



PETRA
MADALENA

PETRA

MADALENA is where my way of seeing turned into a practice — the point where design and visual direction finally stopped competing and started working together.

Most days I build visuals for different projects. The rest of the time, I work on furniture pieces at a pace that feels human, not industrial.

There was a period when I tried to keep up with everyone else — producing fast, staying visible, chasing whatever rhythm the world was running on. It never felt like mine. It pulled me away from the reason I started creating at all.

Slowing down wasn't some spiritual choice; it was survival. And it brought me back to the work in a way that actually feels honest.

I was born in Hamburg, raised in Vilnius, now based in Lisbon. I like places that aren't polished — cities that are messy, loud, a little chaotic. They remind me that real things rarely arrive perfectly arranged.

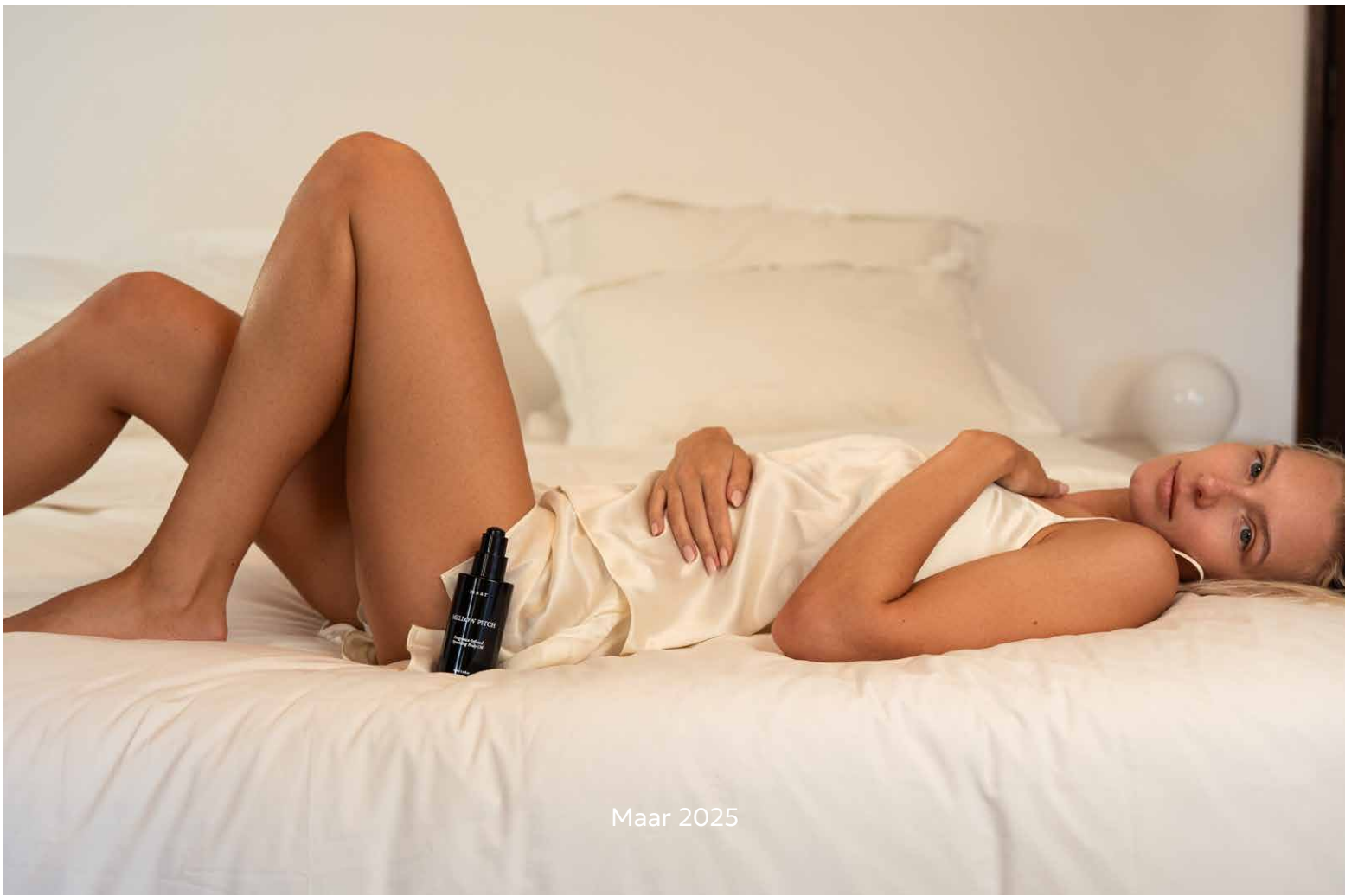
Before all this, I spent more than ten years in professional rhythmic gymnastics. It taught me discipline, endurance, an obsession with detail — all useful until they get in the way. Perfection is great for sport, terrible for creativity. At some point you have to let go, make room for mistakes, let the work breathe.

