

PORTFOLIO

CREATIVE DIRECTION
ART DIRECTION
DESIGN
PHOTOGRAPHY

Andrew G. Hobbs

I am a highly experienced Creative Director with a demonstrated history of producing content for advertising, design, editorial and e-commerce both in-house and working directly with agencies producing content for print and digital platforms that deliver measurable results.

My ability to understand the audience through research, creative direction and innovation is what drives me to create compelling visuals.

EXPERIENCE

Art Director French Connection
Aug 2021 – Dec 2023

Executive Creative Director CNTRFLD
2003 – Present

Freelance Photographer
1996 – Present

CLIENTS INCLUDE

Area, British Airways, Calvin Klein, Chanel, Comme des Garçons, French Connection, Globe-Trotter, Honda, HP, Jil Sander, Louis Vuitton, Mackintosh, Marriott, Microsoft, Nike, and Nokia.

COLLABORATIONS

Bond London, DesignStudio, G . F Smith, Hugh Miller, Mirum Studio, Otherness, Related Studio, SEA, Spin, Studio Baer.

PHOTOGRAPHY

Harper's Bazaar, i-D, Interview, Monocle, Rolling Stone, and Vogue.

Portraits include Eminem, Jane Birkin, Kelis, Kylie, Mark Wahlberg, Missy Elliot, Monica Bellucci and Vincent Cassel.

SKILLS

Adobe Creative Suite, Art Direction, Attention to Detail, Brand Strategy, Branding & Identity, Campaigns, Capture One, Creative Direction, Creative Problem Solving, Cross-Channel Marketing, Communication, Fashion Photography, Graphic Design, Project Management, Presentations, Project Strategy, Strategic Communications, Video Direction, Visual Communication, Visual Storytelling.

Calvin Klein

CHALLENGE

PRODUCE A SOCIAL MEDIA CAMPAIGN FOR CALVIN KLEIN

SOLUTION

PRODUCE A PHOTOSHOOT WITH BELLA HADID IN NEW YORK FOR AN INITIAL NINE POSTS.

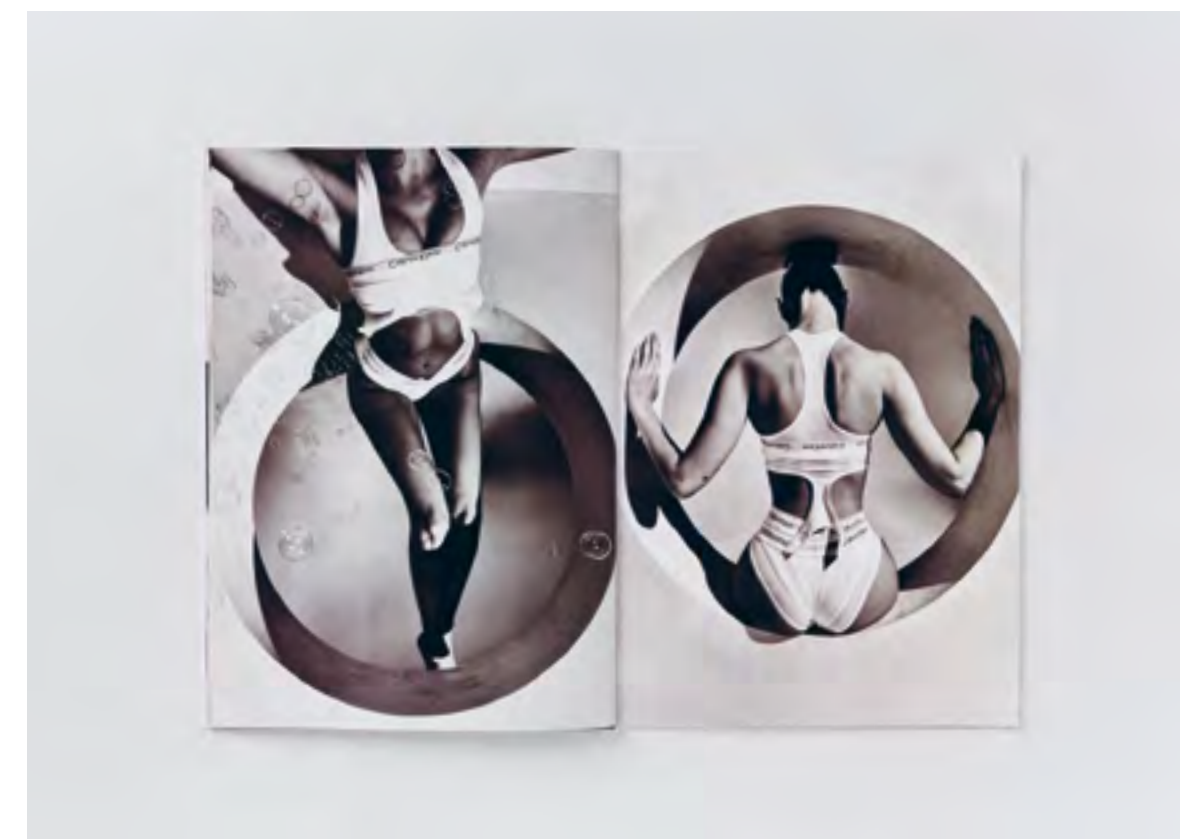
ADD A LIMITED-EDITION A5 BOOK FEATURING THE IMAGES IN A BESPOKE ENVELOPE TO BE DISTRIBUTED BETWEEN CENTREFOLD AND CALVIN KLEIN

