



PETRA
MADALENA

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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.

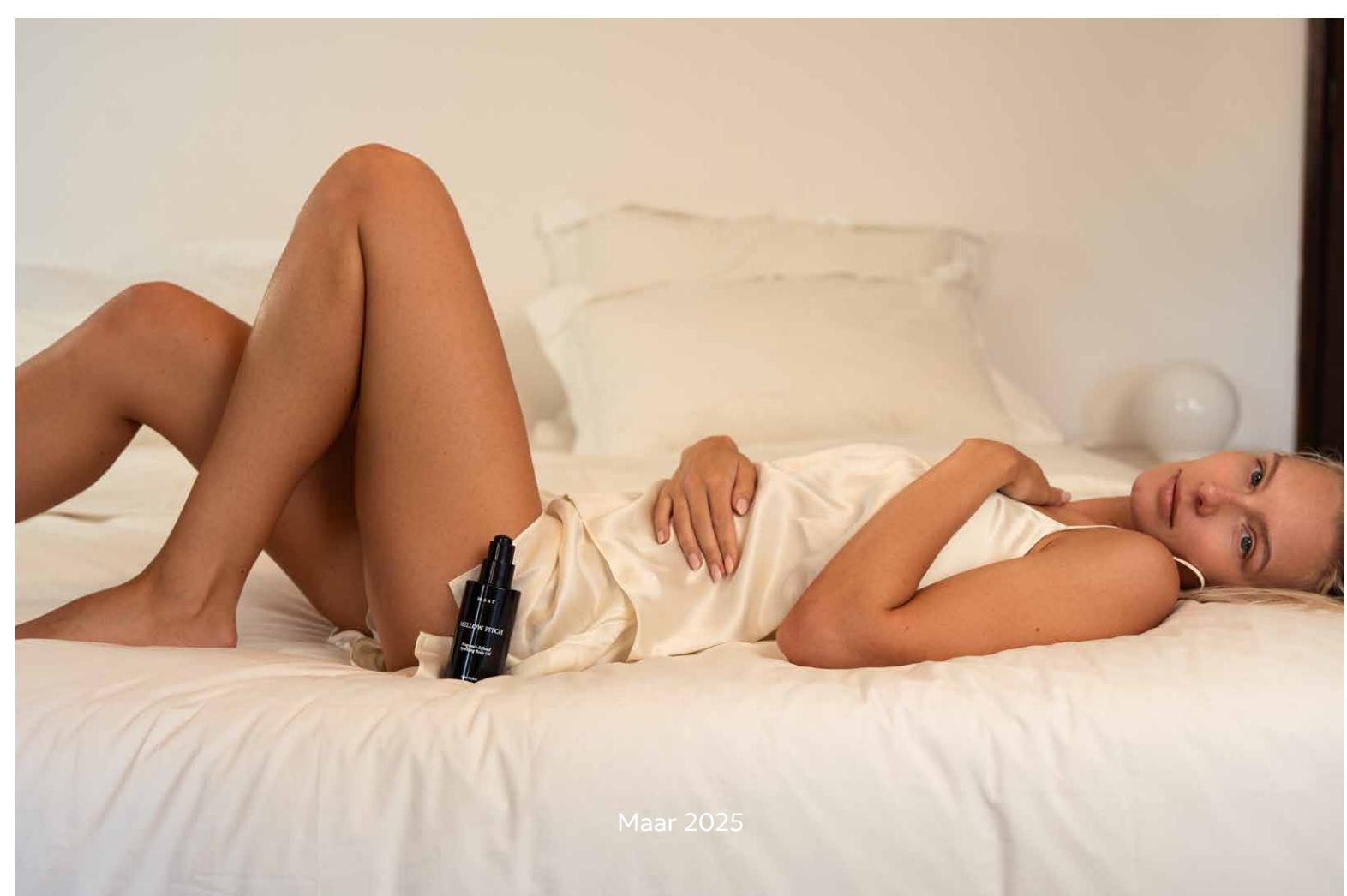
I was born in Hamburg, raised in Vilnius, now based in Lisbon. I like places that aren't polished — cities that are messy, loud, a little chaotic. They remind me that real things rarely arrive perfectly arranged.

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.

