

Alina Tsolakakis

BLUE PRINT STORY TELLING

**"Gastronomy is the cornerstone
of hospitality."**

Alina Tsolakakis

PROJECT: SANTORINI GASTRONOMY

Concept & Brand Development by Alina Tsolakakis

Santorini has a rich gastronomic tradition, a great winery history and a romantic character. All of the above were expressed through a dedicated promotional photoshoot.



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THE CONCEPT

Having a deep knowledge and understanding of the island's history and of everything that this place has to offer, Alina Tsolakakis created a photoshoot that expresses the gastronomic tradition and wine history of Santorini. These two assets can influence the touristic development of the island if addressed to the right group of people.

THE REALIZATION

Alina Tsolakakis produced the photo shoot according to three guidelines: cooking lessons, wine tasting and tour, and candlelight dinner

She carefully chose the professionals that would bring her vision to life as well as the models that would represent it and the shooting locations (such as well-known wineries of Santorini). The aim was to depict the experience of cooking lessons and the feeling of relating with the local gas-tronomy. The tour through Santorini's vineyards was depicted by astonishing pictures that emphasize the landscape. The island's romantic identity was highlighted through the candlelit dinner concept and imprinted through the camera lens. Under Santorini's starry nights, couples can experience the most romantic moments of their lives over a unique dinner!



Photography © Christos Drazos

QUICK FACTS

Santorini Gastronomy
Santorini

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Project duration: 3 months

Project implementation: 1 month