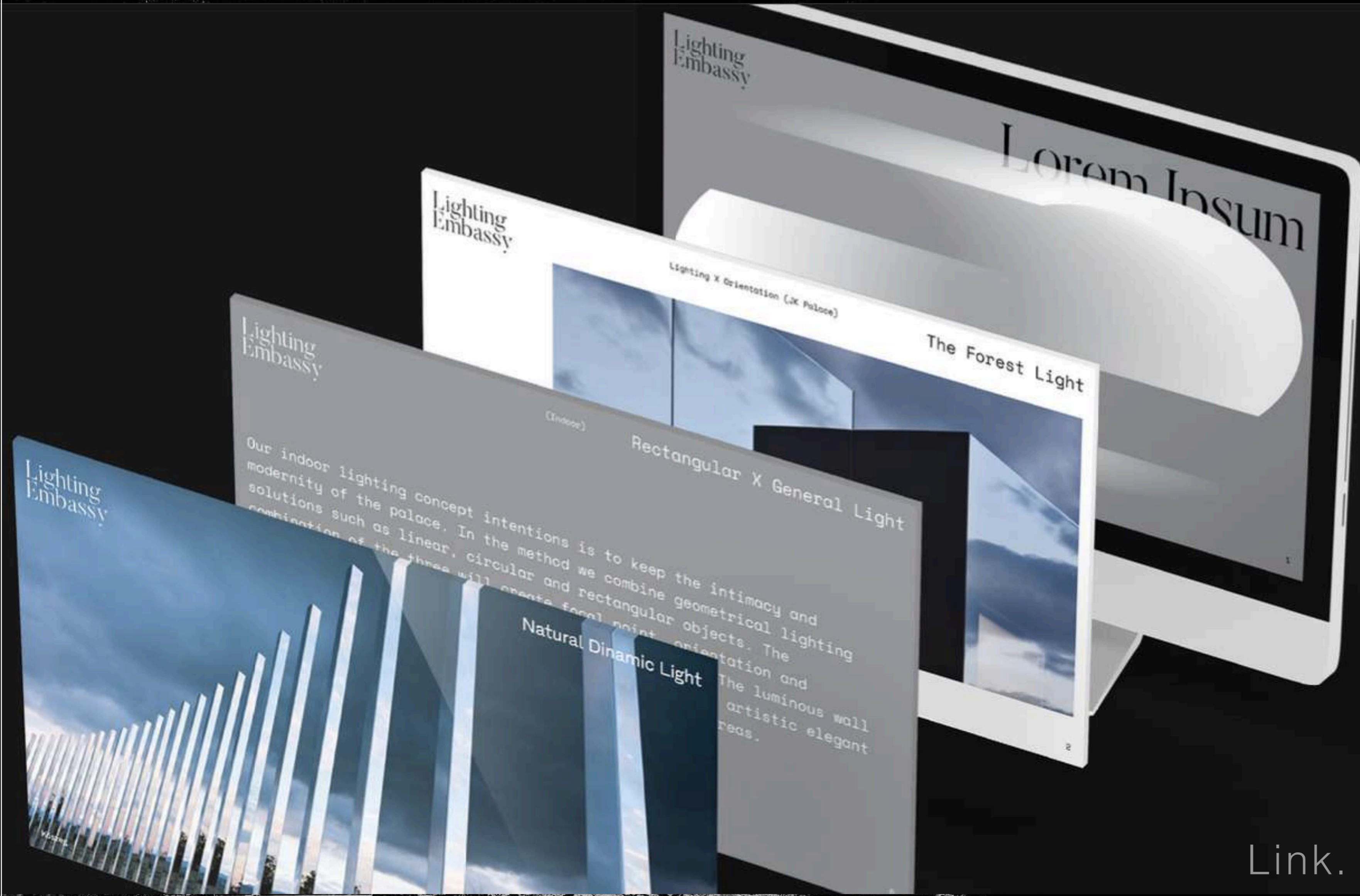
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LIGHT & NEW MEDIA  
DIRECTOR



LIGHTING  
EMBASSY  
BRAND  
IDENTITY

ART DIRECTION



Link.

Orbán Zoltán

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lightingembassy.com

Lighting  
Embassy



Lighting  
Embassy

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Szabó Amanda  
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international lighting designer

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Lighting  
Embassy



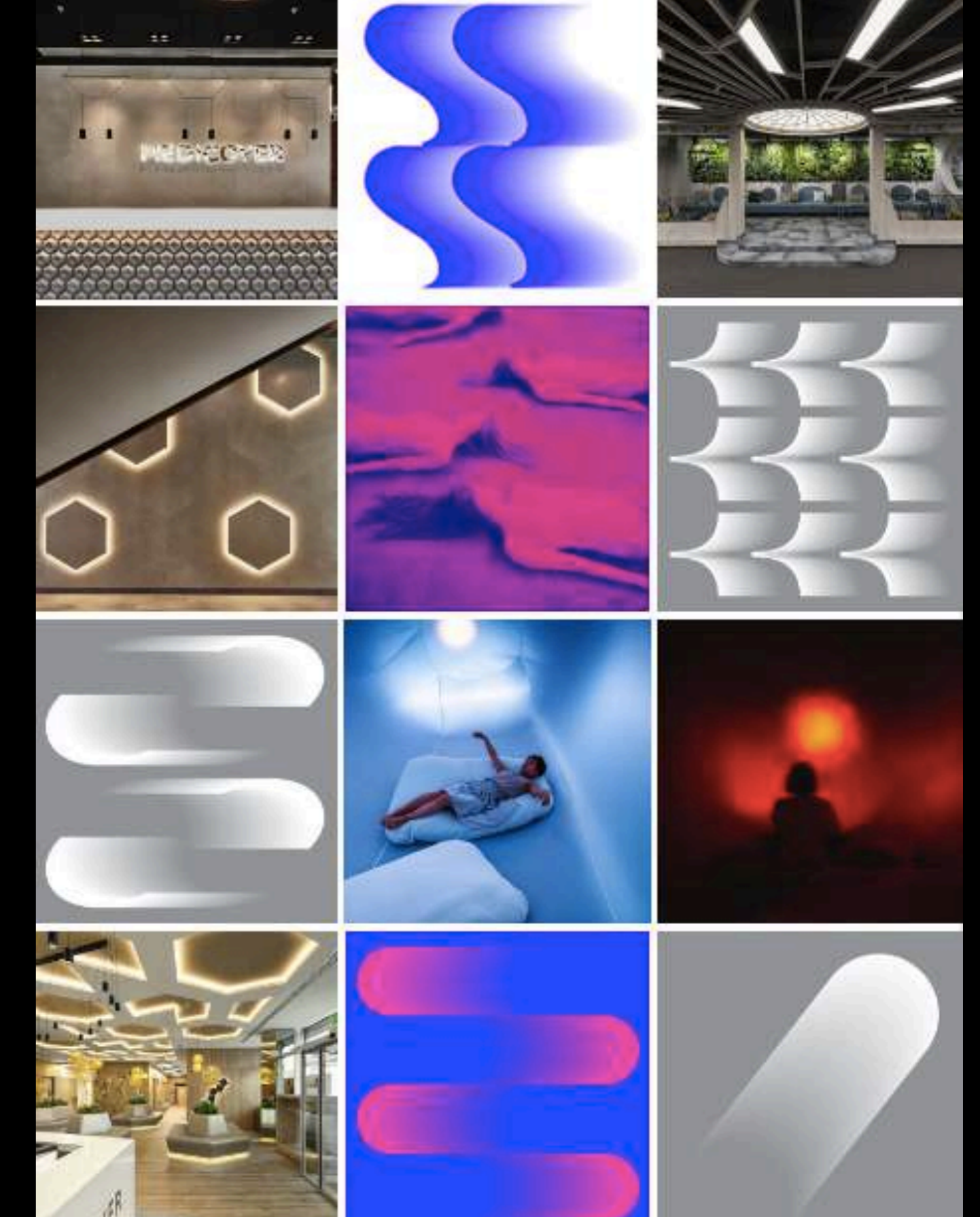
Explore and  
experience  
the role of light!