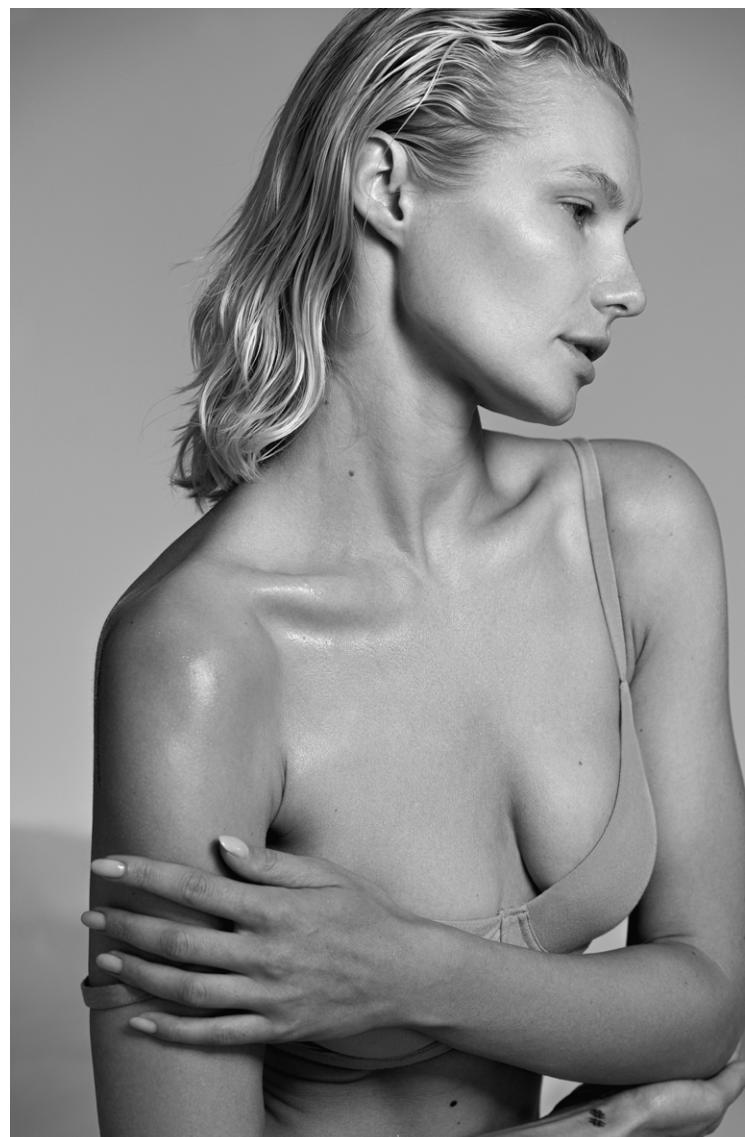
Later, I moved through different creative roles and projects that forced me to learn fast, fail fast, and stand back up even faster. That's where I found my voice — in the trial-and-error, the discomfort, the small wins that build into something larger.