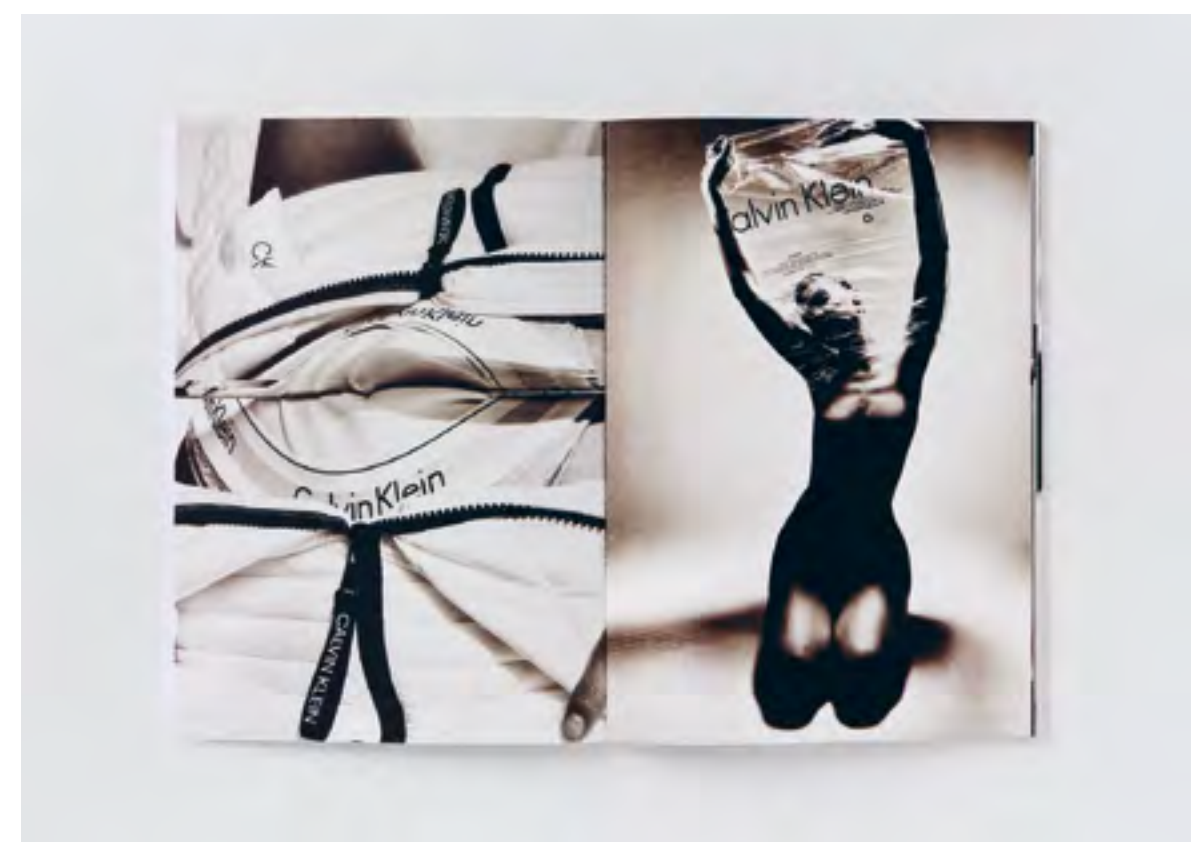
PHOTOGRAPH THE BOOK TO CREATE A SECOND RUN OF SOCIAL MEDIA CAMPAIGN

PHOTOGRAPHED BY KATIE BURNETT

CENTREFOLD × CALVIN KLEIN
SPECIAL PROJECT

TEAM
KATIE BURNETT
TED LOVETT
LIANA BLUM







centrefold

centrefold @bellahadid by @katieburnett_ with #MYCALVINS for Centrefold Special Projects

1/50 Limited edition booklet with 1/5 A2 poster
Available now - link in bio

Hair by @tinadidit
Makeup by @erinparsonsmakeup
Set design by @itsmeiansaltersworld
Produced by @rykerallen @minitletd
Centrefold team @andrewghobbs @tedlovet @katieburnett_ @roosterkitsch

Edited · 111 w

intentionalagency 45 w Reply

pancakeparkins will there be any more?! 111 w Reply

petdeaths 111 w Reply

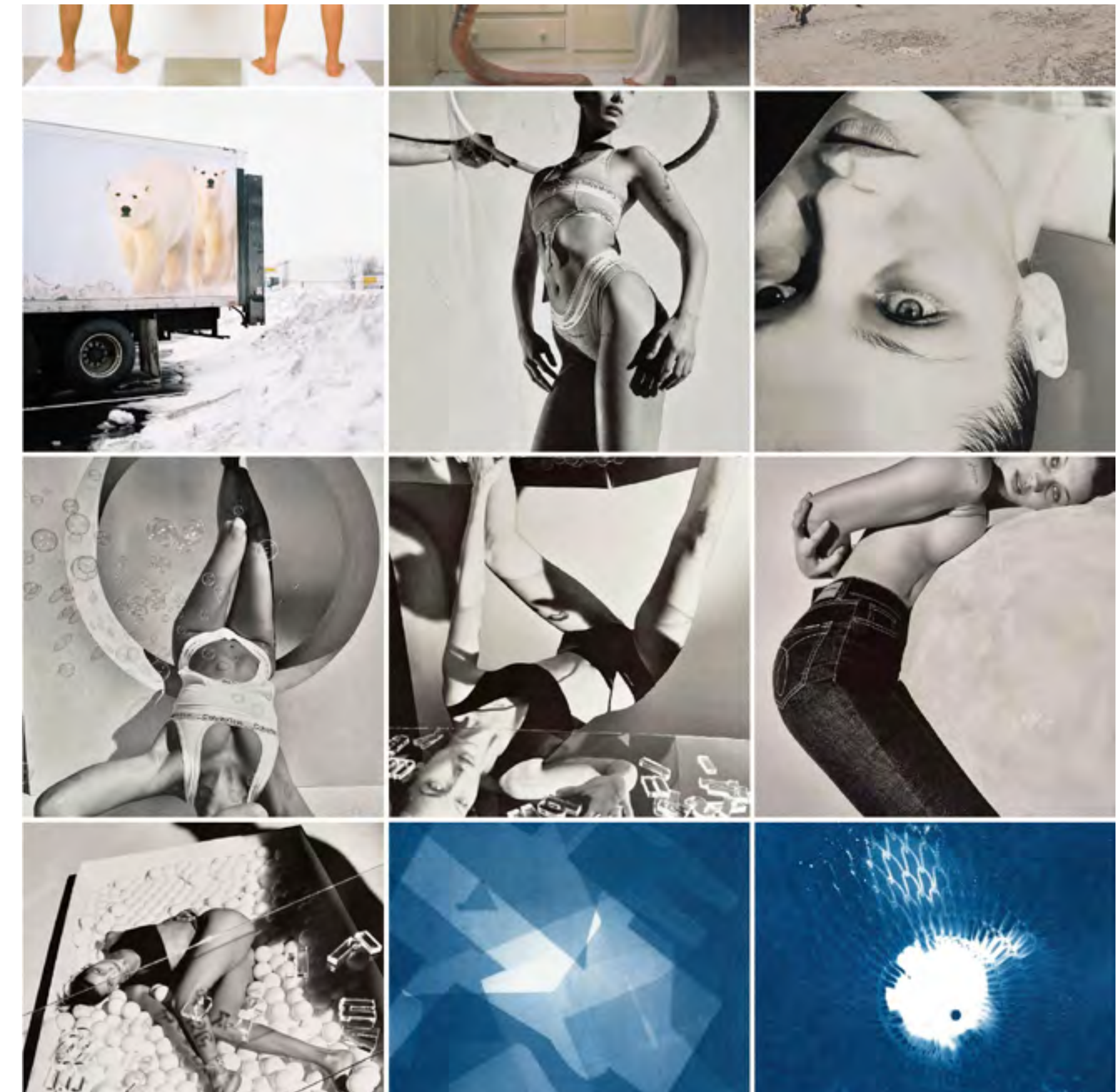
stevealice 111 w Reply

bella_jcon_Icons bella 111 w 1 like Reply

_garethjones 111 w 1 like Reply

4,756 views
19 December 2021

Add a comment...