Lighting  
Embassy

Lighting design  
package from the best lighting  
experts. Not an added value,  
the first step.

lightingembassy.com

Solinfo



LIL-BEDU  
FASHION  
BRAND  
IDENTITY  
SOCIAL MEDIA  
CONTENT

FASHION  
DESIGN

ART DIRECTION



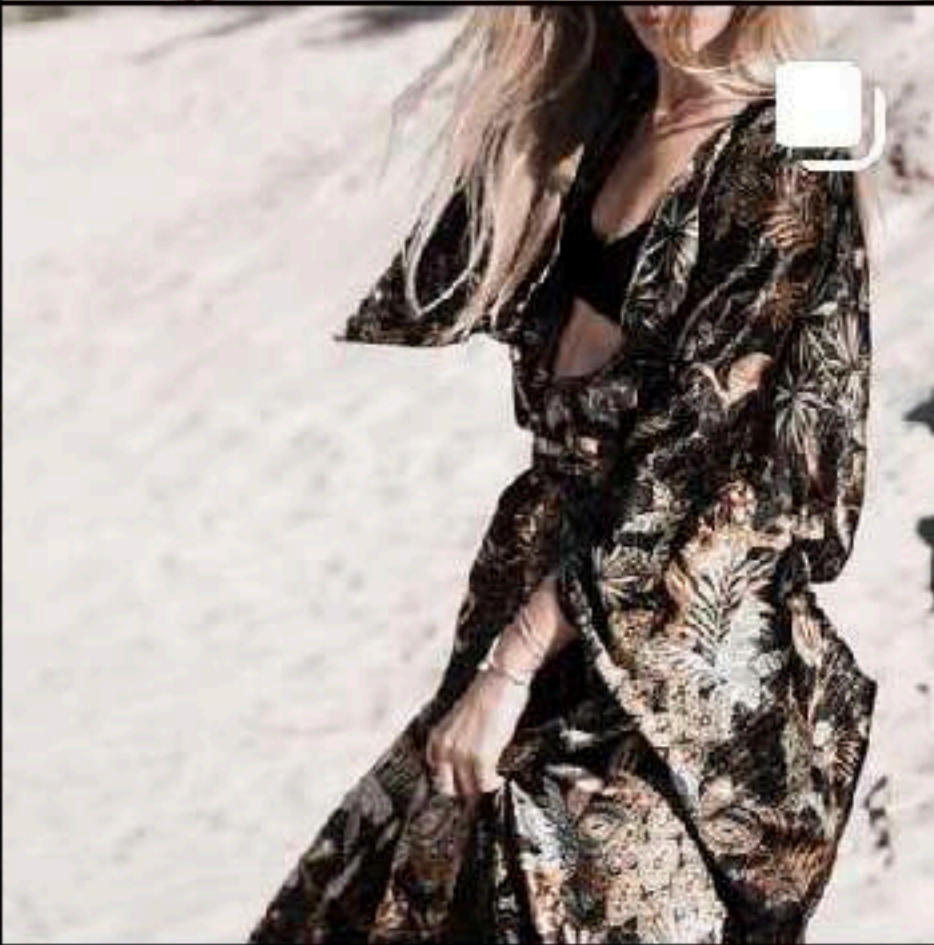
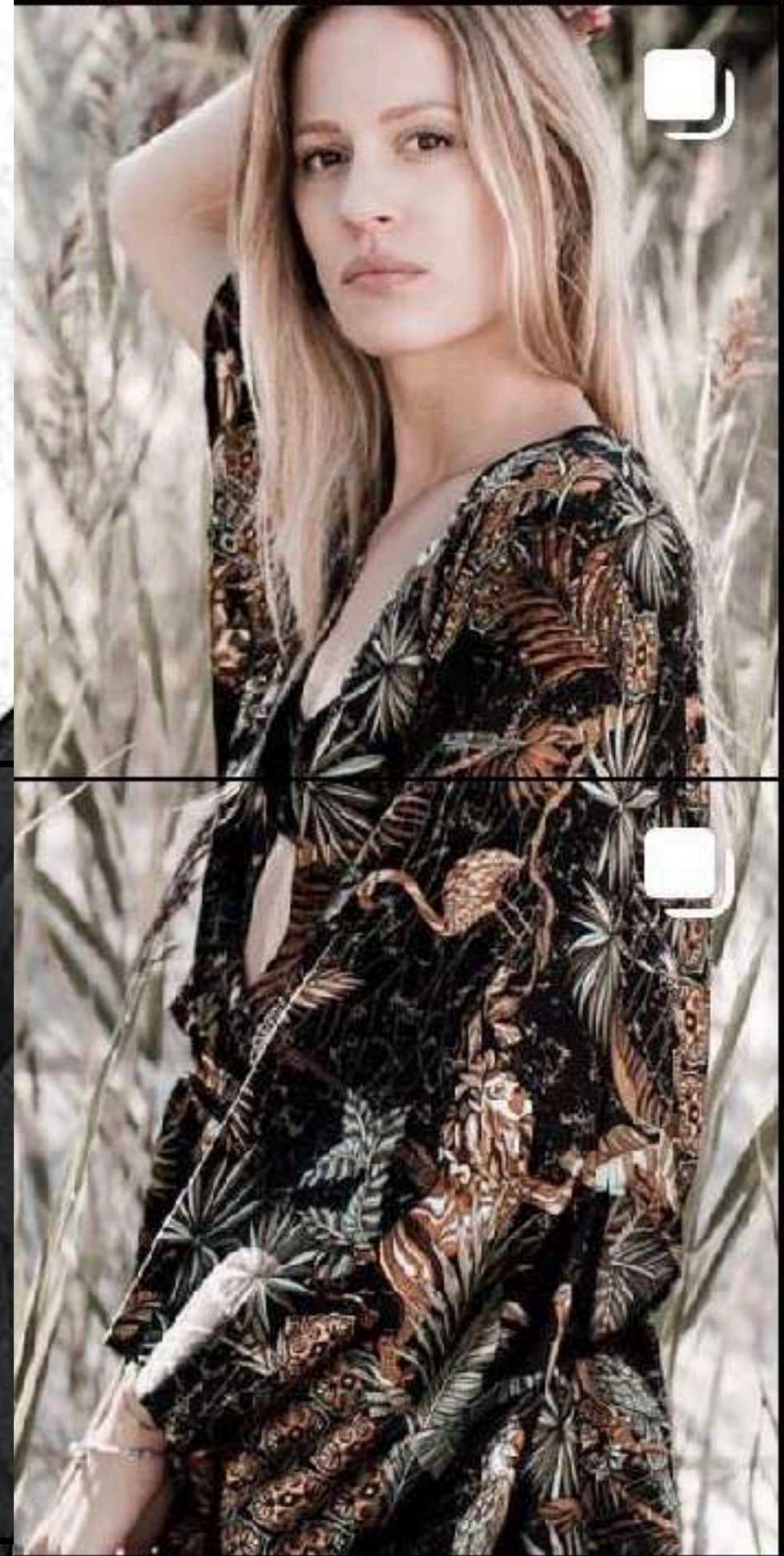
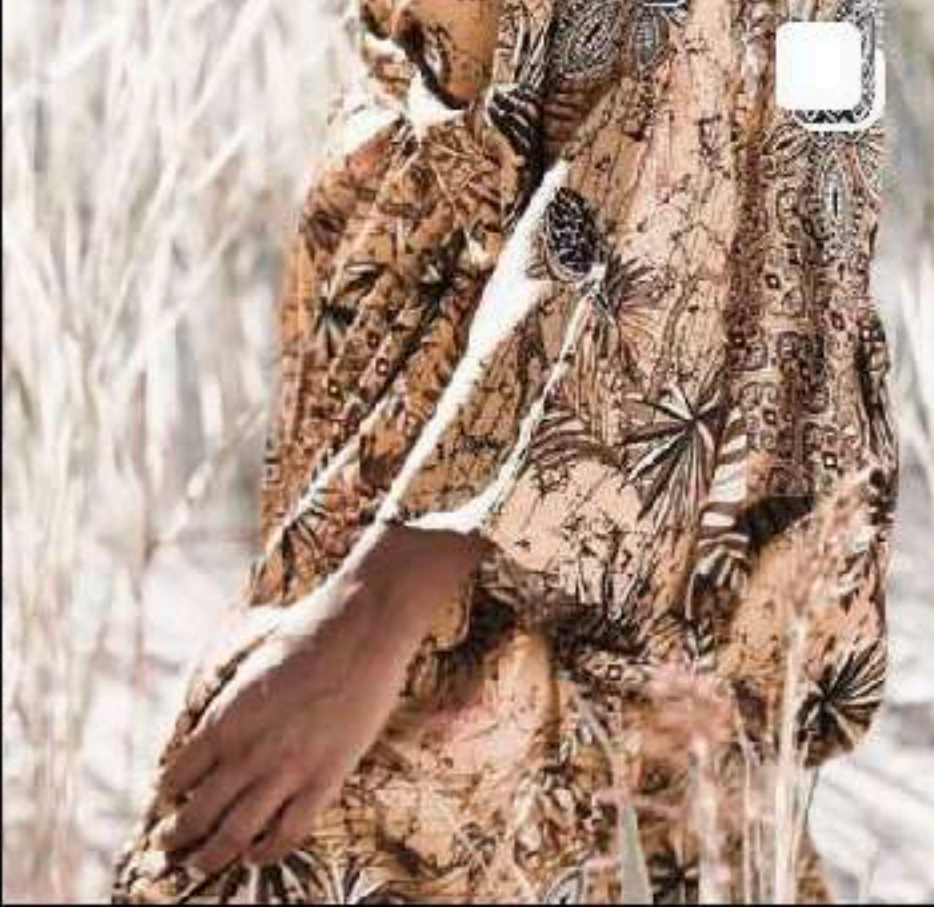
Mabruka (berbera della Cirenaica)