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 2025



Dua Si

Type Real Estate Campaign

Year 2025

Location Druskininkai, Lithuania



Acuamona

Type Summer Lookbook

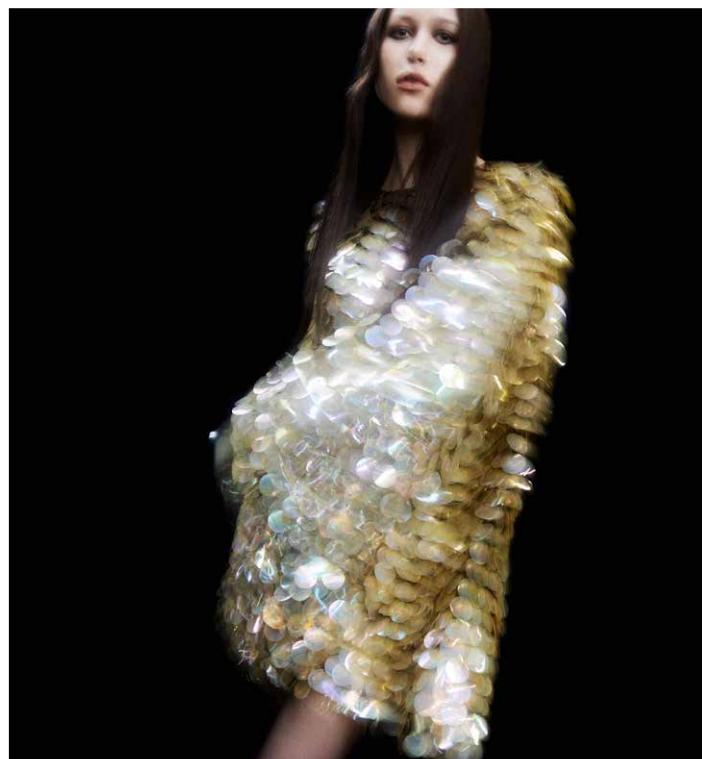
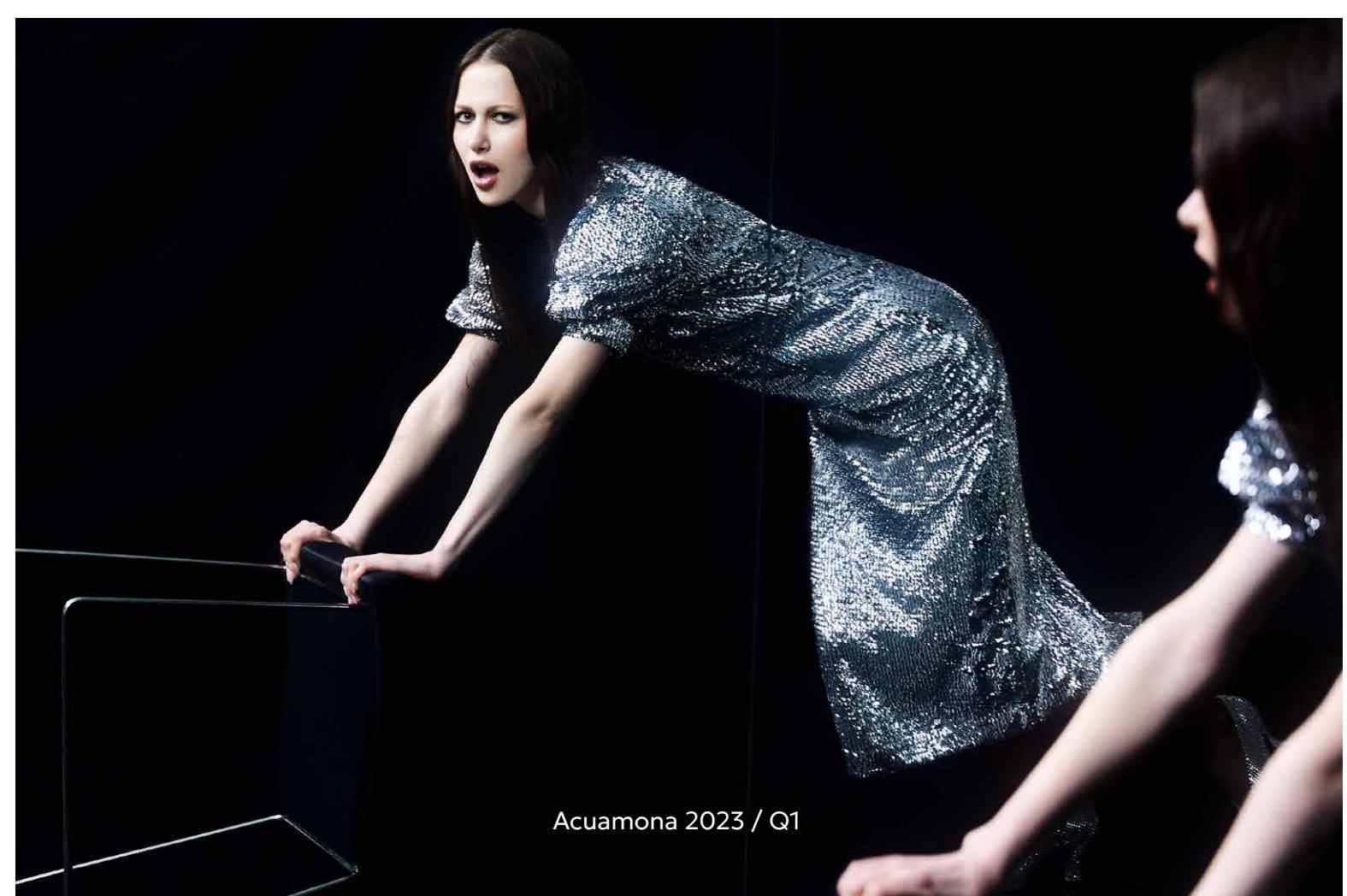
Year 2023

