# A CASE STUDY WITH 3RD UNIT


Marta

Musfira

FLORA ✕ 3RD UNIT
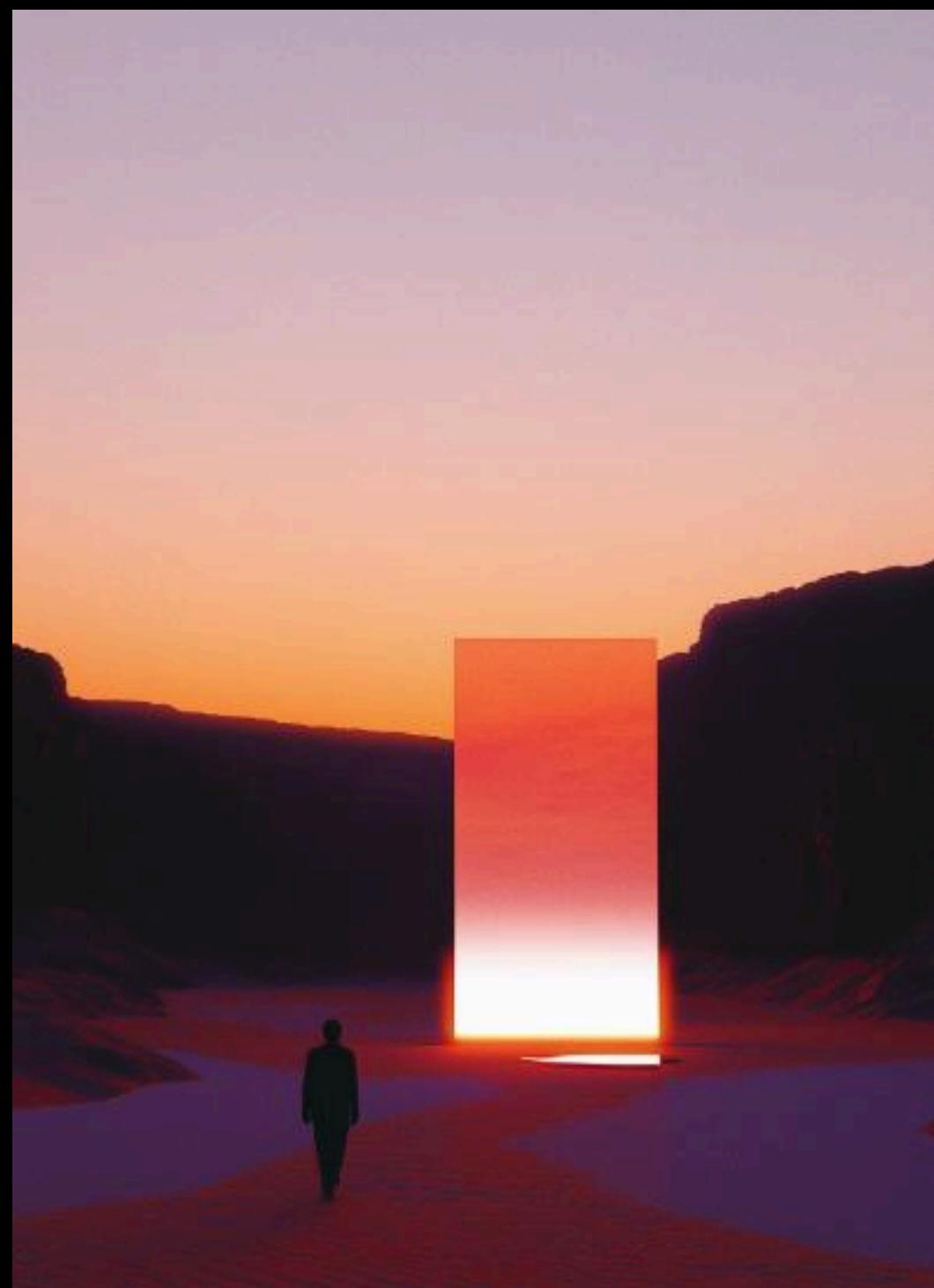
Building a Future in the Present

To promote the sci-fi IP **MUSTQBL** at Dubai AI Week, multidisciplinary creatives **Marta Pienkosz** (designer, creative director at Mast Collective) and **Musfira Shaffi** (artist, writer) set out to create speculative, branded visuals that merge science fiction with real-world Dubai.

