

A 3D topographical map of India, rendered in shades of blue, green, and brown. The terrain is highly detailed, showing mountain ranges and valleys. A small, stylized human silhouette is positioned on a path that winds through the landscape. The text 'AMBA BHARTI' is overlaid in the center in a bold, white, sans-serif font.

AMBA BHARTI



POP TRADING COMPANY X BURBERRY

B- ROLL & BTS
DIRECTOR: COLIN READ

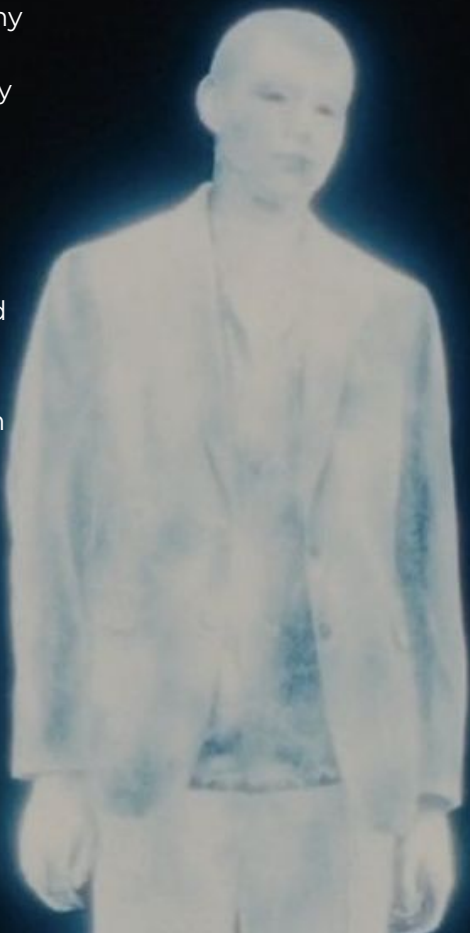
BRIEF

Funnily enough, there actually was no brief for my part in this campaign. I was initially hired as a Producer's assistant but then saw an opportunity to do more.

INSPIRATION

On the day of the shoot there happened to be a thermal imaging camera that was being passed from person-to-person, desperately trying to find someone that could make it work. Finally, it was passed to me and I quickly figured out how to operate it. The director, DOP and I drove through the streets of Amsterdam following the crew of POP skaters.

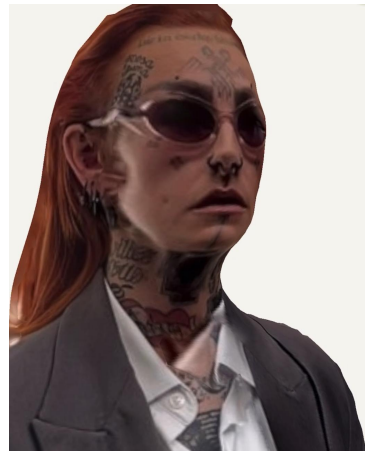
[Campaign Video](#) [B-Roll Footage](#)





KOMONO

BTS & IMAGE CONSULTANT



BRIEF

For this campaign I was asked to capture behind the scenes stills for KOMONO, an Antwerp based eyewear brand. I was given the freedom to go in any direction I wanted and so I decided to try something different.

INSPIRATION

On the day of the shoot I started by taking standard stills photographs, but something was missing. The simple nature of the set made me want to abstract away from the shoot itself and instead capture the hectic atmosphere and powerful figurative imagery.

To do this I used some 3D scanning techniques that I'd been playing around with.



A man in a white t-shirt is shown in profile, drinking from a water bottle. He is standing in a grassy field with a body of water in the background. The sky is a mix of orange and blue, suggesting sunset or sunrise. In the distance, another person is visible near the water's edge. The overall mood is serene and active.

POP TRADING COMPANY X ADIDAS

DIRECTOR: FABIO DE FREL

DOP: NOEL SCHOOLDERMAN

BRIEF

Production manager for the POP X ADIDAS campaign video. I was responsible for a variety of tasks on this project. I was responsible for the location reiki - shot in multiple locations across the three days.

CAMPAIGN VIDEO





MONCLER X FANTASTIC MAN

DOP: GILLEAM TRAPENBERG

BRIEF

Production manager for the Moncler X Fantastic Men editorial shoot. I was responsible for a variety of tasks on this project. Other than the standard responsibilities of a production manager. I was responsible for finding the location and selecting the models.





BARBICAN X THIJS BIERSTEKER

BARBICAN INSTALLATION: PRODUCER/ART DIRECTOR

AVANT ARTE INTERVIEW: DIRECTOR/PRODUCER

BRIEF

Art direction and production of a 25ft installation in the main hall of the Barbican, London.

INSPIRATION

For this project I managed and directly contributed to the creation and installation of Thijs Biersteker piece, *Wither*, at the Barbican. This involved cutting over 100 leaves and wiring them to a 25ft hanging core. Once we were in the venue, I was responsible for managing the team of 10 people whilst we installed the work. In addition to this, I went out of my way to organise, direct and produce a collaborative short-film with leading art world disruptors, Avant Arte, showcasing the exhibition to their millions of followers around the world.