B

Fashion

Design

Link.



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LIGHT & NEW MEDIA  
DIRECTOR



'20

MOROCCO  
JOUNEY  
HOTEL  
IDENTITY  
AND  
BRAND  
DESIGN

ART DIRECTION

LIGHTING  
DESIGNER  
FOR TEMPORARY  
INSTALLATION

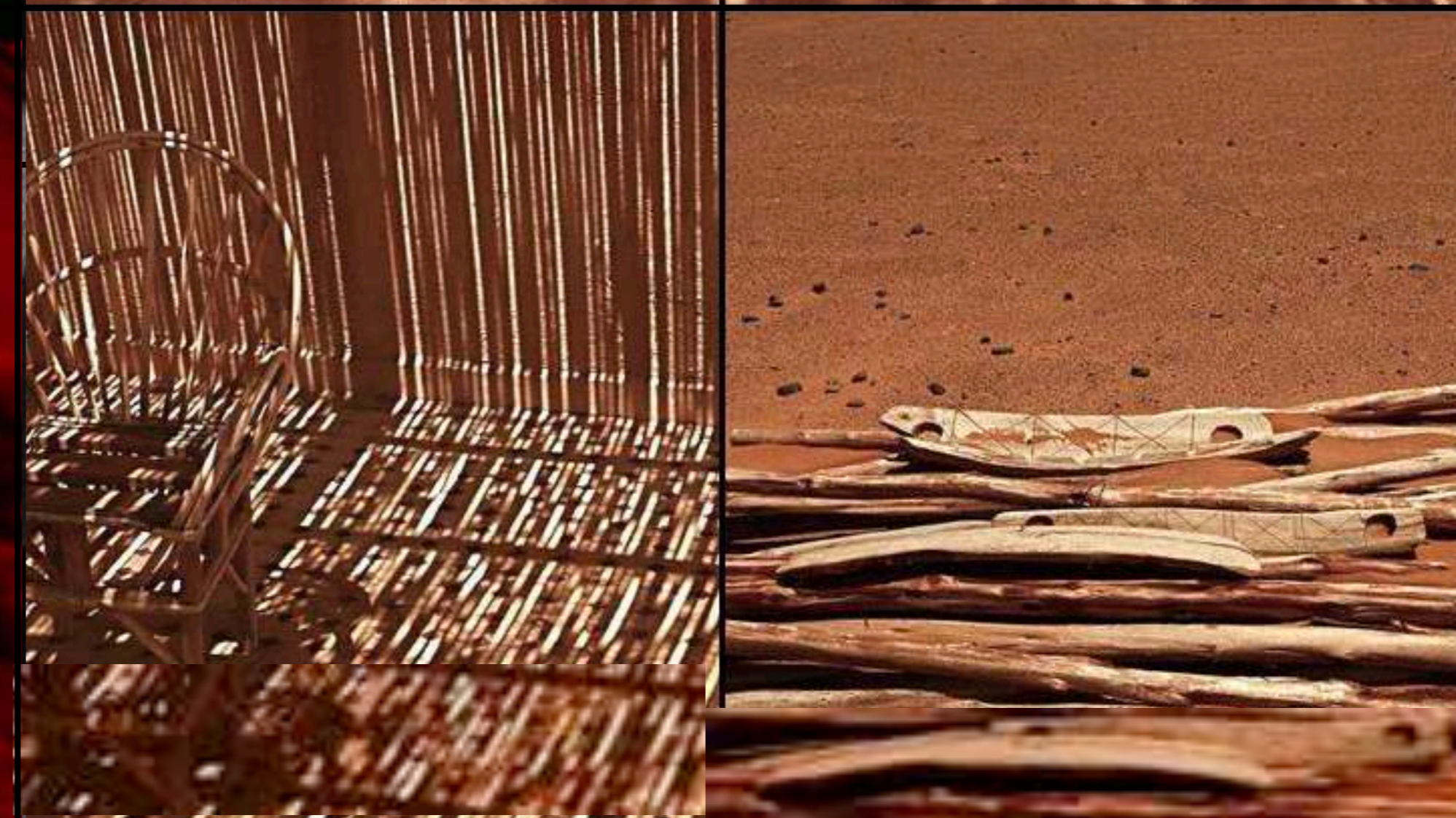
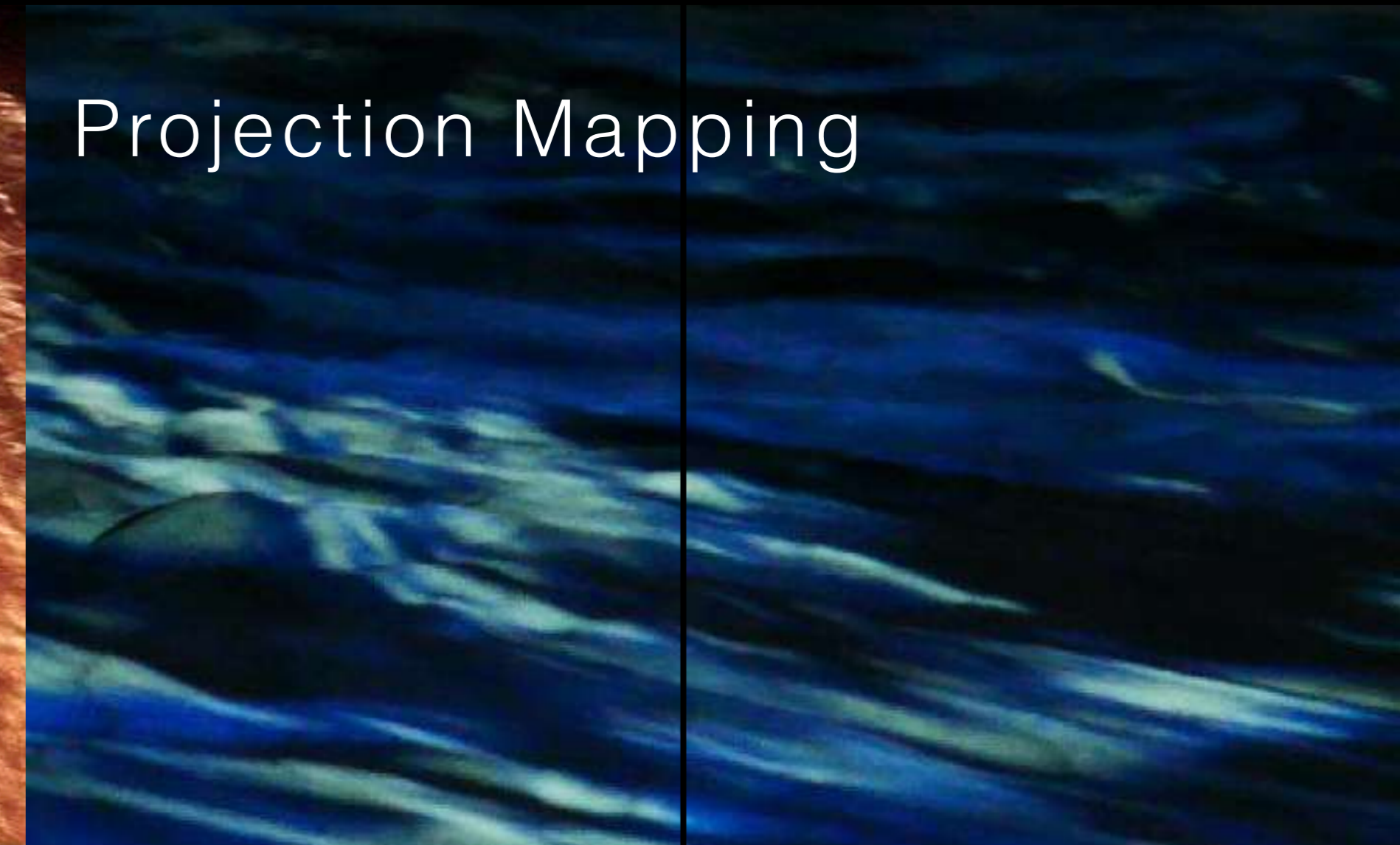
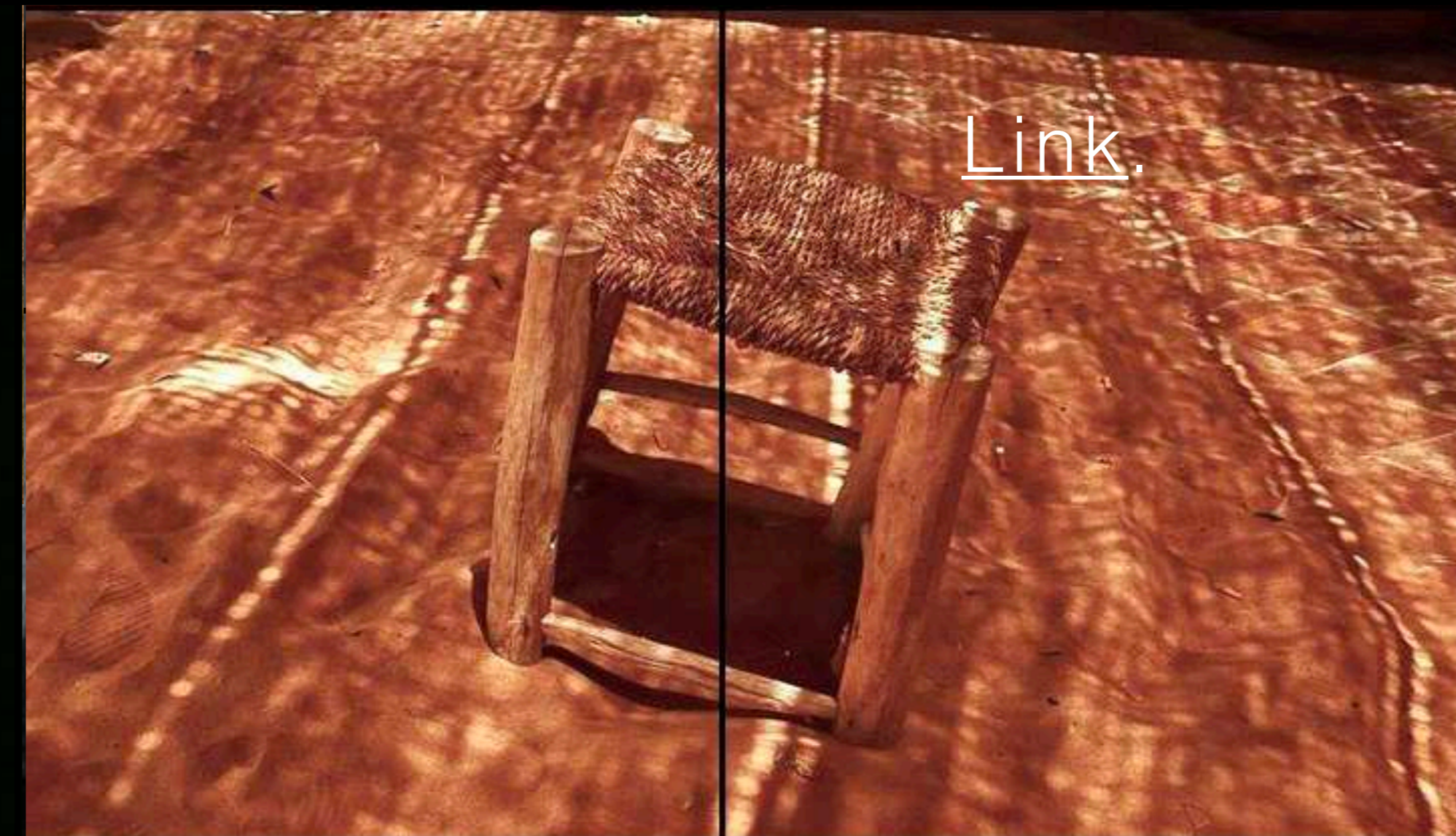
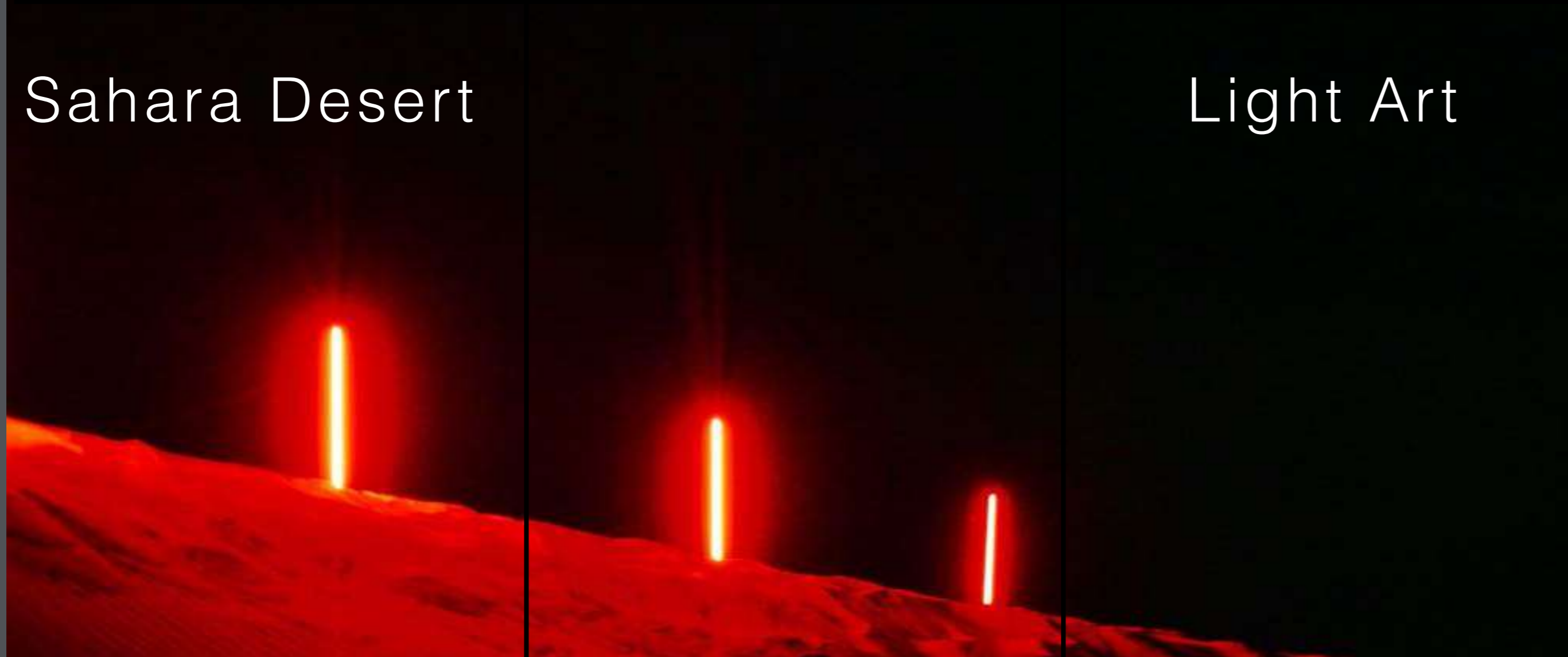