JIL SANDER

CHALLENGE

PRODUCE A SOCIAL MEDIA CAMPAIGN FOR JIL SANDER AND SUPPLEMENT FOR CENTREFOLD ISSUE 15

SOLUTION

PRODUCE A PHOTOSHOOT IN LONDON FOR CONTENT SHARED ACROSS PLATFORMS



PRODUCE A SUPPLEMENT FOR CENTREFOLD ISSUE 15 AS AN A3 BOOK WITH A ONE-OF-EIGHT FOLD OUT POSTER

PHOTOGRAPHED BY LENA C EMERY


CENTREFOLD × JIL SANDER SUPPLEMENT


TEAM
KATIE BURNETT
TED LOVETT
LIANA BLUM



 **jilsander** 





lena_c_emery  


thelightthatfailed so good
199 w 1 like Reply 


shriprasham Still can't get over this series, it's just stuck in my head. If you don't mind me asking what film are you using and how on earth do you achieve these muted tones. Are you pushing or pulling? I wish I could make photos like yours, they're just past the point of sublime
209 w 1 like Reply



timtobiaszimmermann Beautiful
226 w Reply

elenabecker So so beautiful Lena!!  

kattypaldos Wow !!!     


analoguefilmsltd   


saramcalpine__  Love this, Lena.
227 w 1 like Reply 

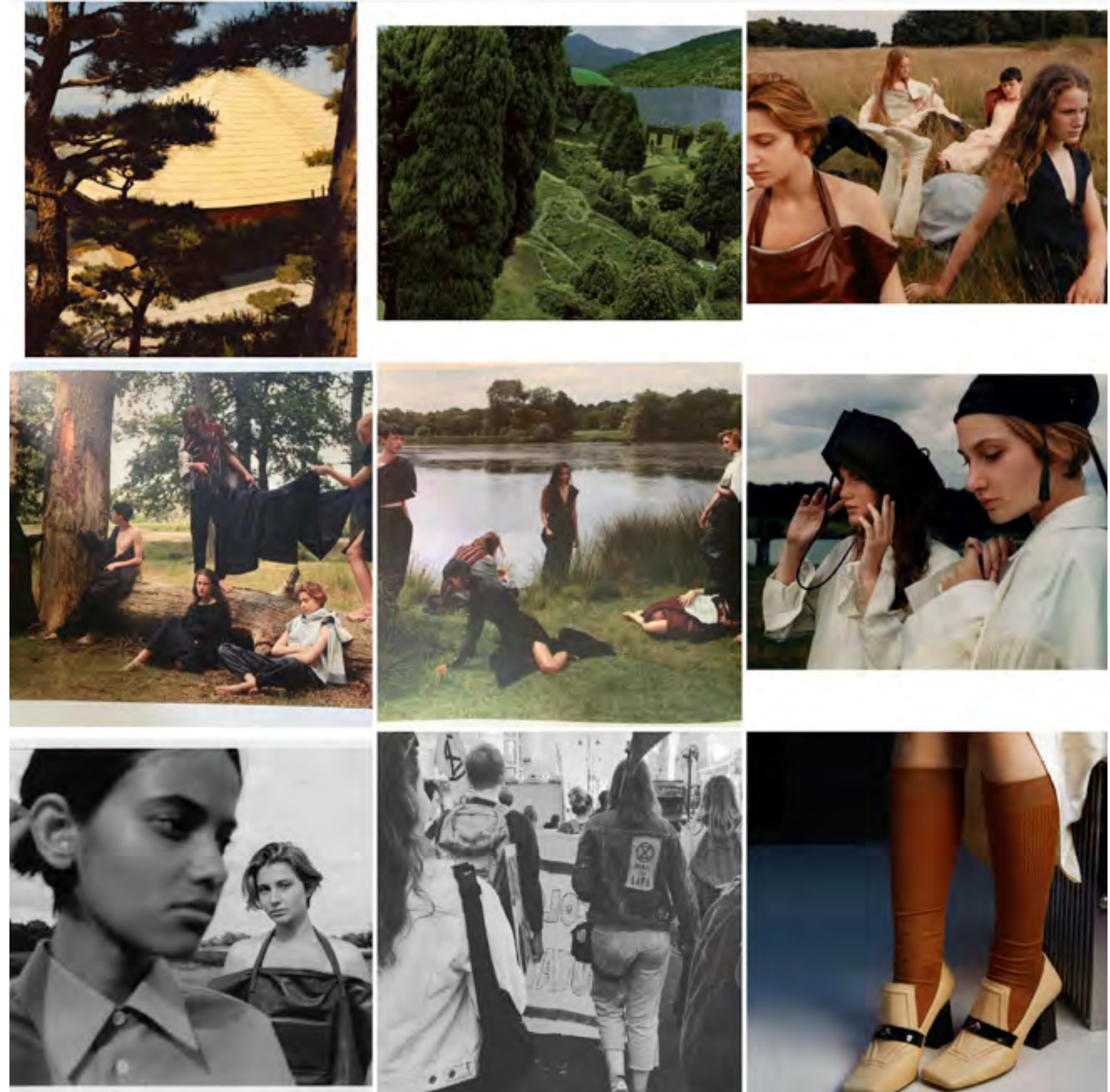
georgisandev      @lena_c_emery @katieburnettstylist
227 w 1 like Reply

rohdinge Love this so much Lena 
227 w 1 like Reply

 Liked by **katieburnett__** and 1,204 others
3 October 2019

 Add a comment...



