



# Portfolio.

Voix Nomades Studio

Outdoor

Ecotourism

Human







# OUR VISION

We are a creative marketing agency that takes your project off the beaten path. Specialists in ecotourism and outdoor activities, we support human projects, businesses, and committed brands on their journey to success.

## OUR COMMITMENT

We are a dynamic creative studio, traveling across the landscapes of Canada to find inspiration and stay connected to nature. This flexibility allows us to live and understand the outdoor experience we aim to convey through your projects, while emphasizing the human aspect.

## OUR MISSION

We develop effective strategies, create engaging campaigns and content tailored to your needs, and design intuitive websites, all while respecting your values and the environment. Step by step, we highlight your project with special attention to human connections. Join us at any stage of your journey!





# BEHIND VOIX NOMADES STUDIO

## FANNY GAUTHIER

**Copywriter** and **photographer** passionate about storytelling. As the co-founder of Voix Nomades Studio, she specializes in writing and photography for projects related to **outdoor activities, ecotourism, personal development, and education**. She brings a wealth of knowledge from her academic background in English literature, her master's degree in teaching, and her training in content marketing.

Her goal? To bring human and authentic initiatives to life through **captivating stories** and touching images.

Her passion? Exploring new ideas and transforming concepts into inspiring stories that resonate with the audience.



## EL MEHDI FATNASSI

**Videographer and marketer**, co-founder of Voix Nomades Studio. With an academic background in organizational communication and artistic direction of media and multimedia projects, he brings valuable expertise in **audiovisual production** and **marketing strategy**.

Passionate about video, he has worked on the post-production of two Moroccan films and co-directed the making-of for the 15th edition of the Gnawa World Music Festival. He also managed international accounts at the marketing agency Tribal DDB in Casablanca. Since moving to Canada, he has discovered a passion for **outdoor** and **ecotourism**, creating inspiring content around these themes.

His goal? To share **authentic visual stories** and promote immersive experiences.





# DOCUMENTARY

Project : Tima

Mural Festival

ARTIST



POETRY



**Tima** is a Moroccan **street artist** from Khouribga, Morocco. She began painting on canvases at the School of Fine Arts before transitioning to murals. This mural, created for the Mural Festival in Montreal, was her first project of this scale.

Following her **creative process** teaches us to be patient. We feel the stress of racing against time, which contrasts with the stillness felt while watching the mural gradually come to life.

ETHEREAL



## CONTEMPLATION

A few hours spent observing the final brushstrokes, the last dances with the roller, the final touches. A few hours interpreting what Tima calls '**everyone's work**,' preferring to let the viewers give it meaning rather than delivering it to them. A few hours retracing the journey of all the work accomplished, and the poetry that emerges through the pastel colors and the enigmatic face of her character.





OUTDOOR

NATURE



HIKING

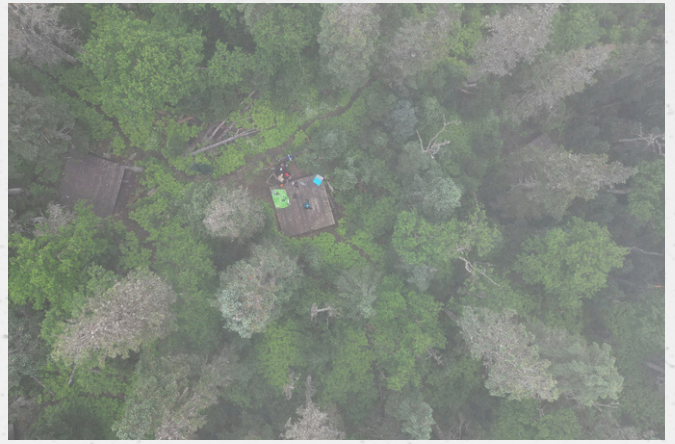
Committed to **ecotourism** and **outdoor activities**, we created a documentary on the "**Grande Traversée de la Gaspésie**".

Covering hundreds of kilometers through the Chic-Choc Mountains, we crafted a blog post detailing each stage of our adventure.

# DOCUMENTARY

Projet : Voix  
Nomades





## ESCAPE

This **guidebook**, designed to inspire and guide hiking enthusiasts, offers practical advice, breathtaking landscape descriptions, and useful information on gear and organization.

Capturing and sharing authentic **outdoor experiences**, highlighting the beauty of Canadian landscapes, and emphasizing the importance of disconnecting are our main sources of inspiration.



# CORPORATE

Project : Culbute & C line



AUTHENTICITY

TENDERNESS

CONNECTION

A **narrative** through moments of deep and tender connections.  
Capturing **authentic emotions** and unique experiences that define the human experience.  
Creating **timeless stories** that resonate with the viewer.



## HARMONY

Geneviève entrusted us with redesigning her website for **Culbute et Câline**, an early childhood center offering parent-child workshops that emphasize the importance of **attachment bonds** in learning.

We also worked on her branding and marketing strategy, creating a universe of gentleness and tenderness, where **human connections** and **community** are at the forefront.





CULTURE

RESILIENCE



WOMEN

Ne me libère pas, je m'en charge is a testimonial **podcast** that brings together **portraits of women** from all backgrounds, cultures, and generations to explore and reflect on what it means to be a woman in our time.

