

# Franz De Paula

## Creative Direction

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

### **Professional Experience and Curriculum Vitae**

- \* Franz De Paula is a lateral thinker, a visual artist and a writer.
- \* He was born in Mexico City last millennium. He draws before speaking, grows playing the piano, devouring books, enriching his mind and creating stories.
- \* For several years, his professional activity revolves around the advertising, illustration and design world. He is primal founder of design departments and studies for industry companies, and gives creative-art direction to several marketing and advertising agencies.
- \* In his care there were various creative ad campaigns for international brands.
- \* He was a regular and eventual collaborator in contemporary art, films and music publications, both of literary and visual level.
- \* In 2012 was selected as "Visionary" by Audi Mexico on behalf of its "10 Mexican Visionary Artists" Ad Campaign, promoting their new Q3 model.
- \* He is also designer, illustrator, observant, who loves science, music, films, books, cats, minds and all their possible combinations.
- \* His most recent published book, Mentalmorfosis –his own manifesto, illustrated and hand-written by himself– set out a revolutionary and inspiring thinking scheme. His goal, turn Mentalmorfosis into a global critical thinking world movement.

### **Previous Clientele**

- \* In his care there were various creative ad campaigns for international brands like Pepsico Latin-America, Danone, Panasonic, Revlon, Kellogg's, Campbell's, Bimbo, Monex Financial Group, American Express, BNP, Pfizer, ESPN, McDonald's & IHOP, amongst others.

### **Awards and Accolades**

Please kindly get in touch for more information.

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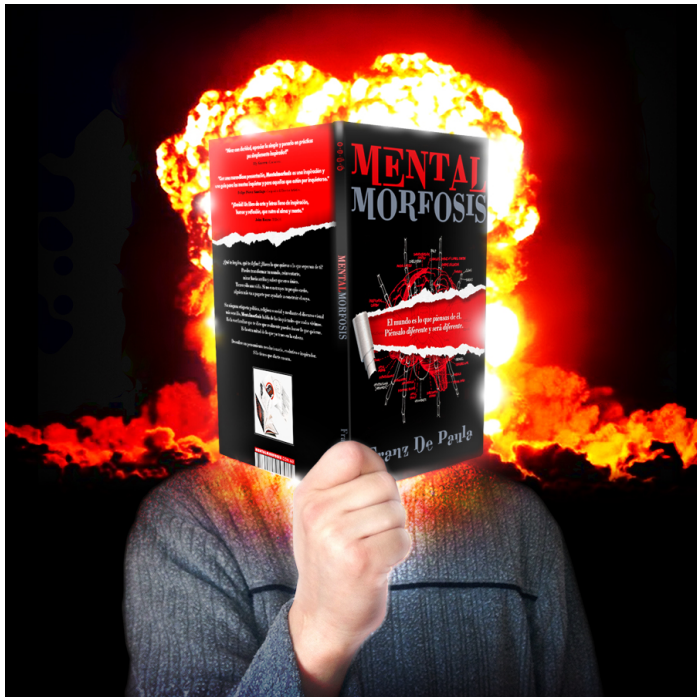
I don't believe in awards.

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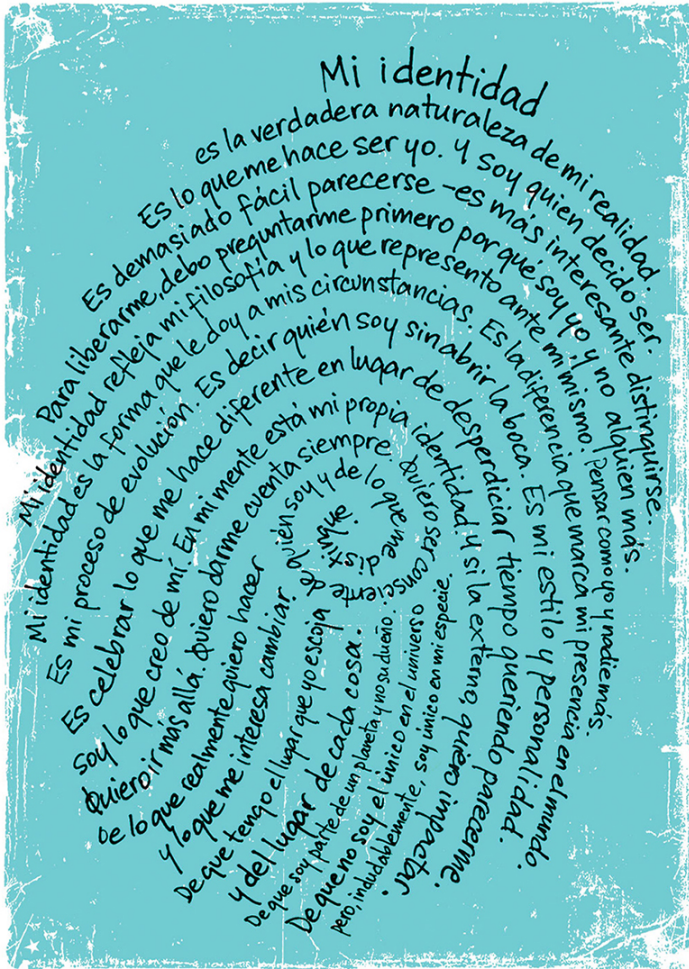
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