CHALLENGE

PRODUCE A SUPPLEMENT FOR CENTREFOLD ISSUE 13

SOLUTION

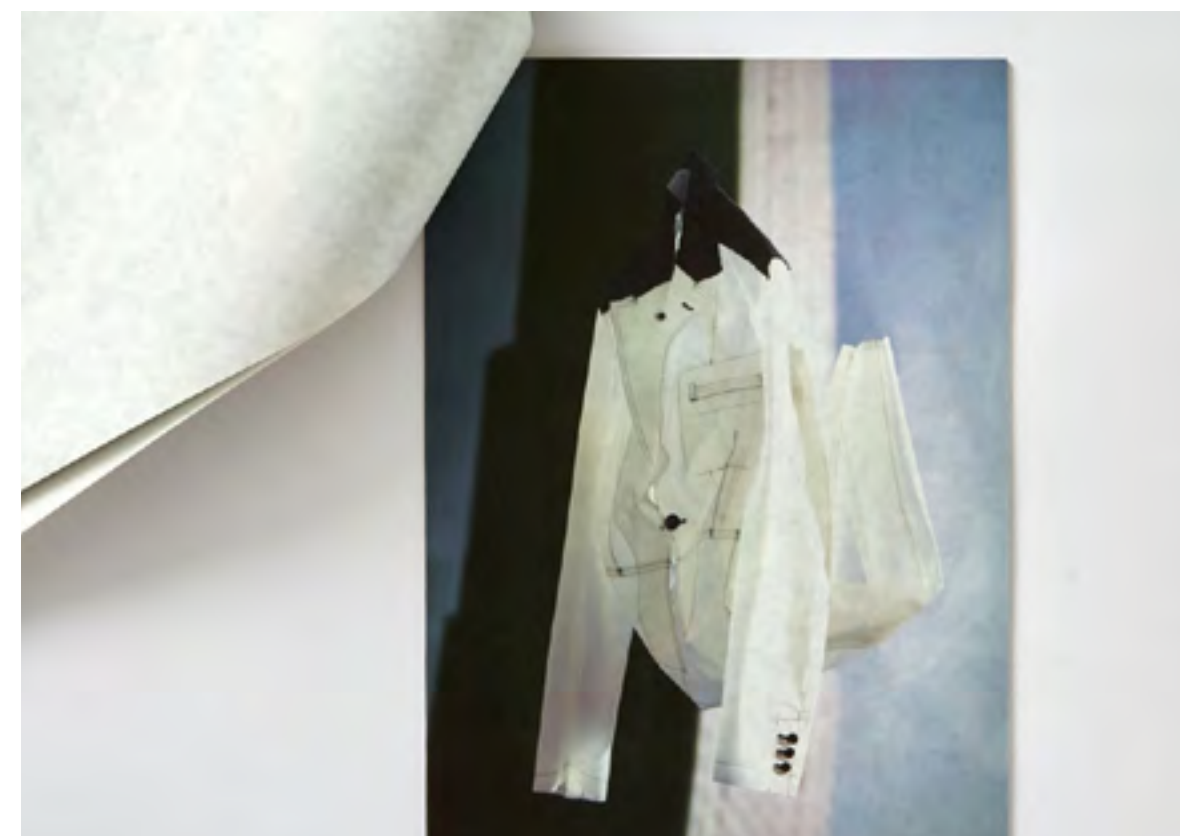
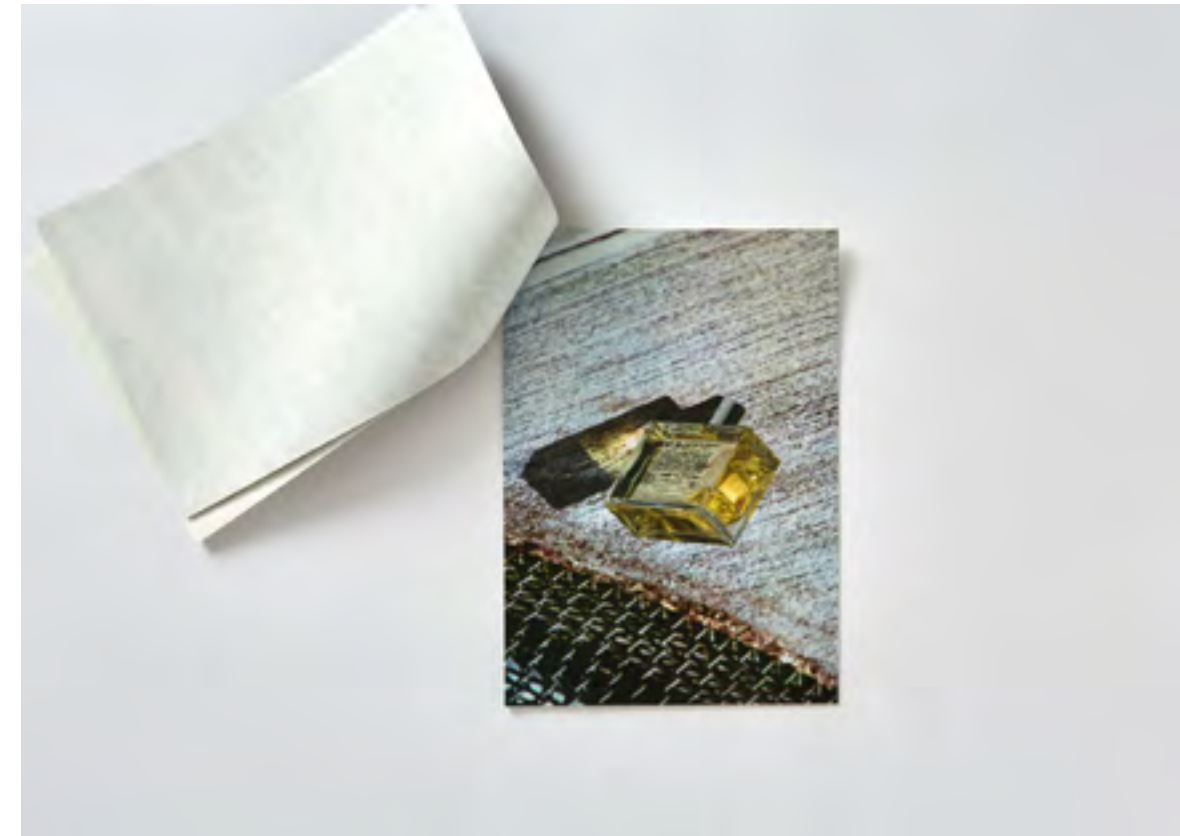
PRODUCE A PHOTOSHOOT IN NEW YORK WITH THOMAS ALBDORF

EACH IMAGE WAS PHOTOGRAPHED USING A MULTIPLE OF TECHNIQUES TO CREATE A VARIETY OF UNIQUE ONE-OFF COLLECTION OF POSTERS

PHOTOGRAPHED BY THOMAS ALBDORF

CENTREFOLD × COMME des GARÇONS SUPPLEMENT

TEAM
KATIE BURNETT
TED LOVETT
LIANA BLUM





centrefold

centrefold THOMAS ALBDORF with COMME des GARÇONS for Centrefold Issue 13, 2017 Edited · 134 w See Translation

ricardomuca @centrefold Is Issue 16 coming out soon? ❤️

134 w 1 like Reply

Liked by cntfrfld.studio and 191 others 12 July 2021

Add a comment...



