

# Tom Lee

Art Direction  
3 Brook Farm Close  
St Michaels Mead  
Bishop's Stortford  
United Kingdom

View the full portfolio at [http://www.thecreativefinder.com/endless\\_media](http://www.thecreativefinder.com/endless_media)

## Professional Experience and Curriculum Vitae

### Introduction:

Originally started as an idea crafted into a blog, Endless Media was created and developed by Thomas Charles Lee, born on 18th May 1992, whilst studying in the South East of England. Endless Media has now developed in terms of scale, out-reach and interest with the aim of ever-improving technical skills, creativity and engaging itself to a wider international audiences. The Endless idea and concept is a global, self-sufficient and viable business entity my aim was to create and develop a business based on Formal Rationality (Protocol) while maintaining my own substantive rationality (The Freedom to Experiment). Endless Media is a business/service based on product delivery with the aim to satisfy consumer's needs, which is what I set out to create. The energy sparked by the idea and the success of Tom individually has now led to wider involvement on a local community level as well as gaining recognition with businesses internationally.

"The extreme, the untamed and the untouched are what I'm about. Endless Media is a launch pad and a journey for us, you and me, as well as an outlet for the feelings of that little boy in the corner. We are here to throw our toys out the pram. Sit down and bite your tongue; the time to break the bottle of your heart has come, stain these pages with its contents. The time to stand, the time to shout, and the time to pour your thoughts and feelings out within these pages is here."

The idea that prompted the development of this Endless concept came from this short extract of text written by Tom. This has now been used for advertising purposes in social networking sites and as a tool for prompting the voluntary commitment of various Endless Media Associates.

Tom started with photography and videography projects. He used his personal savings to invest in camera, video, studio lighting and sound equipment. His efforts and adventures became known throughout Hertfordshire thanks to newspaper editorial features, then spreading into London via word of mouth this landed him freelance jobs with larger international companies and businesses.

As a result of Tom's early success with projects such as Pandora's box - whose regular chart music covers have generated over 1.3 million views (both filmed and directed by Tom), Endless Media started to receive donations. These donations were due to the quality of the work that Tom was producing. As his work became more widely known, interest from some levels of media grew. In a newspaper interview with the Herts and Essex Observer, Tom, Endless Media and the story that was evolving was described like this; "Hotshot Bishop's Stortford videographer Tom Lee hopes to give the Town's music scene a shot in the arm" in the words of James Burton. He described how by providing and organising bands around the southeast with still images from gigs, recording sessions and then live music video shoots - Endless Media was developing itself as an effective platform. "Helping young musicians find a bigger audience by shooting their live performances for the web, as well as short unplugged sessions and promo videos".

The first year of operation, 2012, has been about gaining experience, developing viable business skills as well as broadening artistic contacts. With the successful registration of [www.endlessmedia.co.uk](http://www.endlessmedia.co.uk) the online presence of Endless Media has already started to grow and now should continue. The website has been crafted with an accessible design for ease of use – in time providing quick access to all the media outlets for anyone new to the Endless Media business. The website should provide a showcase to a wide range

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