

LA METRO
INT BAR

NEW YORK

aint. Sip. scape.

SIVE PAINT-AND-SIP EXPERIENCES · ISLAMETRO.COM

ADVERTISING CAMPAIGN · EXPERIENCE BRAND

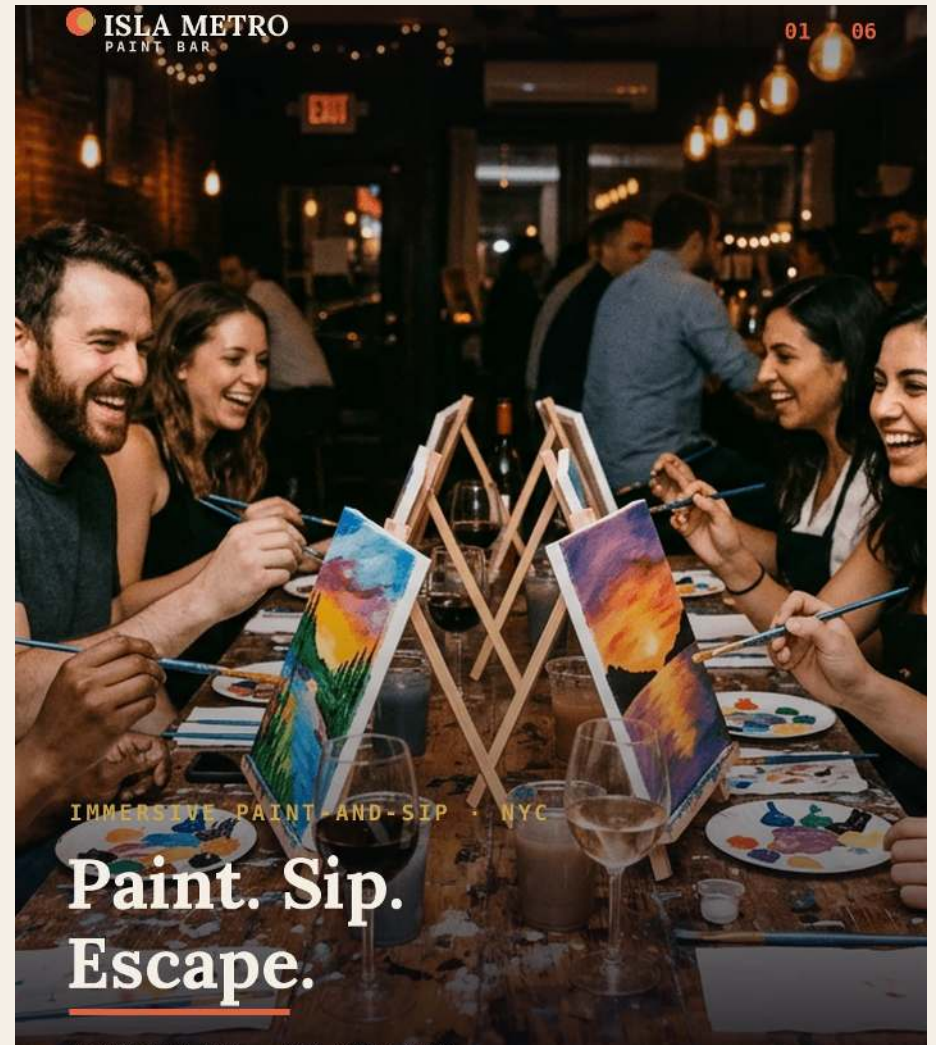
Isla Metro Paint Bar

THE CHALLENGE

Isla Metro runs immersive paint-and-sip nights across NYC — public events, date nights, corporate team-building and venue partnerships. Four audiences, one brand, and every channel from Instagram stories to subway posters to fill.

THE APPROACH

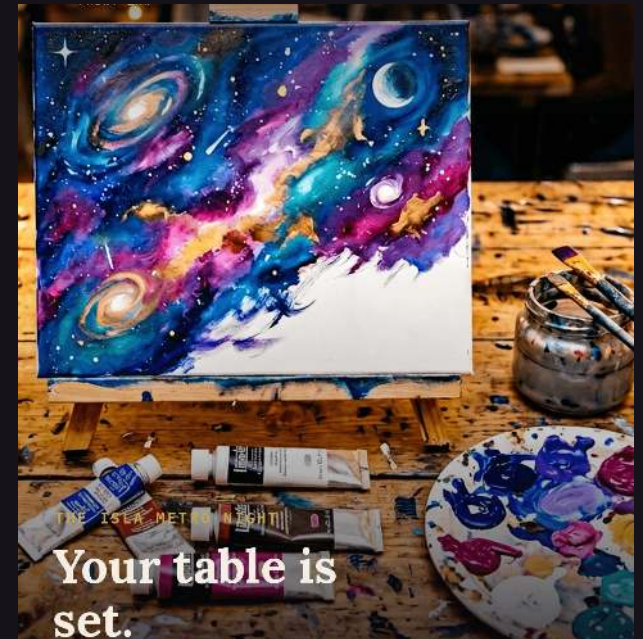
Make the offer the identity. Paint. Sip. Escape. — three beats that structure every asset. A warm editorial system — deep aubergine, a coral signal, brass, a hand-mixed paint-dot mark — frames real event photography so the brand feels like a night out, not a coupon.



ISLA METRO PAINT BAR

KEY VISUALS

Paint. Sip. Escape.