G . F SMITH

CHALLENGE

PRODUCE A RETROSPECTIVE OF CENTREFOLD TO CELEBRATE TWENTY YEARS OF COLLABORATION

SOLUTION

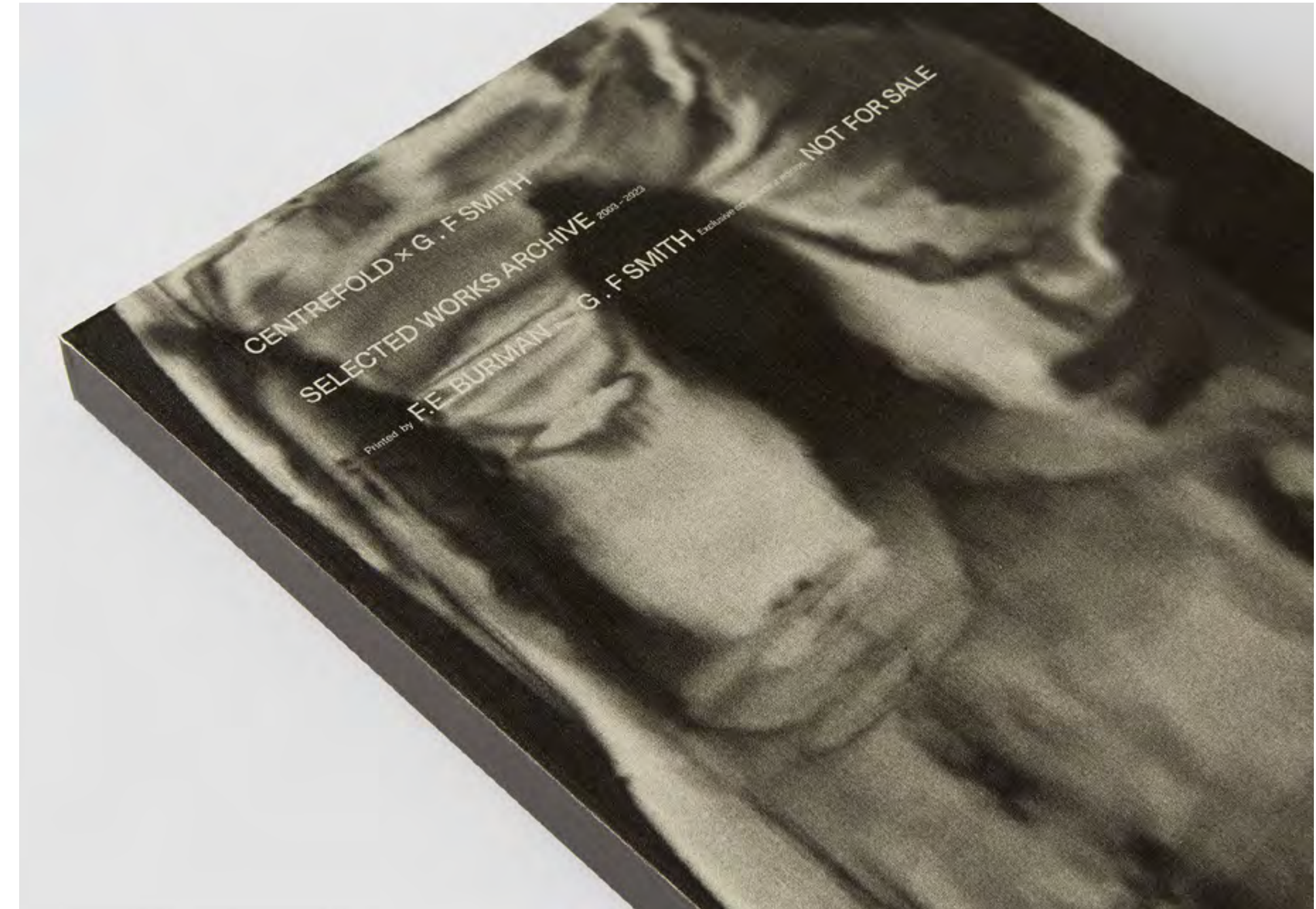
CREATE A UNIQUE HANDMADE BOX EDITION

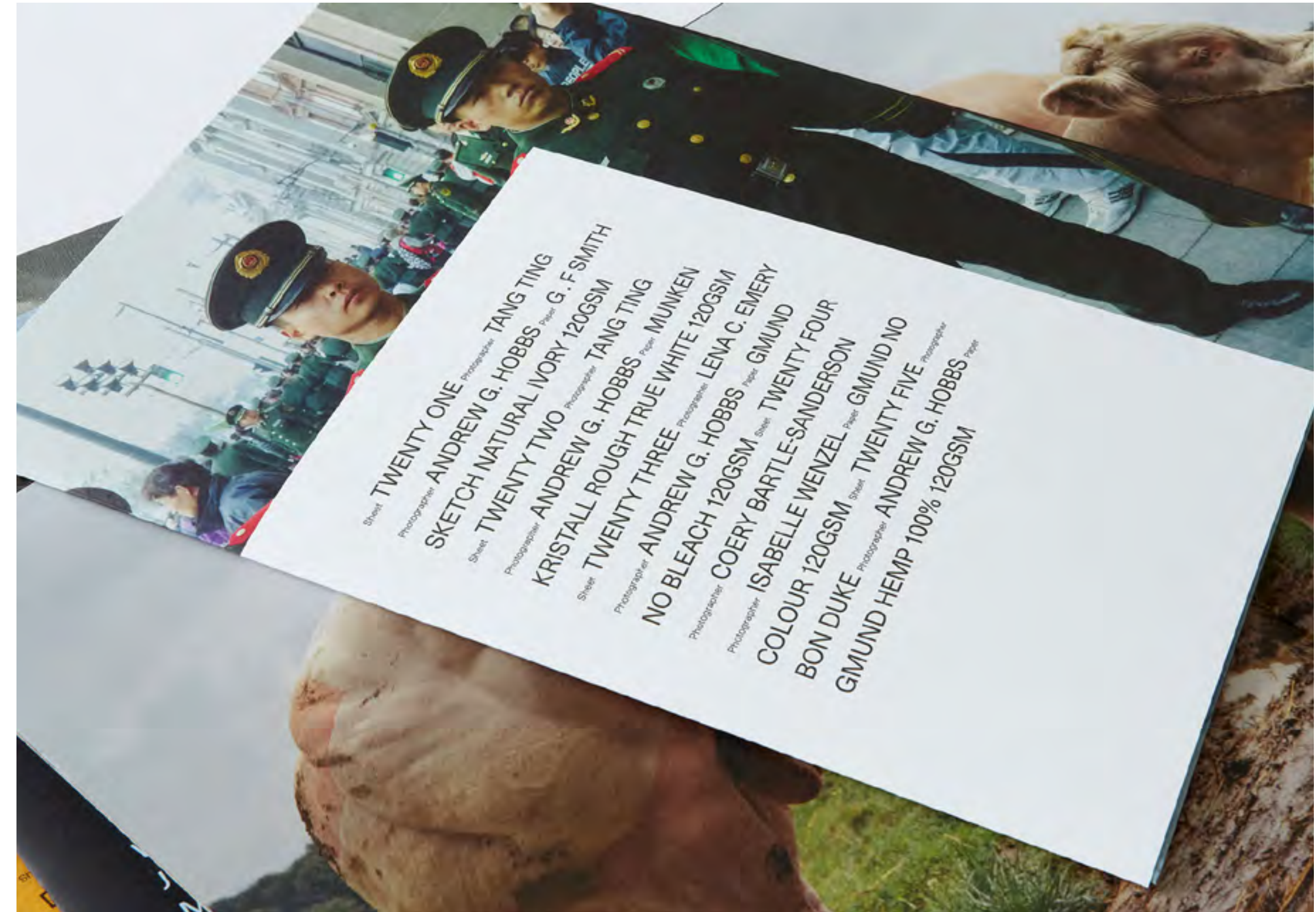
EACH POSTER IS PRINTED ON A DIFFERENT STOCK AND GSM FROM G . F SMITH PAPERS FEATURING WORK FROM OUR EXTENSIVE ARCHIVE