Later, I moved through different creative roles and projects that forced me to learn fast, fail fast, and stand back up even faster. That's where I found my voice — in the trial-and-error, the discomfort, the small wins that build into something larger.

Today, Petra Madalena sits between visual direction and design.

It's built on clarity, instinct, emotion, and the freedom to create at a pace that actually makes sense.

A quieter rhythm. My own.



Maar 2025



Maar
Type Campaign, Lifestyle
Year 2025
Location Lisbon, Portugal



Dua Si
 Type Real Estate Campaign
 Year 2025
 Location Druskininkai, Lithuania



Acuamona

Type Summer Lookbook

Year 2023

Location Vilnius, Lithuania



Acuamona 2023 / Q2





Acuamona 2023 / Q1



Acuamona
Type Fashion Editorial
Year 2023
Location Vilnius, Lithuania

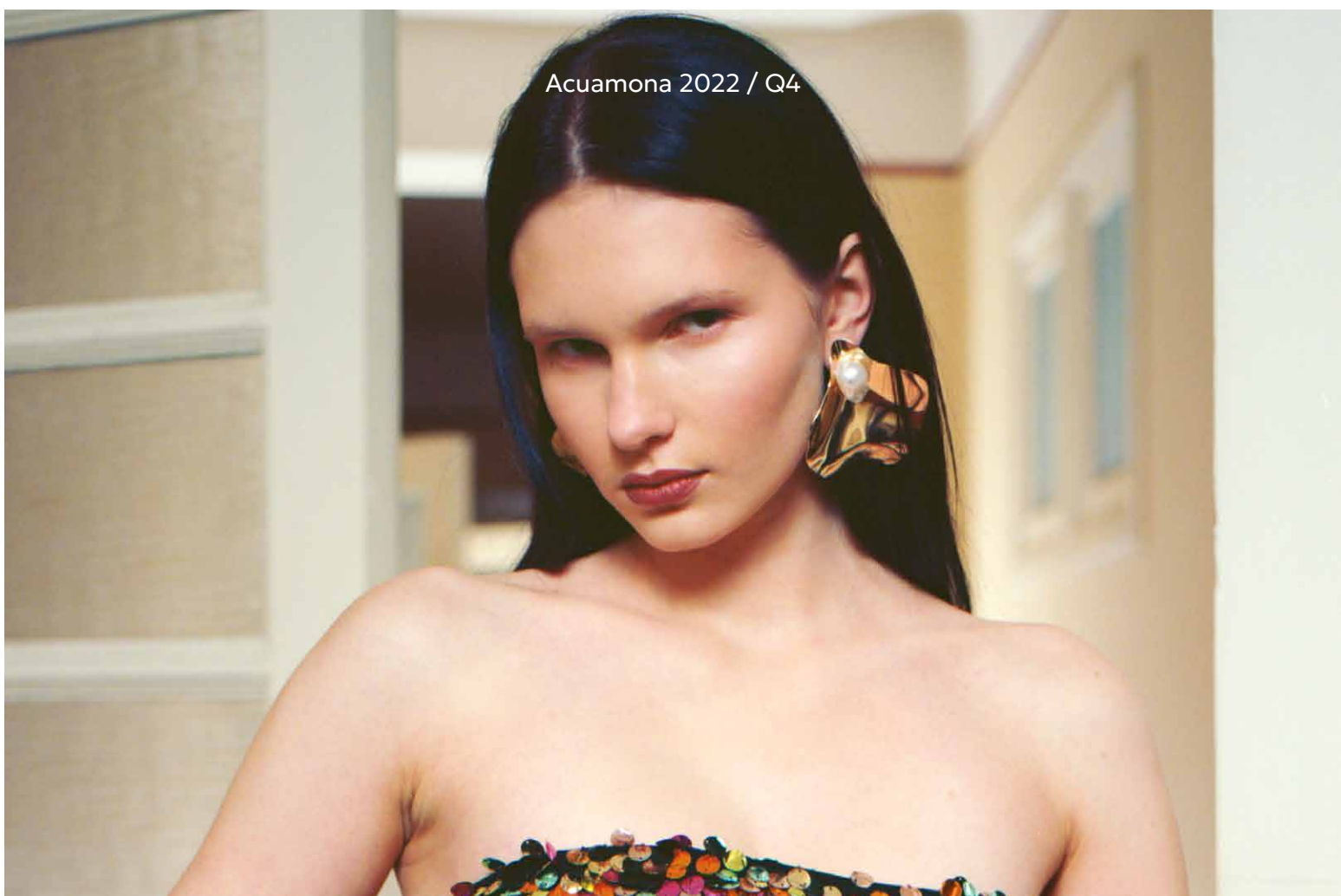
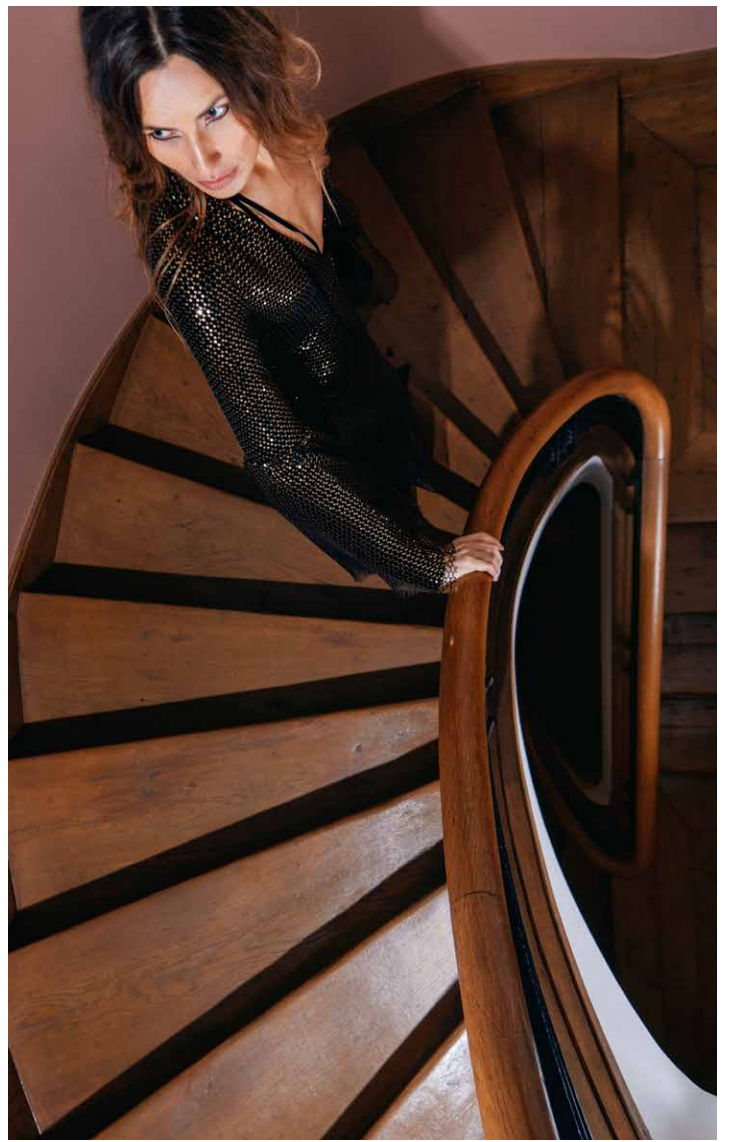