Sahara Desert

Light Art

Link.

Projection Mapping



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LIGHT & NEW MEDIA  
DIRECTOR

# Collaborators

**MOMENT  
FACTORY**

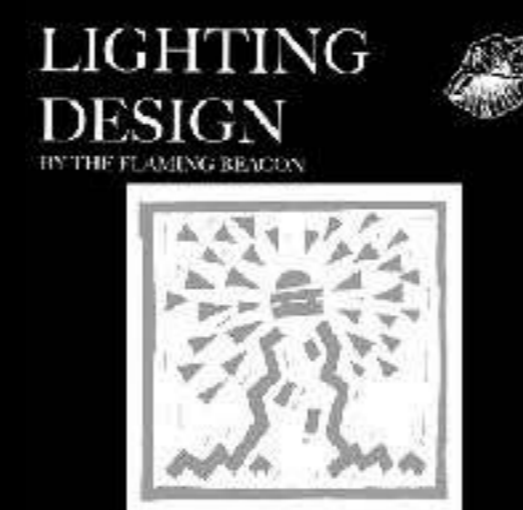
**Solinfo**<sup>est. 1990</sup> Group



Lighting  
Embassy



**PEOPLEGRAPHER**



**Nicholas Tolkien ,  
Santabarbara Film**



PUBLICATIONS

# AWARDS & MENTIONS

# ARCHITECT

For the Light and Architecture Design Award, the winning entries had to demonstrate a “great backstory, strong lighting concept” and “creative use of light,” said jurors Chrysanthi Stockwell and Raymond Barberousse, respectively. **Of the 111 submissions from around the world, the jury recognized 10 projects in four lighting categories: whole building, exterior, interior, and exhibition and installations.** “In these projects, the lighting goes beyond just being applied,” said juror Dawn Hollingsworth. “Rather, it gives expression to the space.”

[Click to visit the installation.](#)

## 2020 AL Design Award



# Experience Testimony

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## Testimony by *Ádám Kátai* a participant at Budapest Design Week 2020

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You find yourself inside a huge bowl-like construction, lit by the color blue, and offering comfortable-looking pillows onto which you are invited to lay down. One could suppose that this art project would be about meditating and relaxing, and I need to tell you, that waiting for the audience was much more than that. On one hand, the light installation of Zohar Concept introduced at the Budapest Design Week and made by Amanda Szabó and Agapeh Allahverdi offers a chance to position ourselves inside an overwhelmingly calming space, excluding everything that belongs to the outside world except music and light. Thus, it allows the audience to feel the sensation of tranquillity. On the other hand, it also bears the potential to create an almost out-of-body experience or to allow us to lose our logic of perception and yet continue to perceive. The changing colors of the space could initiate emotional states and enhance their changes. But when the brilliantly composed music by Davin Young arrives to the point where the rhythms of the percussions speed up in a chaotic way, a stroboscope starts flashing light and the moment of catharsis arrives. The sudden changes of lightness and darkness take place which is utterly upsetting yet satisfying. We lose all our stable visual contact with the surroundings as the space we inhabit only appears for a quick second, and then turns into darkness for another second and so on. At that point....

# 2020 AL Design Award

I acquired one of the most unique experiences that I ever had from an art piece. That short glimpse-like illuminations provided just enough time to make the light bounce back from my eyes, and my retinas, and when it instantly turned back to darkness, I saw an eye. I looked at my own eyes, or more likely the reflection of my eyes, but nothing else was there that I could see. I knew that my eyes were real and that my act of looking was real too. But because I knew it, it felt like that what I had been actually looking at was the act of looking itself, or rather was the act of looking at nothingness or seeing the reflected light flashing away from my eyeballs through the space.

These few seconds really left me with a metaphysical experience, where I could not decide who looked at what, and made me realize the relativity of reality and the summoning power of human perception. I believe that such effects are the attributes of the sublime experience in its purest as that is the experience which originates from us transcending our bodily relations to the outside world. It shows that the physical owns more dimensions. Some of them can be the result of our very perception, such as our projections and the associations that are launched in one's mind. When I left this art installation, I felt like I had seen God, or his eyes at least. I do not mean that in any religious sense of course, but in a sense that my momentary emotional state was truly liberated and for the first time I could look at myself from outside of my own standpoint with eyes that were not mine.

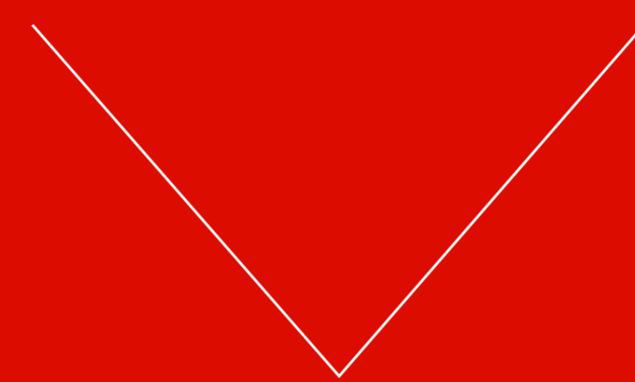
# *HYPE AND HYPER* magazine article 2023

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Discover how Amanda Szabo built a strong international work experience in the lighting and multimedia industry from Berlin to New York.

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Read below.

