

# ANDREA AFELTRA

## Senior art director & Creative

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🌐 Milan, IT

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## EXPERIENCE

### Senior art director

#### BCube

📅 Oct 2017 - ongoing

📍 Milan, IT

Main clients: Nutella, Meridiana, Airitaly, Ferrero Rocher, Mon Chéri, Tigotà.

### Art director

#### Saatchi & Saatchi

📅 Nov 2009 - Oct 2017

📍 Milan, IT

Main clients: Toyota Motor, illy, Nostromo, Vitasnella, Salmoiraghi & Viganò, BPM (Banca Popolare di Milano), Club Med, MiBAC (Italian Culture Ministry), Leroy Merlin, Enel, Aversa.

## PERSONAL PROJECTS

### The Fishables

📅 Sep 2018 - ongoing

📷 @thefishables

### The show you missed

📅 Mar 2018 - ongoing

📷 @the\_show\_you\_missed

### A Narrated Leaf

📅 Jun 2017 - ongoing

📷 @a\_narrated\_leaf

## EDUCATION

### Bachelor of Science in Design

#### IAAD (Institute of Applied Arts & Design)

📅 Oct 2006 - Jul 2009

📍 Turin, IT

107/110

## INFLUENCERS



Nikola Tesla



Steve Jobs



Yohji Yamamoto



Jim Morrison



Jean-Michel Basquiat

## SKILLS

- Concept creation
- Creative development
- Art direction
- Advertising
- Graphic design
- Photography
- Typography
- Post-production
- HTML
- CSS
- Video editing
- Social media
- Craftsmanship
- DIY
- Product design

## LANGUAGES

Italian



English



French



## AWARDS

#### The Kennedys 2011.

**Shortlist** with the Twitter based campaign "Future looks like" for Wieden+Kennedy Amsterdam contest.

#### ADCI Award 2011.

**Silver prize** in Social Advertising (Integrated media) with the integrated campaign for MiBAC.

#### ADCI Award 2011.

**Best use of media** in Social Advertising (Digital media) with the integrated campaign for MiBAC.

#### Cannes Lions Advertising Festival 2010.

**Shortlist** in Film with the TV commercials for MiBAC, the Italian Culture Ministry.

## PUBLICATIONS

#### Highsnobiety 2016.

Maison Martinez MODEL#01 Backpack featured on fashion leading blog Highsnobiety.

#### Highsnobiety 2018.

A Narrated Leaf Made in the Garage Hoodie featured on Highsnobiety, as one of the best 15 items to buy.