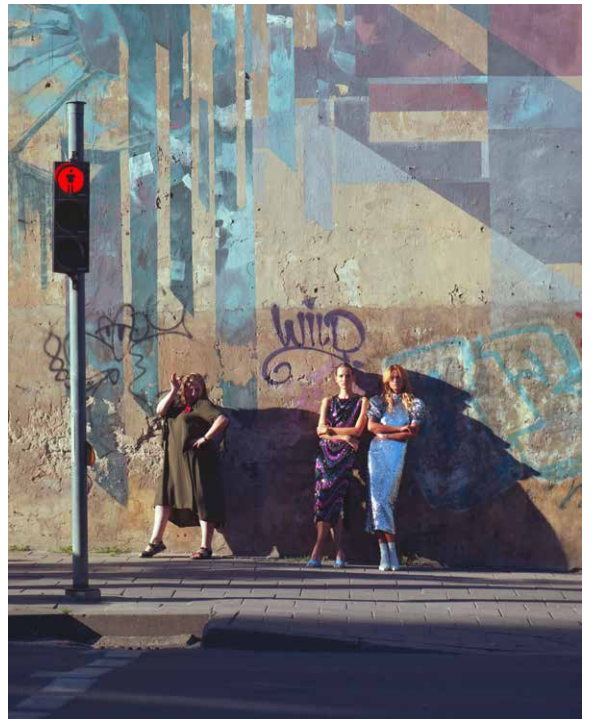
Acuamona

Type Fashion Editorial

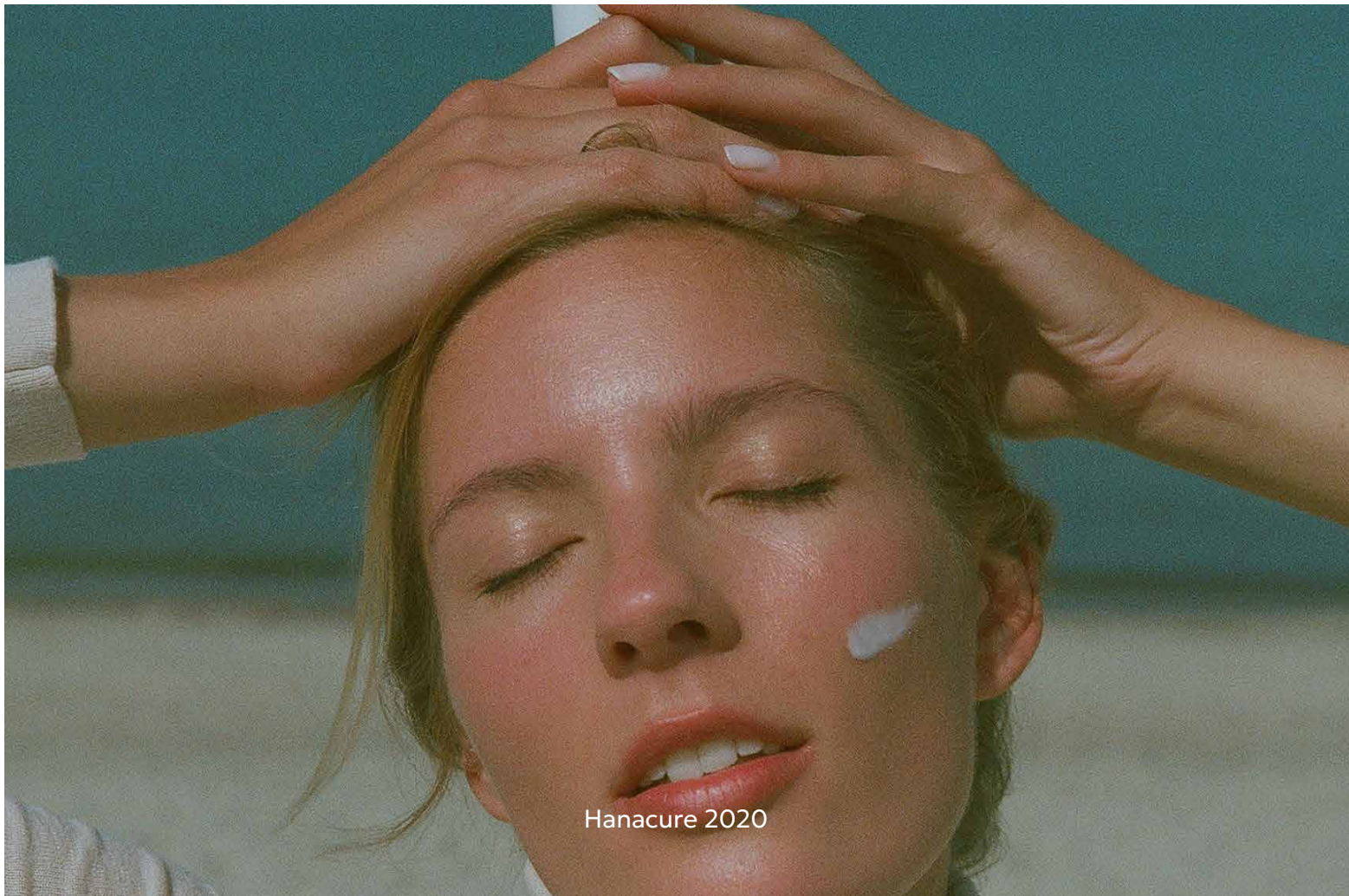
Year 2022

Location Kaunas, Lithuania





Acuamona
 Type Fashion Editorial
 Year 2022
 Location Vilnius, Lithuania



Hanacure
Type Lifestyle
Year 2020
Location Nida, Lithuania



Petra Madalena



Petra Madalena

Type Campaign, Launch, Lifestyle

Year 2021-2022

Location Vilnius, Lithuania

This is the process. No mystery, no big promises.
Just the way I build visuals that actually hold up.

how I work
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1 — The First Call

We start by talking.

You tell me what you need, where the visuals will live,
and what story—if any—you already have.

If there's no story yet, that's fine. We'll find it.

I listen. I ask a few sharp questions. *That's the foundation.*

2 — Contract & Deposit

If we're aligned, *we sign a contract.*

A 30% deposit locks in the work. Once that's done, I get to work.

3 — The Story & Moodboard (1 week)

I take a week to shape: a story that makes sense,

a moodboard that shows where we're heading.

You get it, you react, and we adjust if needed.

One round of changes is included — no drama,
no endless loops. Then we lock it in.

4 — Building the Team & Scouting (1 week)

With the direction set, I pull the pieces together: locations, models,
photographer / videographer, makeup and hair, anyone else
the story needs. You see the full package. If something feels off,
we tighten it once. *When it's confirmed, we move.*

5 — The Shoot

On shoot day, I run the thing:

the visuals, the energy, the team, the translation

of the story into images. You're welcome to be there,

but you don't have to be. Your presence is only needed

if something specific requires you — access, materials, approvals.

Otherwise, you let us work.

6 — After the Shoot

The timeline looks like this: *~1 week: raw material arrives*

*~1 week: I pull the strongest frames or cuts and you confirm
the selection; ~2 weeks: final, edited delivery.*

You get everything in the formats you need.

7 — The Budget

My creative fee is €1000.

That covers: the story, the mood, the direction, the team alignment,
the choices, the on-set decisions. Everything beyond that

depends on your budget: photographer, video, models, location,

retouching, props — usually €2000 and up.

We keep it transparent. No surprises

You come with a need. I build the visuals that answer it.
We move from idea to story to a real, finished piece of work.

In short
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