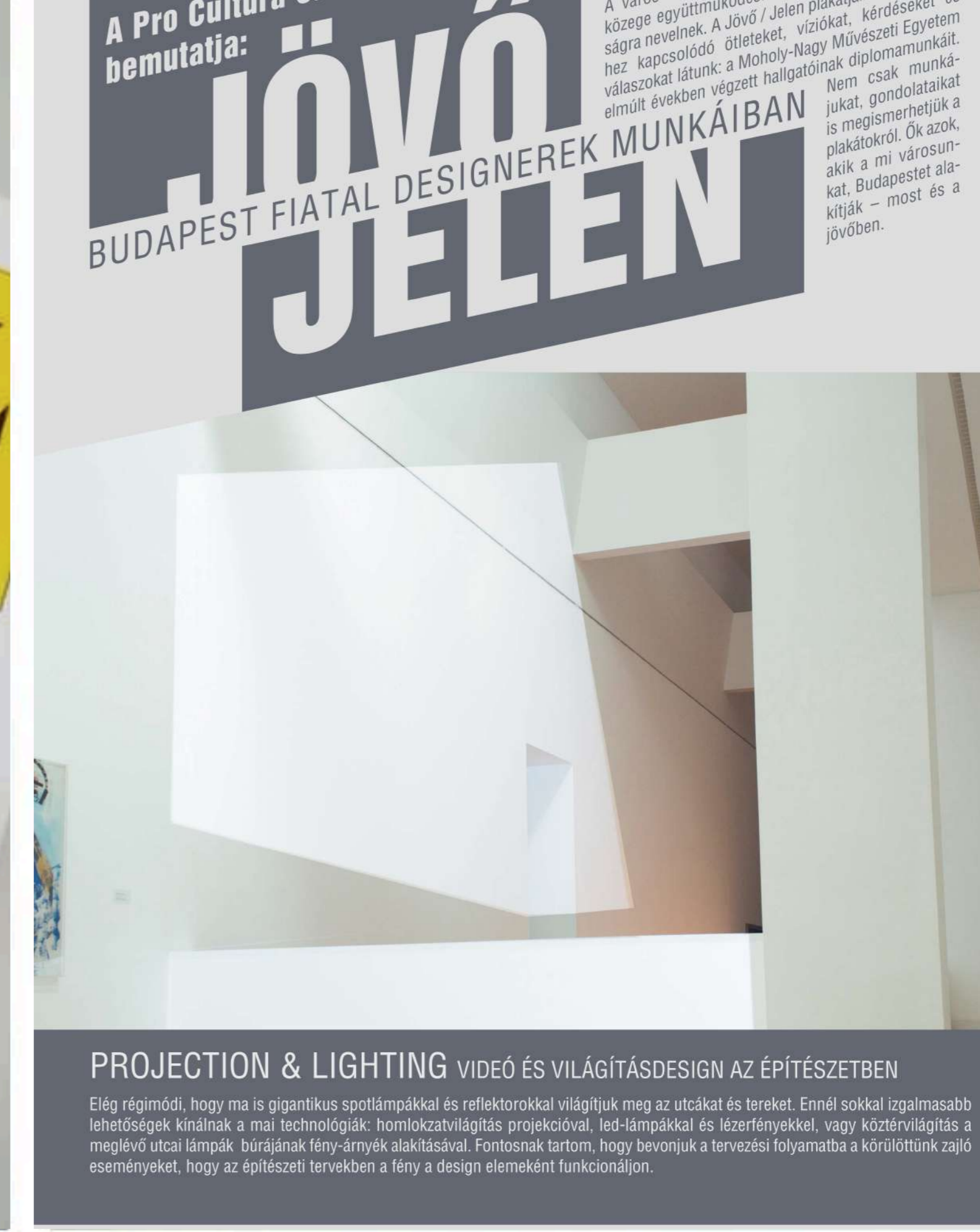




Award winning installation - -Zohar Concept Lighting Design



Terezin OffBroadway

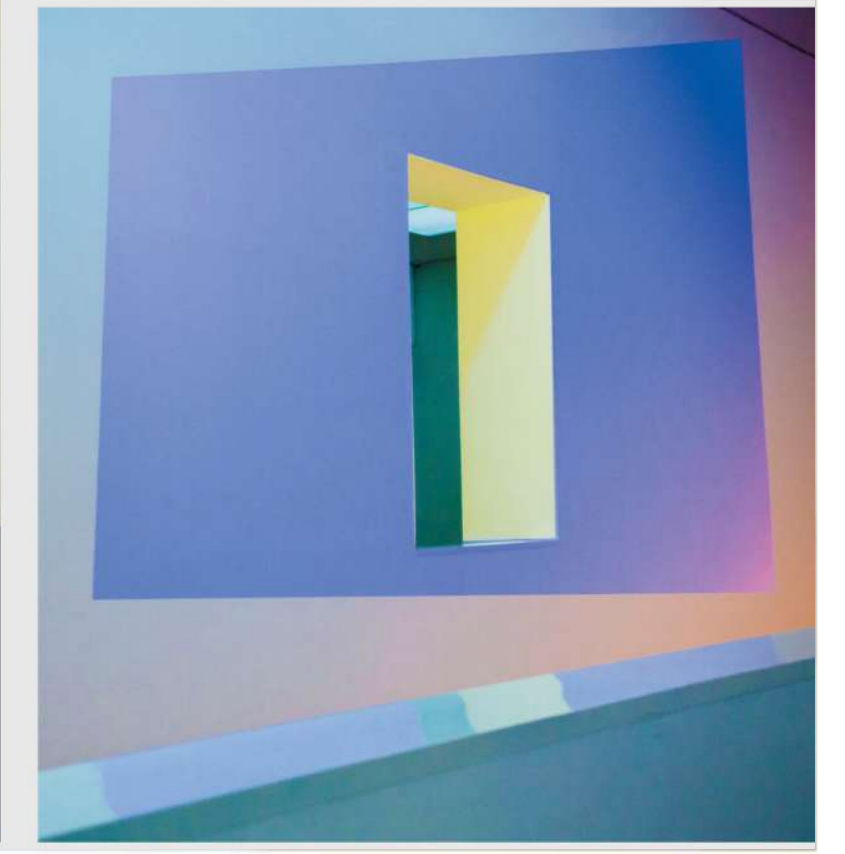


Ludwig Museum of Art - Projection Mapping



SZABÓ AMANDA  
2014, MÉDIA DESIGNER

Hogyan lehet Budapest külső és belső tereit a világítás segítségével színesíteni, változtatni – azaz éjszakánként új, virtuális tereket és városot építeni? Erre ad lehetőséget a fény- és világítástervezés, amely mára önálló művészeti ágga nőtt. A lényeg a fejlett technológia és a felhasználói élmény találkozása: videók és lámpák finomhangolásával olyan narratívabb, dinamikusabb és interaktívabb világítástechnikai megoldások keresése, amelyek nemcsak felhasználóbarát és energiatakarékos módon működtethetőek, de sokkal esztétikusabbak is.



‘There are only a few lighting designers in central Europe who’ve made it to the international scene. What brought you to this profession?’