EACH COLLECTION OF POSTERS HAS AN INDEX COVER CREDITING THE WORK

THE WORK IS CREATED USING A VARIETY OF PRINTING TECHNIQUES AND SPECIALITY INKS

CENTREFOLD x G . F SMITH
RETROSPECTIVE 2003-2023









CHALLENGE

CREATE A BUZZ FOR INDIGO TRADE SHOW

PROMOTE INDIGO MOASAIK SOFTWARE

SOLUTION

LIVE PRINTING OF ISSUE AT TRADE EVENT

USE INDIGO MOASAIK SOFTWARE TO CREATE 1000 UNIQUE ISSUES

QUESTION AND ANSWER AT TRADE EVENT

CLIENT DINNER EVENTS IN LONDON AND ISRAEL

LAUNCH EVENT DURING LONDON FASHION WEEK IN SOHO GALLERY

CENTREFOLD ISSUE 12

TEAM
KATIE BURNETT
DAN SPEER





NOKIA

CHALLENGE

TO PROMOTE THE NOKIA 1020 MOBILE,
THE FIRST 41 MEGAPIXEL MOBILE PHONE

SOLUTION

MARKET TO CREATIVE INDUSTRY

PRINT IMAGES AS A2 FOLDING POSTERS

SEED MOBILE TO INFLUENTIAL CREATIVES IN
FASHION, ART AND DESIGN

LAUNCH PRESS AND SOCIAL MEDIA CAMPAIGN

VIDEO CAMPAIGN OF BEHIND THE SCENES FOR
SOCIAL PLATFORMS SHOT ON NOKIA 1020

LAUNCH EVENT IN SHOREDITCH ART GALLERY

RUN ON 4000 COPIES FOR NOKIA
GLOBAL DISTRIBUTION

CENTREFOLD ISSUE 10
BEYOND

TEAM
KATIE BURNETT
IMOGEN BELLOTTI





CHALLENGE

CELEBRATE ANNIVERSARY OF STORM MODEL MANAGEMENT AND TO SOURCE A SPONSOR WHO DIDNT IMPACT EXCLUSIVE MODEL CONTRACTS

SOLUTION

SOURCED SPONSOR MANHATTAN LOFT CORPORATION WHO WERE ALSO ABOUT TO CELEBRATE THEIR OWN MILESTONE ANNIVERSARY

CENTREFOLD ISSUE 8

COLLABORATION WITH PLUS AGENCY

PRODUCE A GLOBAL PHOTOGRAPHY EDITORIAL CAMPAIGN OF STORM MODEL MANAGEMENT SPECIAL BOOKINGS TALENT

MODELS INCLUDED

CINDY CRAWFORD
CARA DELEIVINGNE
JUDAN DUNN