DIGITAL CAMPAIGN

Social · corporate · out-of-home



ISLA METRO
PAINT BAR

THIS WEEK IN NYC

NYC Skyline After Dark.

Capture the city lights in acrylics on a Midtown rooftop. Wine included.

FRI · 8:00 PM · ROOFTOP BAR & GRILL

\$60 / per painter

RESERVE YOUR SPOT



Turn Tuesday nights into old-out creative experiences.

We bring the crowd, supplies & energy
Drive food & beverage on your slowest nights
Zero effort — we handle everything

BECOME A VENUE PARTNER

B · ONE-SHEET / DISPLAY

50+

NYC VENUE PARTNERS

90% BOOK AGAIN

COMING PAINT NIGHTS

Our next great story starts
with a brushstroke.



Paint Night at Cobblestones
7:00 PM · Cobblestones Pub, BK

\$35

RESERVE -



NYC Skyline After Dark
8:00 PM · Rooftop Bar, Midtown

\$60

RESERVE -



Date Night: Botanicals
7:30 PM · The Garden Room, WV

\$110

RESERVE -

EMAIL · EVENT CALENDAR

DIRECTION & OUTCOME

PROCESS

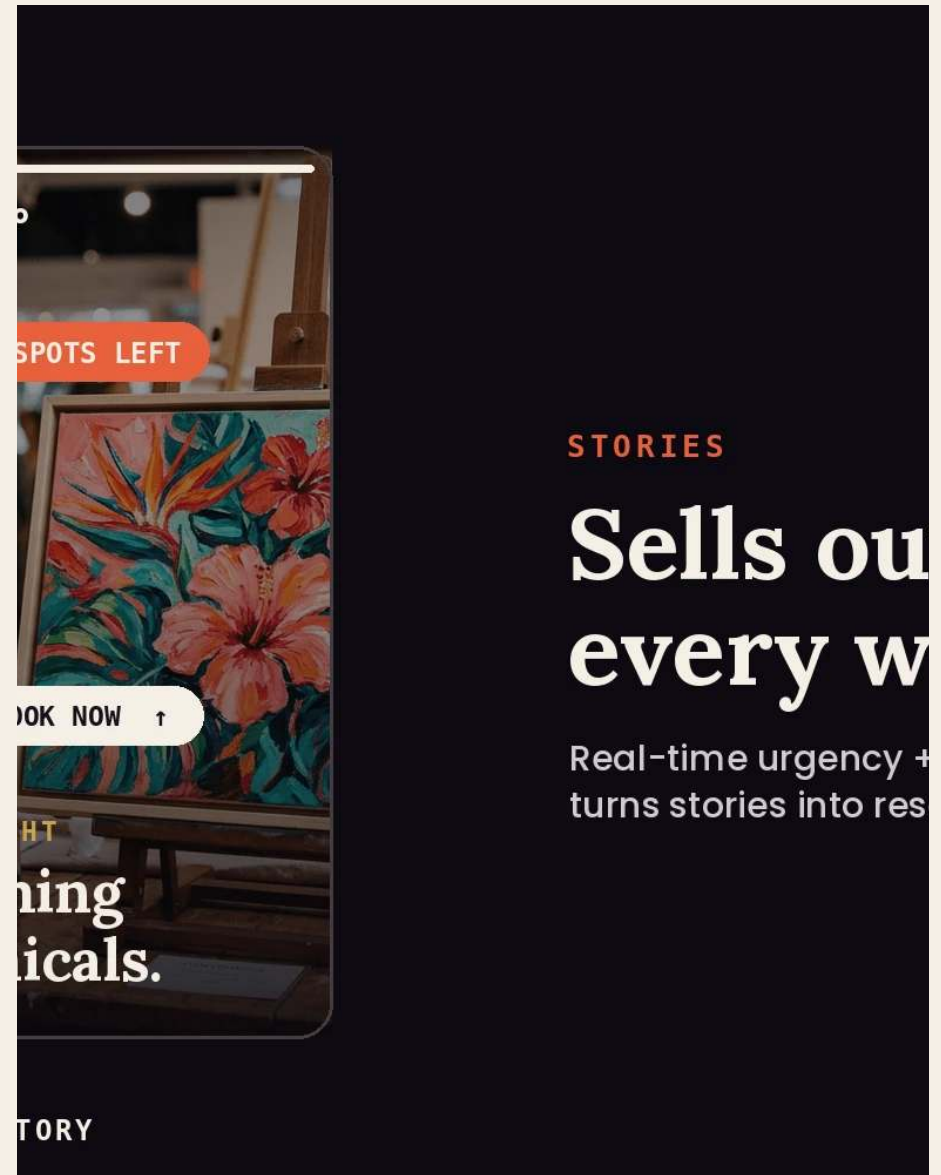
Built a poster system on real photography: serif headlines, a coral rule, mono event details. One template flexes from a \$60 rooftop event card to a corporate one-sheet to an out-of-home board without losing the voice.

CREATIVE DIRECTION

Photography leads; type stays out of the way. Every layout ends on the same three-word close and the same coral mark, so a feed post, a venue pitch and a billboard are unmistakably one brand.

OUTCOME

A campaign world that sells four things at once — public nights, date nights, corporate and venue partnerships — from one kit. Live at islametro.com.



Paint. Sip. Escape.

ISLAMETRO.COM · CREATIVE & ART DIRECTION

LOLI MARI MONTALVO