

# Lefteris Heretakis

Design Agency  
United Kingdom

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

## Professional Experience and Curriculum Vitae

Visual communicator with extensive knowledge and experience in the creative industries. My clients include publishers, magazines, multinational advertising agencies, as well as ambitious entrepreneurs. Guided by proactive commitment to our partners needs with electrifying originality, sound judgment, and strict morals. Specialising in a wide range of creative projects, ranging from handmade corporate identity to effective and eye-popping publishing. At Heretakis & Associates we are fluid energy, pure oxygen and lucid water in all areas where visual communication is paramount.

What is visual communication about, if not to subvert the familiar, shed new light on commonplace situations. We have the possibility to store entire libraries in a pocket-sized disk, but our own memory is constantly written and deleted by the overwhelming flow of images and sounds, rushing before us. This has resulted in us ignoring and dismissing a large amount of information a priori, without looking closely at the meaning it may possibly contain. It is our responsibility to remedy this consumption. One of the solutions, is to alter the amount, content and quality of what we are bombarded with everyday. We live in our cosily created reality bubble. It is time to burst it and see what happens...

## Previous Clientele

Artworks, Agra Publications, Arcom IT, Attp advertising, Boussias Communications, Byzantine & Christian Museum, Carteco, Credisvisca, Customer Care Magazine, Cybarco, Fornos Centre for Digital Culture, FRBS, Greek Ministry of Culture, Ikaros Publications, Joannou & Paraskevaides Group, Kastaniotis Publications, Livanis Publications, McMillan School of Health & Care, Marketing Week Magazine, McCann-Erickson, OgilvyOne, Panathinaikos FC, Papyrus Publications, Patakis Publications, Tetraktys Publications, University of Athens, University Studio Press.  
Education

## Awards and Accolades

Please kindly get in touch for more information.

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