LILY DONALDSON
EVA HERZIGOVA
KATE MOSS
LIBERTY ROSS
ELISA SEDNAOUI
ALEC WEK

UTILISE PROPERTIES FROM MANATTAN LOFT CORPORATION AS LOCATIONS FOR PHOTOGRAPHY

SEED A RUN ON OF 4000 COPIES TO INFLUENTIAL CREATIVES AND CLIENTS IN FASHION, ART, DESIGN AND ARCHITECTURE

PRODUCE CLIENT AND PRESS DINNER FOR STORM MODEL MANAGEMENT AND MANAHATTAN LOFT COREPORATION

PRODUCE LAUNCH PARTY AND EXHIBITION IN WEST LONDON

LAUNCH PRESS AND SOCIAL MEDIA CAMPAIGN FOR TRADE AND CREATIVE PUBLICATIONS

PRESS INCLUDED

HAPERS BAZAAR
ELLE
ES MAGAZINE
L'OFFICIEL
TATLER
TELEGRAPH
VOUGE

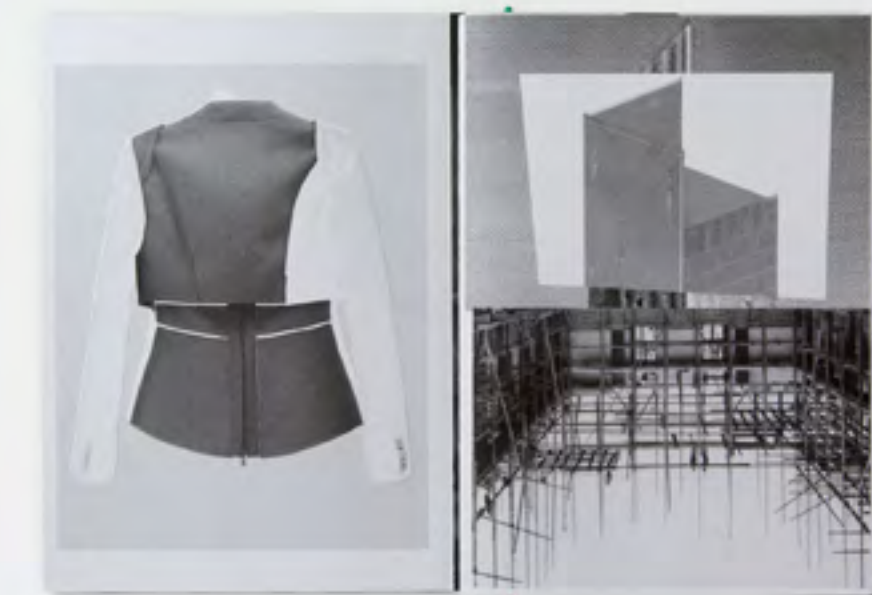
COVER PHOTOGRAPHER VENETIA SCOTT
MODEL KATE MOSS

GUEST EDITOR SARAH DOUKAS



CENTREFOLD ISSUE 8
SPECIAL EDITION A5 RE-ISSUE

PRINTED ON PEREGRINA MAJESTIC REAL
SILVER 120 GSM USING BLACK INK





CENTREFOLD

CENTREFOLD ISSUE 13

TEAM
KATIE BURNETT
TED LOVETT
LIANA BLUM





CENTREFOLD

CENTREFOLD ISSUE 14

TEAM
KATIE BURNETT
TED LOVETT
LIANA BLUM





CENTREFOLD

CENTREFOLD ISSUE 15

TEAM
KATIE BURNETT
TED LOVETT
LIANA BLUM













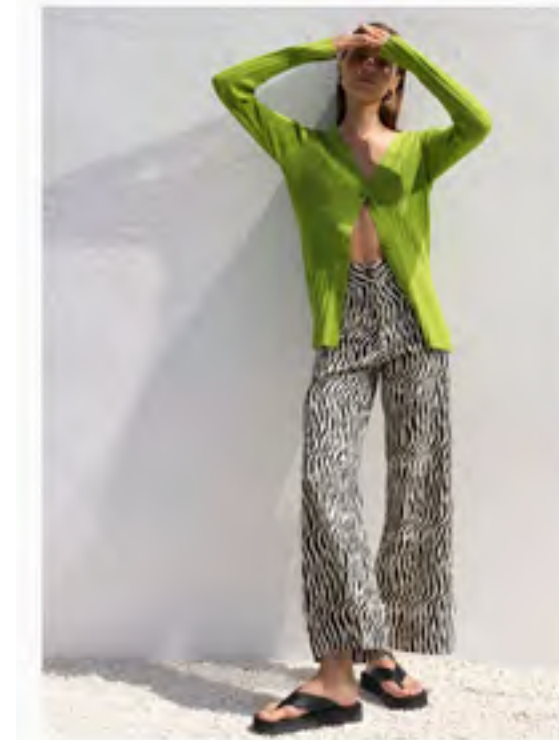
21



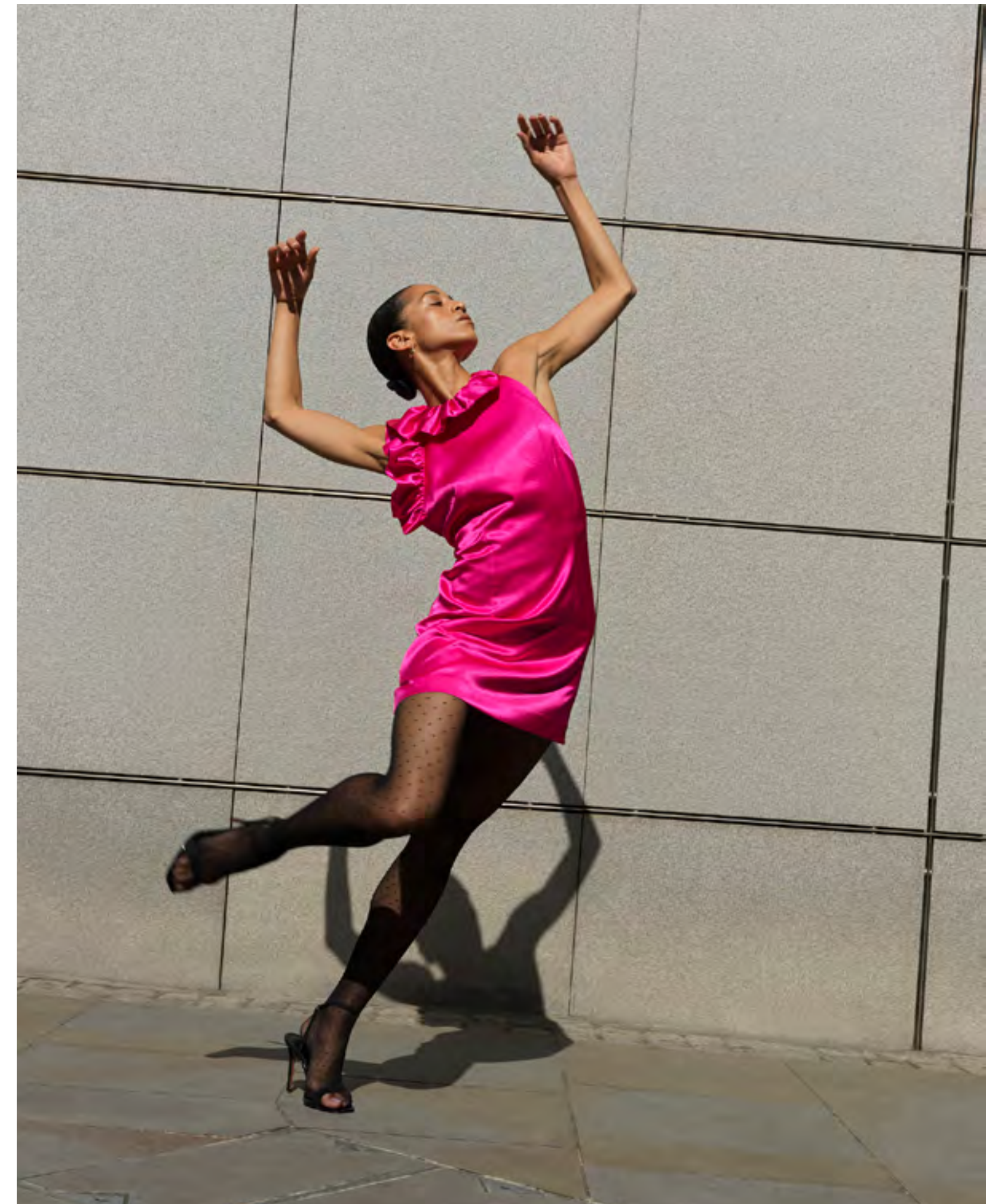
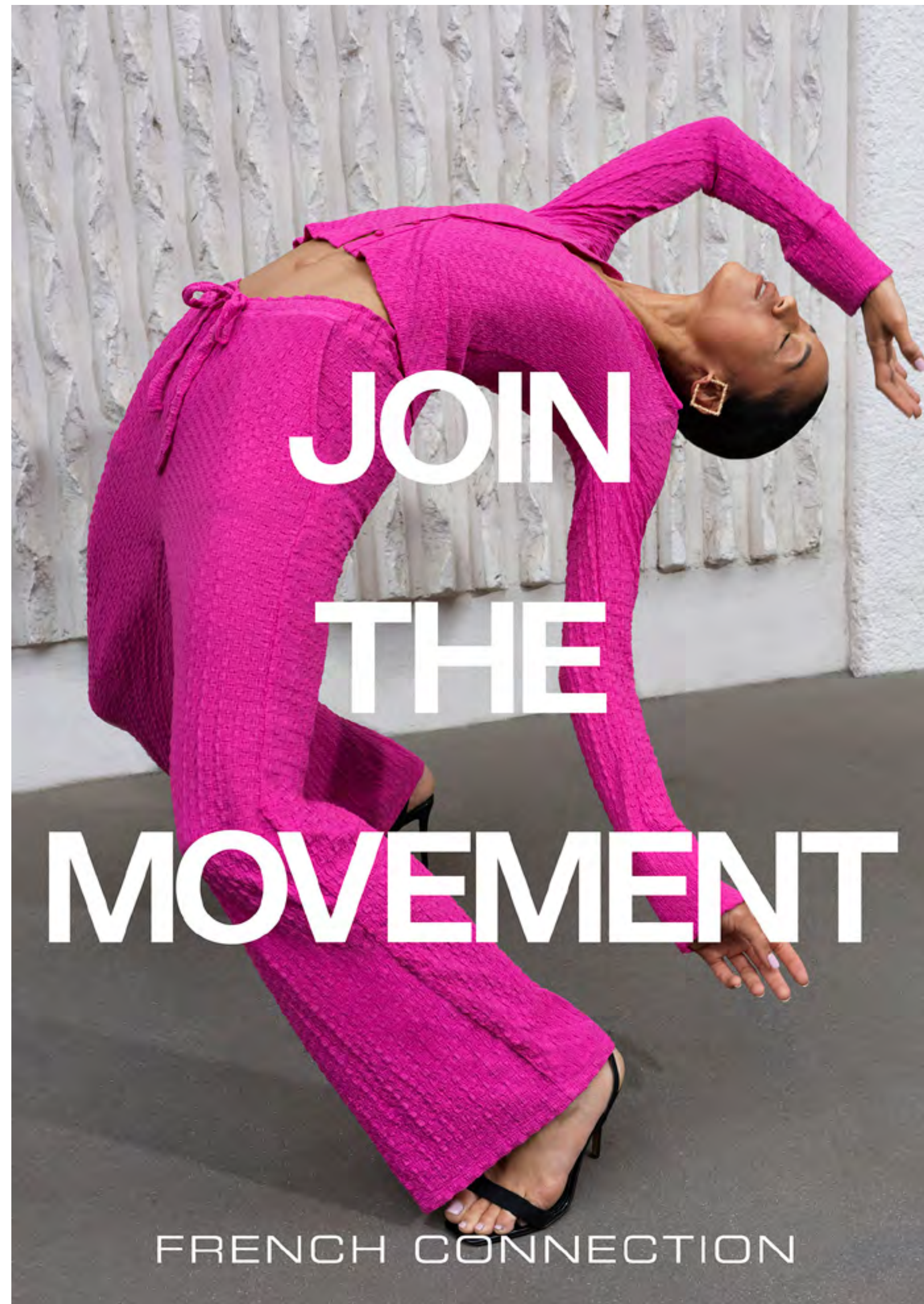
06



04



FRENCH CONNECTION
AW23 CAMPAIGN









CHALLENGE

ART DIRECT AW22 CAMPAIGN FOR 50 YEAR ANNIVERSARY OF FRENCH CONNECTION

SOLUTION

INSPIRED BY THE "I AM THE MAN, I AM THE WOMAN" AWARD WINNING CAMPAIGN

FRENCH CONNECTION AW22 CAMPAIGN

50 YEAR ANNIVERSARY



FRENCH CONNECTION
AW22 CAMPAIGN

50 YEAR ANNIVERSARY

I AM.

FRENCH CONNECTION



I AM.