Location Vilnius, Lithuania



Acuamona 2023 / Q2





Acuamona

Type Fashion Editorial

Year 2023

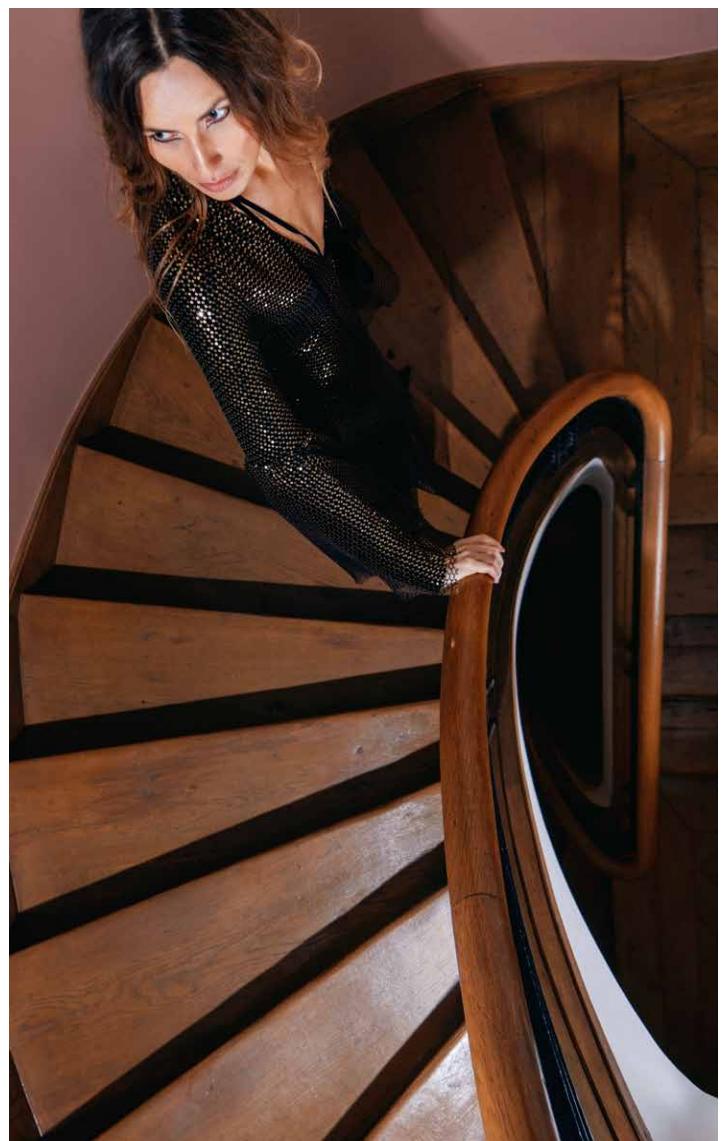
Location Vilnius, Lithuania

Acuamona

Type Fashion Editorial

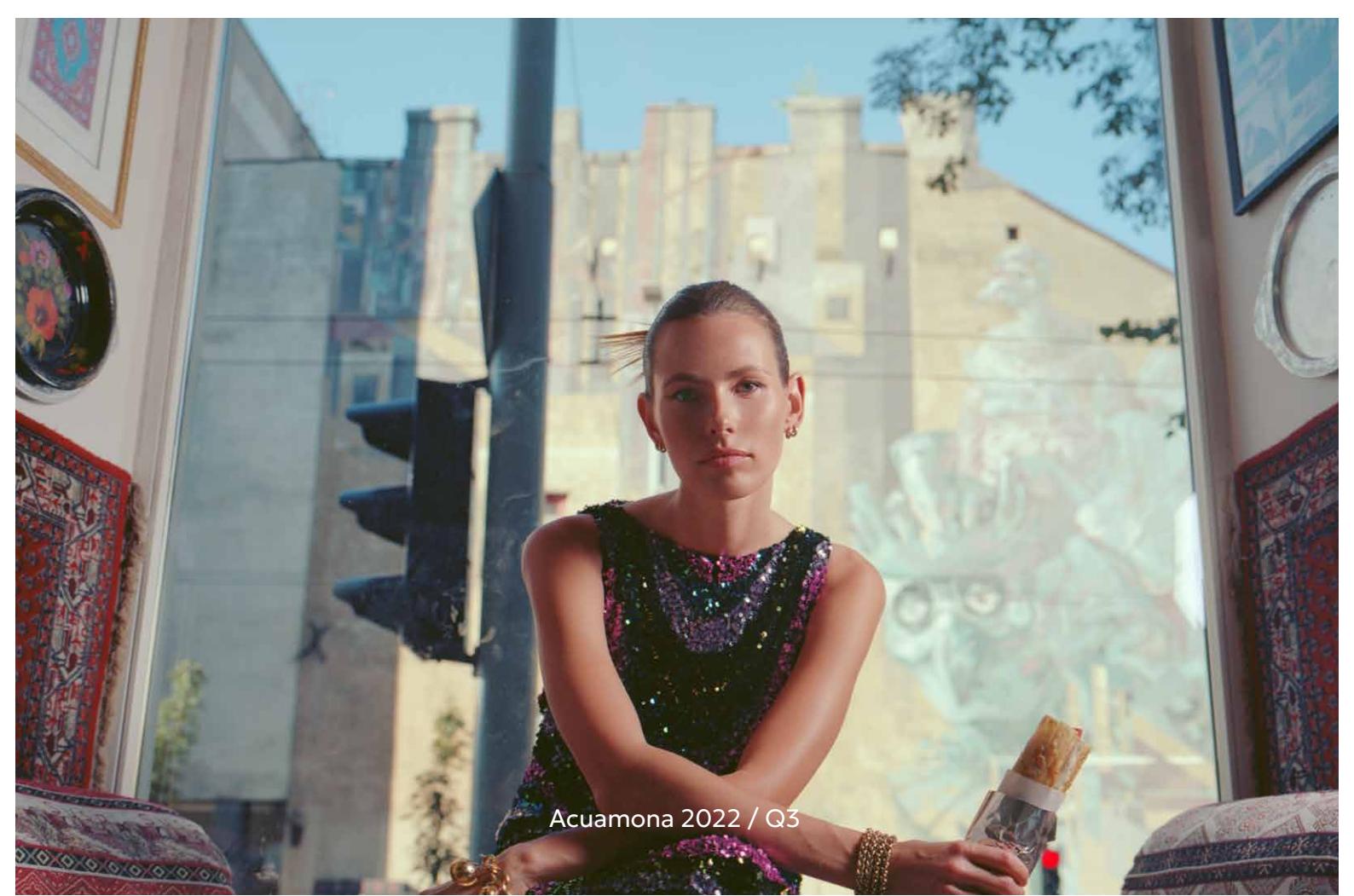
Year 2022

Location Kaunas, Lithuania

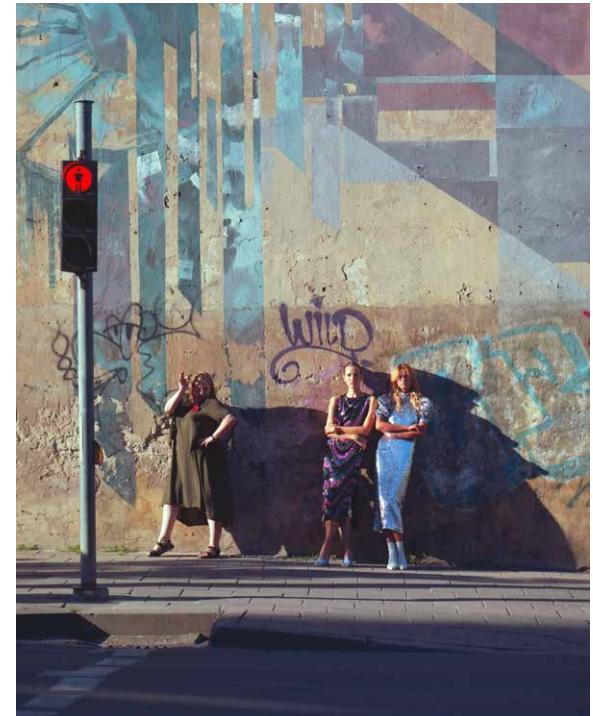


Acuamona 2022 / Q4





Acuamona 2022 / Q3



Acuamona
Type Fashion Editorial
Year 2022
Location Vilnius, Lithuania



Hanacure 2020



Hanacure
Type Lifestyle
Year 2020
Location Nida, Lithuania



Petra Madalena

Type Campaign, Launch, Lifestyle

Year 2021-2022

Location Vilnius, Lithuania

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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