# Andrea Castelletti

Art Director / Creative Director / Lecturer

Milan, Italy

+39 393 62 74 111
info@daltraparte.com
http://www.daltraparte.com

## ABOUT

Andrea Castelletti is a multidisciplinary art director and designer living and working in Milan. His work has been featured in numerous books, blogs and websites, and won design awards from Graphis Platinum and Graphis Gold among others. Some of his work has been exhibited in over 30 cities of the world, from South Korea to California, from La Triennale Design Museum in Milan to Les Arts Décoratifs, Palais du Louvre in Paris. In 2010 he has been chosen by TNT Festival (powered by Italian Government) as one of the "Young Talent" of the year. He started work in the advertising world in 2007 when he won a contest organized by the Pepsi Company, and his artwork has been produced on 10 million bottles and cans. Since 2008 he collaborates as an Art Director for the advertising agency TW2 (Milan and New York). He has been jury member of Poster for Tomorrow (Paris), Walls Down (5th International Poster Exhibition) Universidad San Ignacio de Loyola (Peru) and ADCI (Italian Art Directors Club).

When not working on advertising materials, he can be found while he's teaching Graphic Design and Art Directon at IED (European Institute of Design), playing with his dog Paloma, drinking blueberries juice, or travelling around the world with his sweetie Camilla.

Please email in regards freelance commisions, or just to say hello!

---

Exhibition: Italy (Milan, Triennale Design Museum), France (Paris, Les Arts décoratifs - Palais du Louvre; Strasburg), Japan (Osaka, ATC Asian and Pacific Trade Center) Sweden, United States, Israel, Turkey, Germany, Morocco, Canada, Ecuador, Spain, Georgia, South Korea, Poland, Bolivia, Perù, Serbia, Lebanon, Austria and more.

Specialties: Art Direction, Creativity, Graphic Design, Branding, Strategic Thinking.

## EXPERIENCE

**Milan, NY, USA**
Apr 2008 – Present

### TW2

Art Director and Creative Director

I work at TW2 as a Senior Art Director.
What i do here is: art direction for the above and for the below the line, corporate identities and creative strategies for international brands. And obviously good work.

Clients: Lavazza, Davide Cenci, Technogym.

---

**Milan, Italy**
Oct 2011 – Present

### IED (European Institute of Design)

Lecturer

Lecturer of Digital Portfolio at the Art & Copy Master
---
Lecturer of Graphic Design for students of the third year of the Art Direction course. www.ied.edu

The course aims to increase the design freedom by offering students a working method in which the physical and material aspects are fundamental elements of the project. The goal is to reduce the role of computers in design tool, encouraging the use of different techniques: paper cutting, anamorphosis, dioramas, light graffiti, etc..

---

**Italy**
Jun 2010 – Present

## Andrea Castelletti / Art Direction & Creative Strategies

Freelance Creative Director / Art Director

Art direction below/above the line, corporate identity, creative consulting, creative strategies.

Clients: Koiré Cosmetics, Make It Perfect, Fondazione Luigi Mercantini

---

**Milan, Italy**
May 2010 – Jul 2010

## IED (European Institute of Design)

Tutor

Thesis assistant.

---

**Milan, Italy**
Mar 2009

## Universal McCann

Art Director Freelance

## EDUCATION

**Milan, Italy**
Sep 2004 – Jun 2007

## IED Communication

Advertising Art Direction

100/100

---

**Milan, Italy**
Sep 2004 – Jun 2007

## IAA (International Advertisign Association)

Marketing Communication

100/100

## AWARDS & HONORS

2013

### Graphis

Gold Award - 100 Best In Design Annual 2014

---

2013

### Project Sunshine For Japan

“Connecting Traces of Memory” exhibition at Kulturort Depot, Dortmund, Germany

---

2013

### Graphis

Platinum Award - Poster Annual 2013

---

2013

### Graphis

Gold Award - 100 Best In Design Annual 2013

---

2013

### Graphis

Gold Award - 100 Best In Design Annual 2013

---

2012

### Project Sunshine For Japan

Exhibition at ATC, Asian and Pacific Trade Center, Osaka, Japan.

2012

## ADCI (Italian Art Directors Club)

Design Shortlist

---

2012

## ADCI (Italian Art Directors Club)

Design Juror

---

2012

## Green Plus You

Poster for Japan finalist and Exhibition at Doosung In the paper Gallery, Seoul, Korea.

---

2012

## Graphis

Platinum Award - Poster Annual 2012

---

2012

## Graphis

Gold Award - Poster Annual 2012

---

2012

## Graphis

Gold Award - Poster Annual 2012

---

2011

## Project Sunshine For Japan

Best poster and exhibition in the Japanese House, Düsseldorf, Germany.

---

Sep 2011

## Iran Art Organization

International Poster Exhibition RE (HOPE FOR JAPAN) in Tehran-Iran.

---

Jun 2011

## Sperimenthal Design

Exhibition at La Triennale di Milano Design Museum

---

Jun 2011

## ACT Responsible

Expo at Cannes Lions, 58th International Festival of Creativity

---

2011

## ACT Responsible

ACT Responsible Worldtour Exhibition

---

2011

## ADCI (Italian Art Directors Club)

Design Shortlist

---

May 2011

## Imam Ali Arts Museum

International Poster Exhibition in Tehran-Iran

---

Jun 2011

## WALLS DOWN - 5th International Poster Exhibition, Universidad San Ignacio De Loyola (Lima, Peru)

Juror

Nov 2010

### Festival TNT - Young Talents Festival (Powered By The Italian Government, Rome 2010)
Selected as young italian talent

Jul 2010

### Poster For Tomorrow (Paris)
Juror

Dec 2009

### Poster For Tomorrow
Best poster of the year and worldwide exhibition

Jul 2009

### Good 50x70
Best poster of the year and worldwide exhibition

Sep 2008

### Young Creativity Award
Bronze

2007

### Creativity Day
Orator

Jun 2007

### PEPSICO
Designer of Pepsi Twist special edition

## PUBBLICATIONS

2013

### Graphis, Poster Annual 2013
one Platinum

2013

### Graphis, 100 Best In Design 2013
two Gold and Best in Europe

2012

### Graphis, Poster Annual 2012
one Platinum and two Gold.

2010

### Festival TNT - Young Talents Festival (Powered By The Italian Government, Rome 2010)
Selected as young italian talent

2009

### Young Blood
Young Italian Talent Awarded Worldwide

2009

### Poster For Tomorrow
Best Poster

2009

### Good 50x70 - Bis Publishers

Best Poster

## LANGUAGES

**Italian** (Conversational), **English** (Fluent)

## SKILLS

Graphic Design, Illustrator, Branding, Typography, Photoshop, Packaging, Advertising, Indesign, Art Direction, Creativity, Brand Identity, Posters, Corporate Identity, Creative Direction, Visual Communication, Logo Design, Online Advertising, Copywriting, Teaching, Brand Development, Creative Strategy, Creative Thinking, Strategic Thinking, Book Cover Design, Integrated Advertising, Catalogues And Brochures, Film Poster Design, Social Communication