

# Ionut Vlad

Art Direction  
Romania

View the full portfolio at <http://www.thecreativefinder.com/huskisaurus>

## Professional Experience and Curriculum Vitae

Art director, graphic designer, photographer, illustrator, web designer.  
I'd say I'm pretty talented & experienced :)

## Previous Clientele

Raiffeisen Bank  
Novartis  
Enel  
Kraft Foods  
Orange  
Vodafone  
Philip Morris  
Yoplait  
Ferrero  
Nestle

## Awards and Accolades

- "N.Tonitza" art college / Bucharest Romania / graphic design
- University of Visual Art / Bucharest Romania / painting
- BBDO / art director
- Lowe&Partners / art director
- Saatchi&Saatchi / art director (present)

## Awards and Accolades

- Cannes Advertising festival shortlisted in film
- Silver Drum in Golden Drum festival, Portoroz, Slovenia
- Pub du jour, ad of the day
- Published in Luerzer Archive

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## Alternative Outdoor poster

The idea is to create a surprising interaction between a traditional media (a common bus shelter outdoor) and the real environment.

We will put the picture poster of a poor african child on a bus shelter, not under the plastic/glass surface, but literally on it - so that the picture is exposed to the air.

We will then spray the picture- especially the child face - with a special spray that attracts flies. We could even print out the poster adding a chemical component to the ink-skin color, chemical component that attracts flies.

Both spray or ink should not be gluey.

The poster will therefore show a picture of a child suffering from poverty and malnutrition, and on it there will appear real flies, coming from the outside real world.

People approaching the poster will be hit by this strange interaction Poster campaign + real flies.

The headline of the poster would say: **Is it different if it happens in your face?**

Please kindly get in touch for portfolio works.

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