# PORTRAITS

Project : Ne me libère pas, je m'en charge  
Podcast





Through these portraits, **Ingrid embodies resilience**. Discover the story of a woman who had to struggle to accept her curly hair and then face **alopecia**, an autoimmune disease that caused her to lose her hair. Despite the severe lack of **representation**, she reclaims her identity with strength. How do you accept who you are and find your place without role models? How do you redefine your **identity** when you lose a part of yourself? Ingrid offers us inspiring answers to these questions, captured through **striking images and words**.



# LANDSCAPES

Inspirations



ADVENTURE

OUTDOOR

Immerse yourself in our collection of landscapes captured throughout our **travels** and **explorations**. These images reflect the raw and inspiring beauty of nature, offering an endless source of wonder and serenity.

WILD



## BETWEEN SKY AND EARTH

The horizon blazes with a **golden light**, enveloping the forest in a warm embrace. The trees stand like silent guardians, witnesses to our passage. Solitude is sweet, the air is fresh and invigorating, **awakening** our senses at every moment.

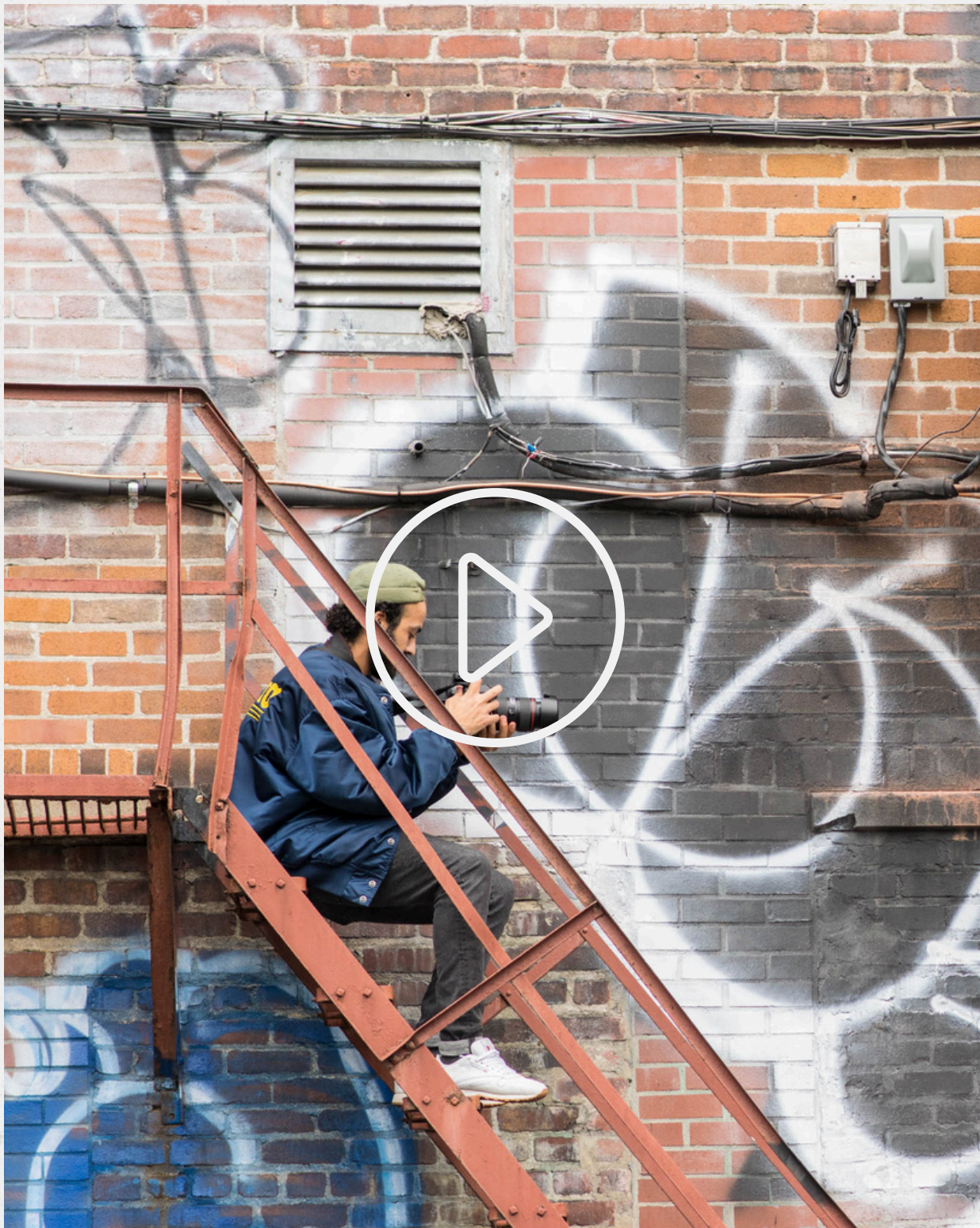




CREATIVITY

IMMERSION

VISUAL



Through **dynamic images** and **powerful visual narratives**, discover our passion for the outdoors, ecotourism, and human projects. This showreel highlights our expertise in **storytelling** and **content creation**, reflecting our commitment to capturing and sharing authentic and immersive experiences.

# SHOWREEL

Project : Voix

Nomades Studio

2024



And soon, your project?



# CONTACT



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