This wasn't just concept art. The goal was to anchor a fictional world into physical space, making it feel real, believable—and visually iconic. The twist? They weren't using massive production budgets or large teams. Just FLORA.

Meet the Creative Powerminds

Marta

Marta Pienkosz, a Warsaw-born designer and Creative Director at Dubai's Mast Collective, explores how code can expand the possibilities of visual storytelling. With a background in NYU Abu Dhabi's Interactive Media program and experience developing a generative branding tool for IBM Quantum at FIELD, she continues to push the boundaries of design—co-leading art direction at heaf house and shaping experimental narratives as a Creator-in-Residence with 3RD UNIT.

Meet the Creative Powerminds

Musfira

Musfira Shaffi, an artist and writer investigating cultural memory and speculative futures, uses image and text to trace narratives across time. Her work has appeared in Saatchi, Vogue Arabia, Art Dubai, Boiler Room, OpenSea, and the British Journal of Photography, earning recognition from the BBC, Thalia's Storyteller Award, and the Montegrappa Prize. She is currently a Creator-in-Residence at 3RD UNIT.

Before FLORA - The Limits of Scattered Tools

Marta had used a mix of Midjourney, ChatGPT, and Runway for past projects. Musfira typically relied on visual references and passed them to designers.

The Main Frictions

- Disjointed workflows across multiple tools
- Inconsistent outputs that lacked aesthetic cohesion
- Manual creative coordination that slowed collaboration

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Before GenAI, imagining whole worlds as a solo designer felt out of reach—something only big studios could pull off.

Marta Pienkosz

5 Workflows,
1 Cohesive Vision
for **MUSTQBL**

HUMAN CENTERED

In the revised s
structure mad
acrylic, stands
waterfront are
visitors gazing
others sit on r
conversations.
laughter mingl
waves. Illumina
dazzles in the
sun, casting g

adjust the pro
architectural w

IMAGE DESCRIPTION

The image depicts a tall, transparent, intricate structure placed centrally in a shaded architectural space. The background reveals mountains, suggesting an outdoor setting. The structure appears to be made of a clear material, possibly glass or acrylic, decorated with ornate, patterned designs that are illuminated from below. It is mounted on a raw stone base, contrasting with the sleek appearance of the structure. Archways delineate the setting, with architectural details visible on the columns, hinting at a blend of traditional and contemporary aesthetics.

Describe this image in details

GLASS CASE IN ARCHITECTURE

COMBINE PROMPTS

The image depicts a tall, transparent, intricate structure placed centrally in a shaded architectural space. The background reveals mountains, suggesting an outdoor setting. The structure appears to be made of a clear material, possibly glass or acrylic, decorated with ornate, patterned designs that are illuminated from below. It is mounted on a raw stone base, contrasting with the sleek appearance of the structure. Archways delineate the setting, with architectural details visible on the columns, hinting at a blend of traditional and contemporary aesthetics.

Combine the prompts so that the artifact is positioned at the center of a waterfront scene

HISTORIC MIDDLE EAST

IMAGE DESCRIPTION

The image showcases a charming waterfront area featuring traditional Middle Eastern architecture. The buildings have a textured, sandy exterior with intricately designed balconies and windows, suggesting a historic or cultural significance. Soft golden light from the setting sun illuminates the scene, casting gentle reflections on the water and highlighting the details of the structures and the wood-planked docking area.

Describe this image in details

Musfira

FLORA Powered
Workflow
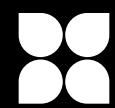
RENDERING

scene, a tall, transparent, intricate
e of clear material, possibly glass or
prominently in the middle of a lively
a. The structure is animated with
in awe, some taking photos, while
earby benches enjoying
Children frolic near the water, their
ng with the soft sound of lapping
ated from below, the structural design
enchanting golden light of the setting
entle reflections on the water.

