

# Sérgio Carvalho

Art Direction

Portugal

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## Professional Experience and Curriculum Vitae

Indifference. This is the greatest of all dangers that a brand has to face - utmost indifference. Currently, society is overwhelmed by infoglut, consumer behaviors are changing and the media are falling into pieces. In our times, more than ever before, intelligence, intuition, a good head, and a fair amount of creativity are all part of putting together a good communication plan. But, above all, a disruptive attitude is needed, one which represents rupture with conventional thought, one which will accelerate the rhythm of change, thus leading brands and organizations to be in the front line. An attitude with consumer-relevant ideas, which will guarantee differentiation - because differentiation is mandatory.

## Previous Clientele

Please kindly get in touch for more information.

## Awards and Accolades

Sérgio Carvalho was born on January 3, 1969, in Porto, where he studied Graphic Arts at the Soares dos Reis High School. At the age of 18 he worked as illustrator to the advertising agency Logo, and in his spare time did the graphic design for the advertisement of projects to be presented at the Porto University Theatre and Rivoli Municipal Theatre.

He did lighting design for famed Portuguese bands and musicians - Táxi, GNR, Xutos e Pontapés, Carlos Paredes - as well as Piazzolla.

Window dressing and interior design are also part of these image-related activities.

His first steps as director and art director are at the Youth Institute, where he studied Cine-video. And it is as art director that, at the age of 18, he made it into the world of advertising agencies.

At the beginning of the 90s he moved to Lisbon, straight to TBWA/EPG, as art director, where he worked with renowned names: editor/copywriter Albano Homem de Melo, and creative directors José Heitor and Pedro Bidarra.

In 1996, invited by the then president of Young & Rubicam, Vera Nobre da Costa, he took on the creative direction together with Albano Homem de Melo of some of the agency's accounts.

The following year, Sérgio Carvalho returned to TBWA/EPG, where he shared the creative direction with Albano Homem de Melo, José Heitor and Pedro Bidarra.

In 1998 he won several awards, among which were Prisma award for Best Digital Image, Best Press Advertisement, and Best Outdoor, with the RTP campaign "TV em simultâneo/Simultaneous TV".

In 1999 he won the New York silver medal for Cultural Communication, the Portuguese Creatives' Club gold medal and the daily newspaper Diário de Notícias silver medal with the print ad for international horror/fantasy film festival Fantasporto.

In 2000 he began working as ad film director for producers Quimagem, Diamantino Filmes and Panorâmica 35. He directed TV adverts for Murganheira sparkling wines, the largest supermarket chain in Portugal Pingo Doce, mobile operator TMN, high speed train Alfa-Pendular, Jumbo hypermarkets, Porto european capital of culture, and others.

He made another incursion into the world of music, directing the music-video "Casino" for publisher Valentim de Carvalho. At the end of 2001, he went back to creative direction, this time at the advertising agency Z Publicidade.

In March 2003 he joined the team of BBDO Portugal, as creative supervisor, pairing with creative director Gonçalo Morais Leitão. This period gave birth to the new image of the Optimus brand campaign "Follow your feelings", among other works.

In Summer 2003, Francisco Saalfeld, executive producer of Montaini Filmes, challenged

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