FERNANDO NATALICI

Advertising
135 West 29th Street, Suite 1200
New York, NY 10001
United States

View the full portfolio at http://www.thecreativefinder.com/natalici

Professional Experience and Curriculum Vitae
Art Director, Graphic Designer, Photographer and Videographer, working in New York for over 30 years, in the fields of Advertising, Graphic Design, Film and Video Production. Experienced in Branding, Retail Advertising and Promotion. Work published in many magazines, websites and books. Based in New York City, fluent in Portuguese, Spanish and Italian.

Previous Clientele
Emilio Giani Occhiali, Italian eyewear designer
Artoptic International Corp., New York eyewear manufacturer
TAI New York - International Fashion Manufacturer
Laura Fashions - International Fashion Wholesaler
Benchwork Communications - Corporate Communications
Jan Goldstoff P.R. - Public Relations
Cornelis Craane Ent.- Entertainment Producer
Music Magnet Media - Record Company
promohauzny - Music and Event promoter

Awards and Accolades
FERNANDO NATALICI - BIOGRAPHY

I was very fortunate to have started my career in New York in the early seventies. The city was effervescent with art and culture that reflected the changes from the sixties in every creative field. I was studying graphic design at New York's Fashion Institute of Technology, and soon landed a job at a design studio, never forgetting my true love for travel, adventure, writing, photography, film and music. Before I bought my first 35mm camera and learned to develop and print my own black and white photos, I already had an idea of what I wanted to do and which photographers inspired me the most. Museums, Libraries, Record and Book Stores, as well as Jazz and Rock Clubs were and still are my favorite places to be in New York.
In 1976 and 1977 I worked with independent film director Amos Poe in 2 films (Unmade Beds and The Foreigner) as art director and still photographer. Among the actors involved were Debbie Harry, vocalist of the group Blondie, and others, The work generated many magazine features, articles and exhibitions. From that point on I started working in independent films and video projects in many capacities. There was always great music happening all over New York in the many clubs.
Soon I ventured on my own, starting a design/photography studio and embarked in many photo projects as well as developing a body of work; starting to exhibit and have my work in important collections, museums, galleries in the U.S., Europe and Brazil. My work has been seen in many magazines, CD covers, books, as well as music videos, travel shows and websites I have exhibited frequently in New York, Canada, Europe and Brazil. Since 1998 I started to show my work in a more accessible way with the creation of "Mundo Fernando" a traveling exhibit/Pop Up Shop concept which I have carried and held in one-day exhibits in night clubs, schools, cultural centers, music festivals, in my travels. This concept has enabled me to receive instant feedback and has reached thousands of young collectors, and it has given me great satisfaction.
My photographs are part of the collections of the Museu da Imagem e Som, São Paulo, Brasil; Lyndon B. Johnson Library, Forth Worth, TX; Fotoptica Gallery, São Paulo, Brazil; Mr. Paul Schaffer, New York; Charles Bronson, Los Angeles, CA; Mr. Nelson Motta and Ana Lontra-Jobim, Brazil.

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Please kindly get in touch for portfolio works.

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