mpt to make it in style of the
ith a human-centred perspective
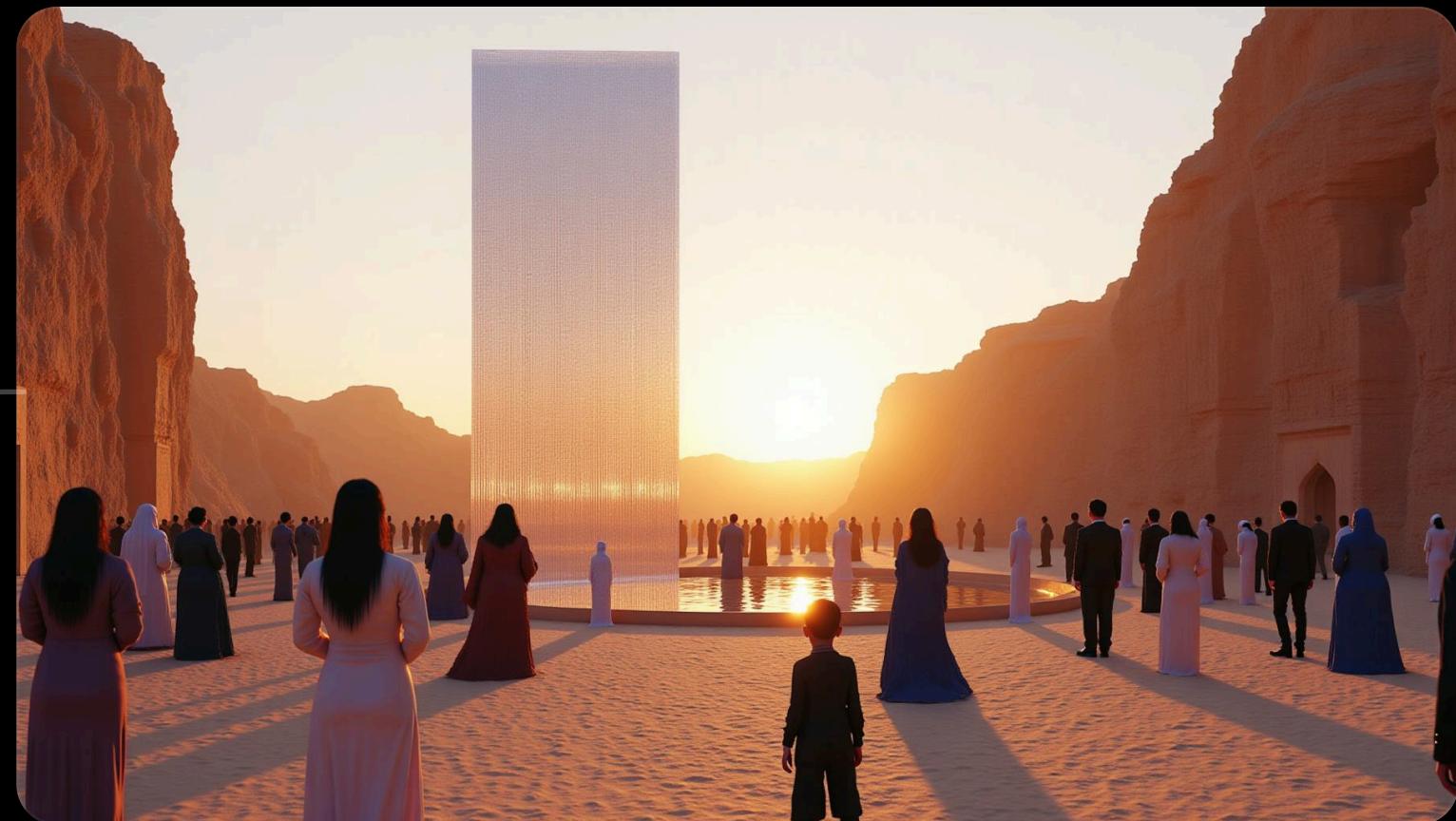
Marta
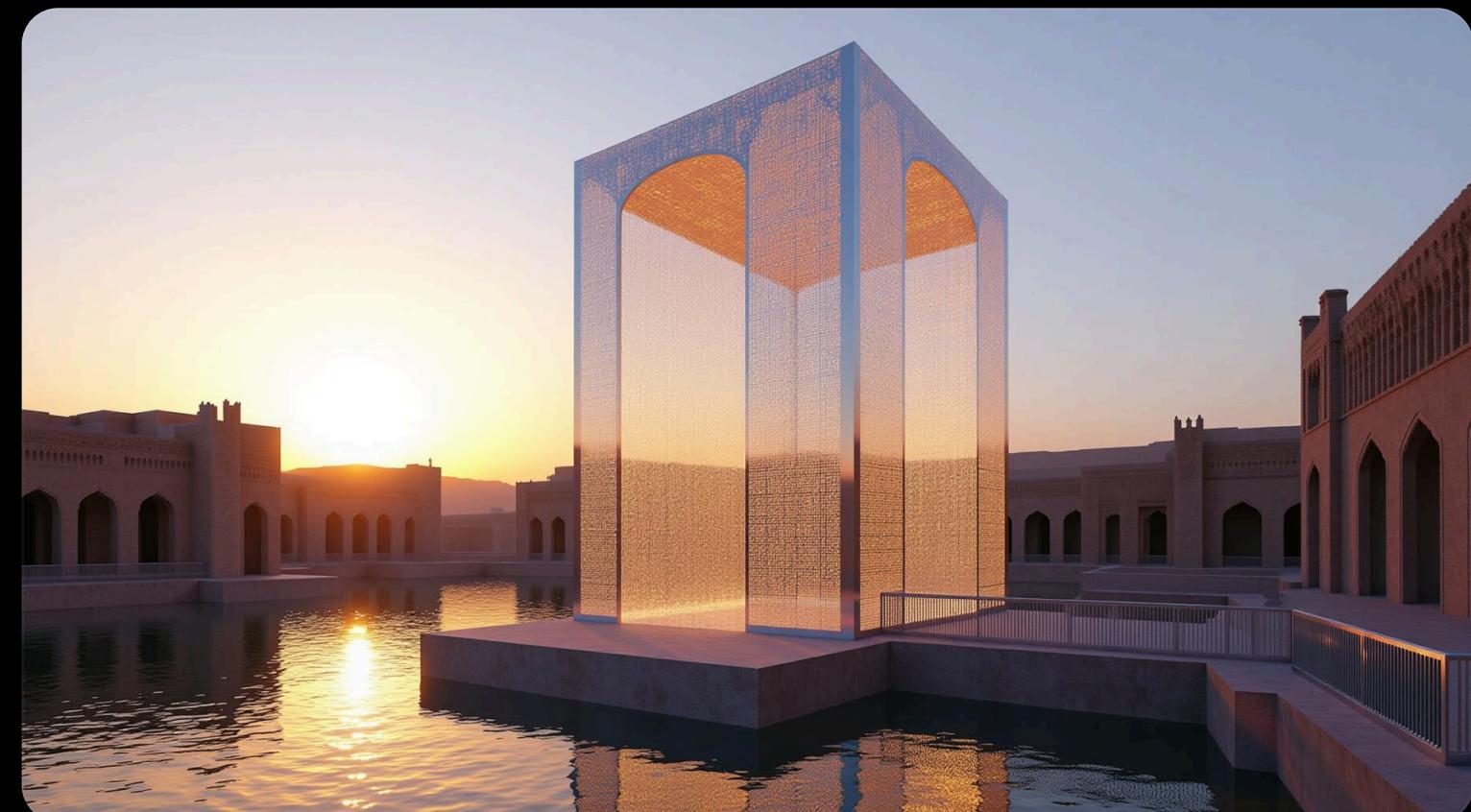
"
The Style feature let me upload 20+ images, which opened up new variations while preserving our IP's visual DNA

