



Lauri King

Freelance Art Director

📍 Sheffield, UK

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Links

[Website](#)

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Languages

English (Native)

Spanish (Basic)

About

My passion is to create super stuff for your eyes - sometimes pretty, sometimes thought-provoking, sometimes sublime, sometimes ridiculous. This could be when devising a full campaign concept, creating an image, renovating a house, styling products or interiors, applying a story to an image, or an image to a story - depicting the voice of a brand visually. In my opinion the conceptual root and project pragmatism required comes from the same place, and can be applied anywhere. Vogue magazine has brought me up and I am an avid consumer of aesthetics which make your pupils dilate, heart soar / sore and generally isn't essential for life, but is totally essential for living. I love my pals, cars, dogs, headpieces, sunglasses, filing, attention to detail, the English language, world languages, cultures, respect, and the 'I was supposed to pick up Carl' meme.

Experience

● Freelance Art Director

| Apr 2020 - Now

Freelance Art Director. Stylist. Editorial.

Freelance Art Director / Image Creator / Stylist : HELLO! Magazine, WooWoo, B2B clients

Shoot / Project Assistant : The Wall Group (Jimmy Choo), Future plc, Coel-hoComms (George at ASDA), Bureau Betak (Victoria's Secret), Vivienne Westwood (Museums Sheffield), AEI (Drum & Bass Arena / Detonate), Dolly Parton Imagination Library, Photographers

Education & Training

2022 - 2022 ● Institut Français de la Mode (IFM Paris)

CPD, Luxury Communications,

2022 - 2022 ● University of the Arts London

CPD,

2020 - 2020 ● Lucy Gough Stylist Ltd

CPD,

2019 - 2019 ● University of the Arts London

CPD,

2015 - 2015 ● Abigail Ahern London

CPD,

1999 - 2002 ● Nottingham Trent University

Bachelor's degree,