After studying Media Design at Moholy-Nagy University of Art and Design, I moved to Copenhagen to work on opera productions and design projection mapping installations. **It was while traveling in Scandinavia, that I first realized lighting design can step out of theaters and become an integral part of architecture** and that the future lies in universal art projects. After, I enrolled in the Lighting Design Master’s program of Hochschule Wismar Architecture in Germany and later while working in Copenhagen, two things finally dawned on me: **I tell stories and design brand identity and atmosphere through light. I believe that beauty is created when the right balance is found between different art mediums.**



[Link to visit Bmw M Sport Car commercial by Peoplegrapher](#)



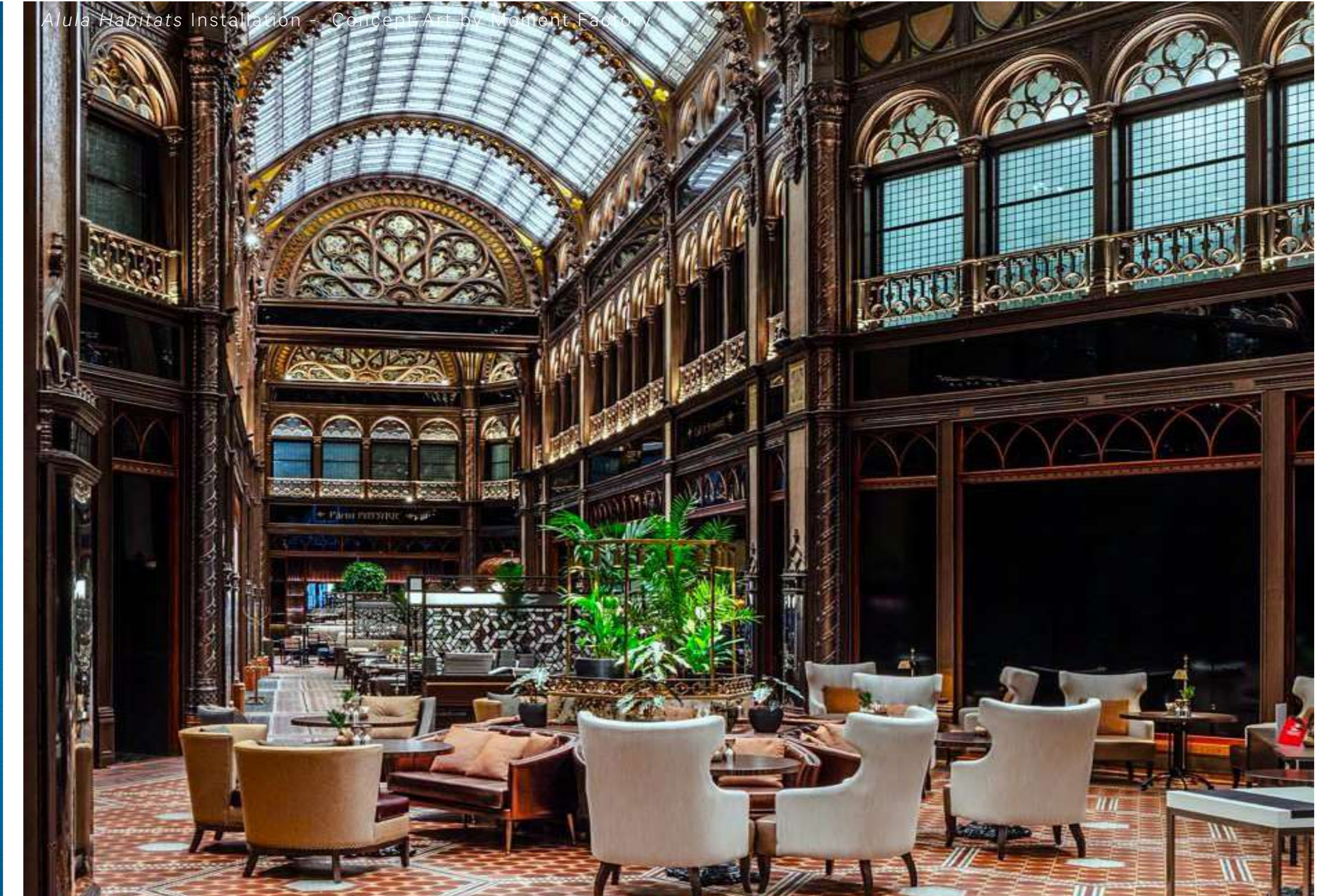
**Amanda Szabo** in New York

## ‘What does a lighting designer do, what projects are you working on?’

With ten years of experience, I'd rather call myself as a **Immersive Multimedia Director** specialized in lighting, brand identity and event design. Whether I'm working on stage, entertainment or architectural projects, my job is to define the atmospheres, look and feel of the content or space from the start until the end of the journey. Some of my influential projects: with Nicholas Tolkien on Off-Broadway, Mozart, Parsifal opera with Hotel Pro Forma, Hard Rock interactive facade, Aman Hotel, Four Seasons and Como Lake Hotel, Bmw M sport car and Hyundai car introduction video... In my recent work with **Moment Factory**, I helped to conceptualize and direct immersive experiences and content for media walls, capsules, brands, lighting, events. Few of our projects I helped conceptualize: Infiniti Car launch, SK2 cosmetic brand, Habitas AlUla Hotel in Saudi Arabia and more projects with industry leading clients. Our collaboration was primary based on multimedia and art direction, **crafting successful pitches and securing clients and projects.**



[Click to visit Zohar Concept Award](#)



[Click to visit Paris Court Hotel project by Solinfo Group](#)

‘The focus of your work is creating atmospheres, however, we know little about what particular spaces inspire you during your design process. What kind of environment makes your creativity flow?’

For me, an aesthetic, inspiring space and silence are key. I believe that creative minds shut down in a busy and loud office environment. The visuals of the space might influence the outcome of my design process. While I am working, I listen to monotonous frequencies on 300 and 400 Hz for hours that relax my mind. **Meditative spaces and situations are also important to me, these are the themes I explore in my Zohar Concept art project designed for office spaces where the effects of light and sound waves influence the psyche.** When you walk into one of our installation, the combination of colors accompanied by noises and scents that stimulate your brain and transport you to a meditative state.



[Click](#) to visit *ZLil-Bedu* instagram

**‘Besides your lighting design projects, you are about to launch your swimwear line and your ready-to-wear brand Lil Bedu already has two collections. What made you try yourself in fashion?’**

**I’m a big fan of ancient cultures,** their traditions of handmade goods, the story-telling power of a piece of clothing or an item. I first fell in love with women’s clothing in Arabic cultures. I wanted to create a modern piece that invokes the charming movement of wrap dresses. The first collection of my brand Lil Bedu was inspired by this feeling with a hint of inspiration from silhouettes of kimonos and modern kaftans. As designer and art director my goal was never to design countless collections, but to create something timeless and sustainable that you can wear in many ways and that oozes the feeling of the lifestyle, travel experiences and cultures that made it come to life.





Click to visit *Women In Lighting* site

## Amanda Szabo is an ambassador of *Women in Lighting Design* in Hungary

*“When we talk about women in design, we should not turn it into a minority issue. We need to honor our heroines because unless they are visible, we will not encourage the next generation of female designers.”*

ILSE CRAWFORD



# PUBLICATIONS

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**OCTOGON**  
visit link ARCHITECTURE  
& DESIGN

Zohar Concept installation

**marie claire**  
visit link

Interview with  
Amanda Szabo

**stir**  
visit link

Interview with  
Janet Echelman x  
Amanda Szabo x  
Linus Lopez

# CONTACT

## Amanda Szabo



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