[Campaign Video](#)





MYCELIUM RANGE EXTENDERS

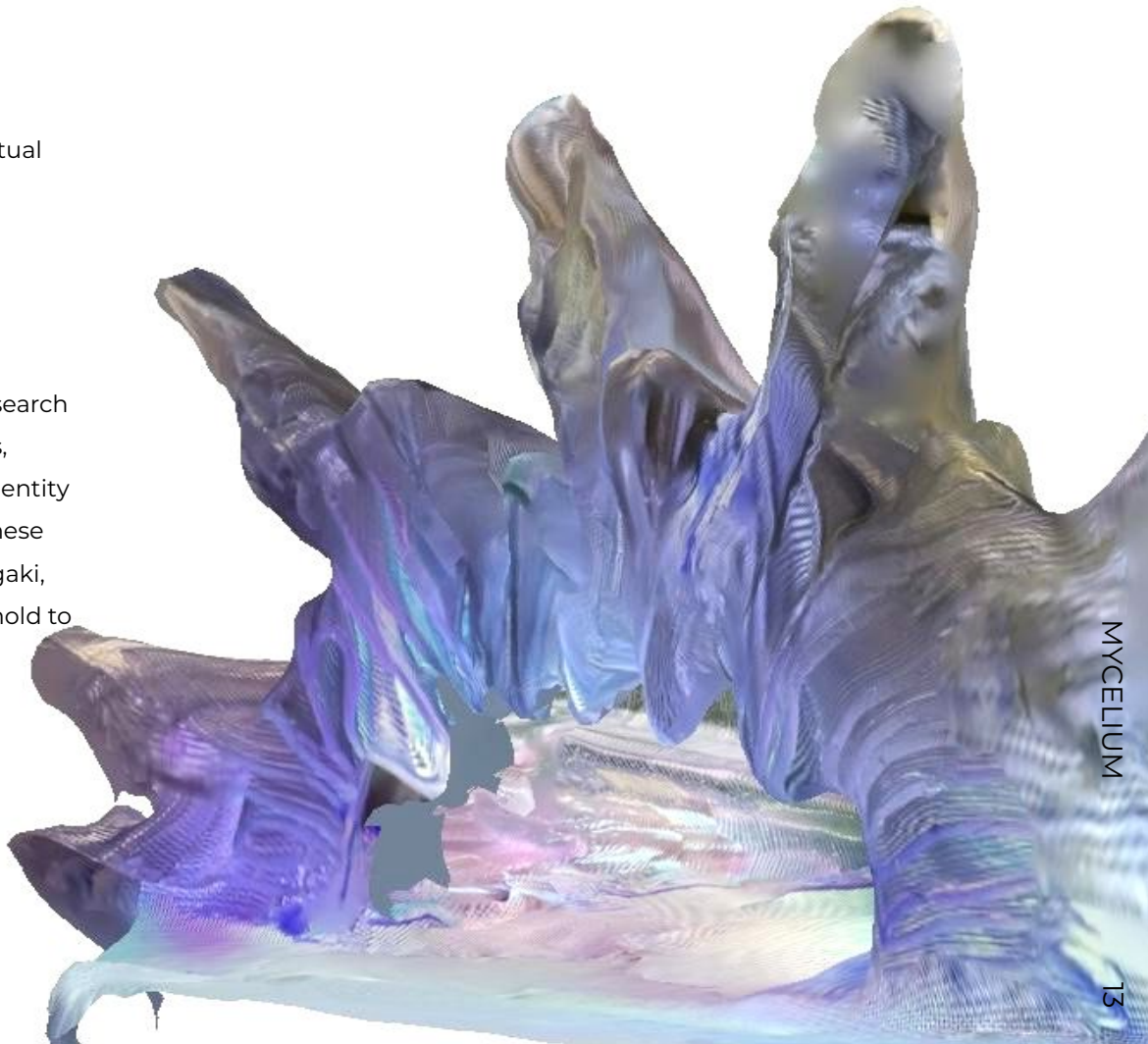
CREATIVE LEAD & RESEARCHER

BRIEF

Conduct extensive research and develop a conceptual installation centred around the innovative use of cultivated mushrooms and mycelium networks.

INSPIRATION

It was integral that I looked at multiple sources of inspiration when developing this project. Using research papers as my north star, I then looked to designers, scientists and artists in order to create the visual identity of the work. I was specifically inspired by the Japanese subway system experiment led by Toshiyuki Nakagaki, where they used the fungal intelligence of slime mold to map out the most efficient tunnel routes.



This research was instrumental in shaping our creative direction, which encompassed the development of 3D-printed mushrooms and the cultivation of mycelium. The mycelium project stands as a testament to our innovative approach, where creativity met sustainability to deliver a powerful message.

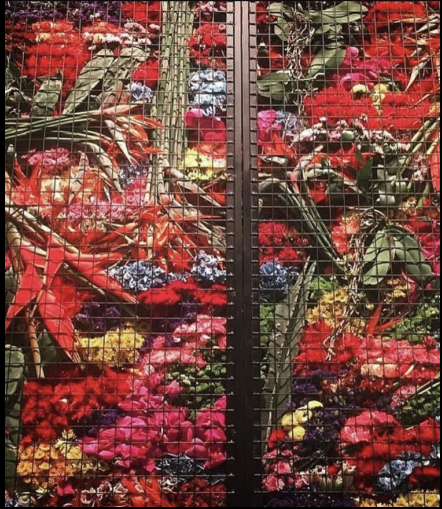
This experience deepened my appreciation for the interconnectedness of art, science, and environmental advocacy, reinforcing my commitment to creative endeavours that inspire positive change.



REFERENCE IMAGE

NISSAN FORMULA E

DARK HORSE'S CREATIVE



BRIEF :

Create a pitch to Inspire the global community by showcasing what major cities would be like if we lived with nature rather than fighting against it.

INSPIRATION:

To convey the above message in an effective way, I looked into what could be done to signify the displacement of fossil fuels in our day-to-day lives. To do this I wanted to find a way to transform gas stations from around the world into beautiful installations that gave back to nature. By using the gas stations as exhibit spaces the aim was educate people on the history and future of the automotive industry, whilst surrounding them with plantlife. We would work closely with leading artists championing sustainability in a number of major cities around the world in order to transform these spaces/structures.