Marta Pienkosz
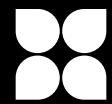
FLORA became the creative engine behind the entire campaign. Marta built five distinct workflows to simulate how **MUSTQBL** would visually show up across Dubai:

● **Campaign Posters**
Prompted visuals of banners embedded in real city locations

● **Monumental Installations**
Artefacts appearing as glowing urban sculptures

● **Digital Streams**
Binary code running across public LED screens

● **Environmental Integration**
Structures reimagined in Dubai's architectural vernacular

● **Cultural Speculation**
Pavilions near Jumeirah that fused sci-fi and local design motifs

What made Flora irreplaceable was its custom Styles and node-based interface, which gave the project:

● **Visual Consistency across all outputs**

● **Prompt blending across modalities (text, image, image-to-image)**

● **Clear Creative Traceability for Collaborators**

AI as a Production Tool

The Final Deliverables —
In this case, the FLORA outputs were the final products

- **A branded campaign set in the future of Dubai**

- **Speculative visual artifacts integrated into urban landscapes**

- **A narrative video and case study revealing the creative process**

A fully visualized, speculative IP launch—with all assets generated in one tool, by a small team, in a matter of days.

"FLORA gave us a unified creative system to dream and deliver at once."

Try the workflow yourself

Dive into the actual workflow Marta used to build **MUSTQBL**'s Dubai presence and remix it for your own vision.

Click <u>here</u> to view full workflow.