FRENCH CONNECTION



A R E A

CHALLENGE
DESIGN LOOKBOOK

SOLUTION
BLIND DEBOSS LOGO ON BACK COVER WITH HAND
STITCHED BINDING
LIMITED PRINT EDITION OF 150

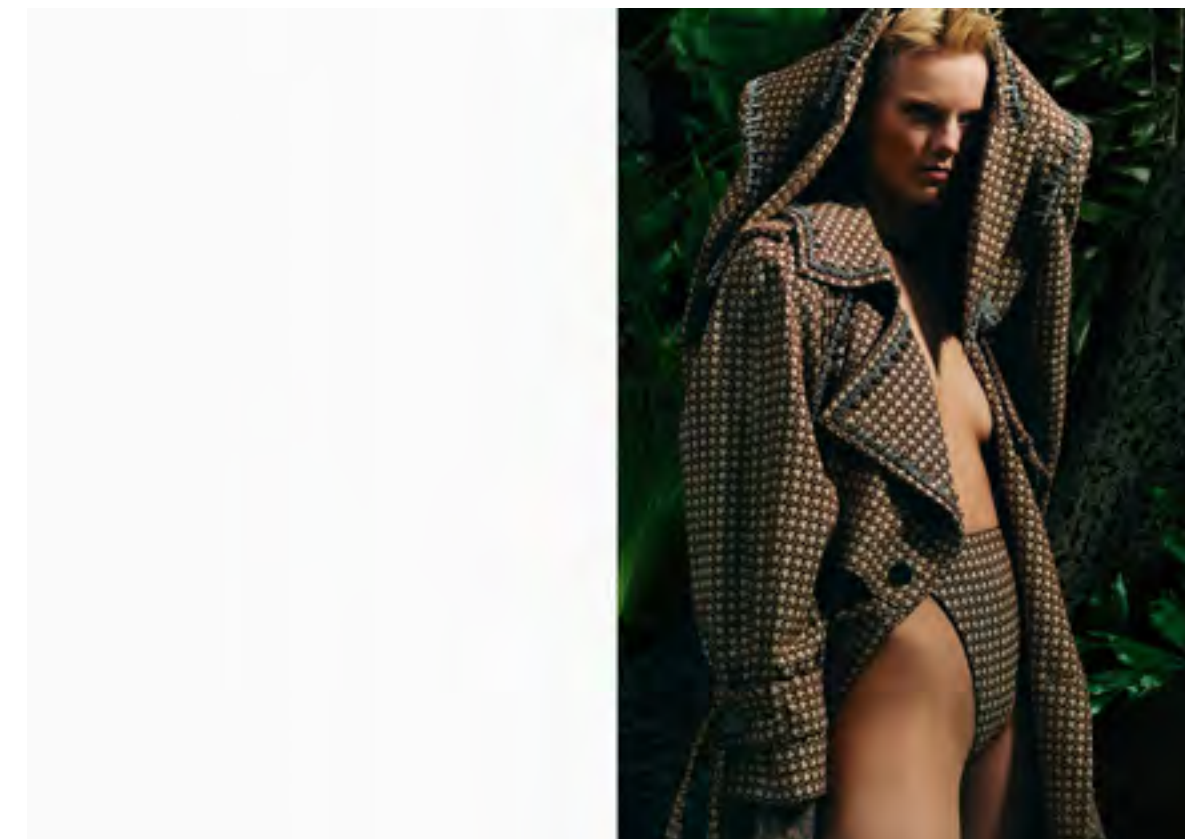
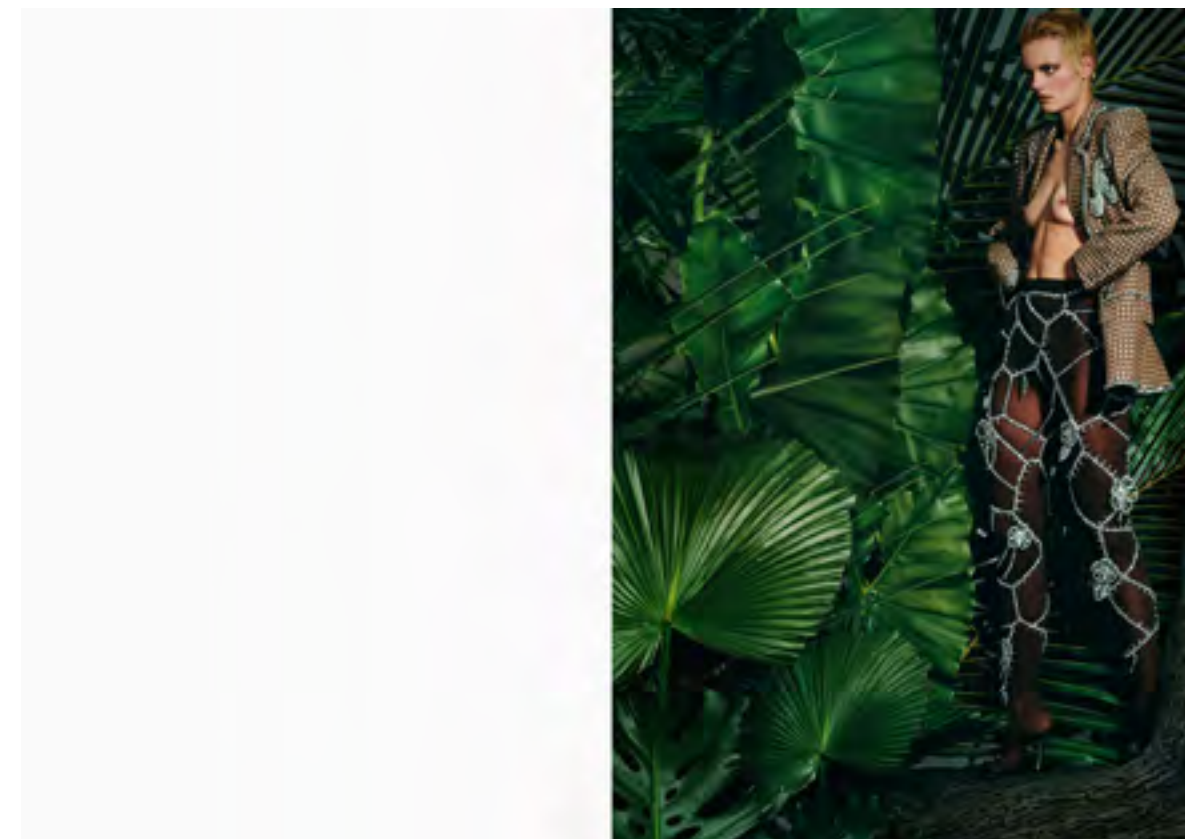
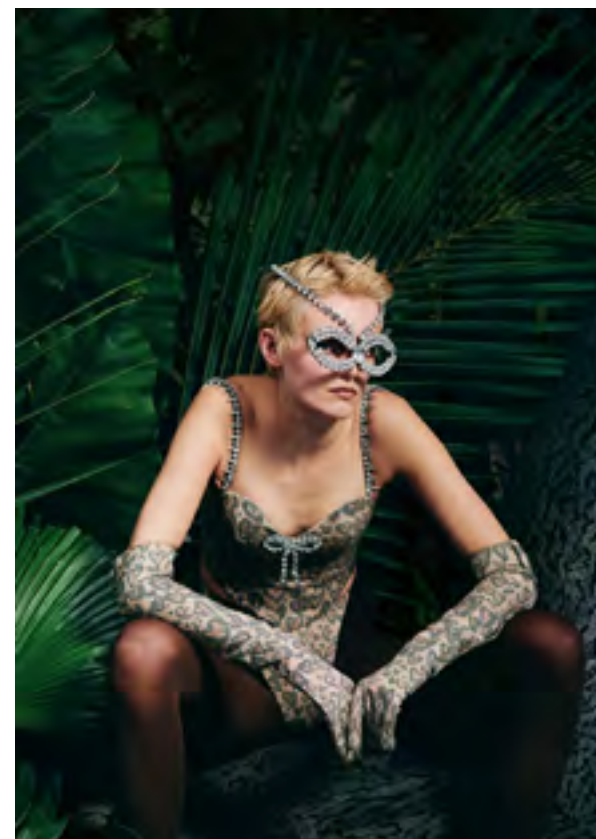
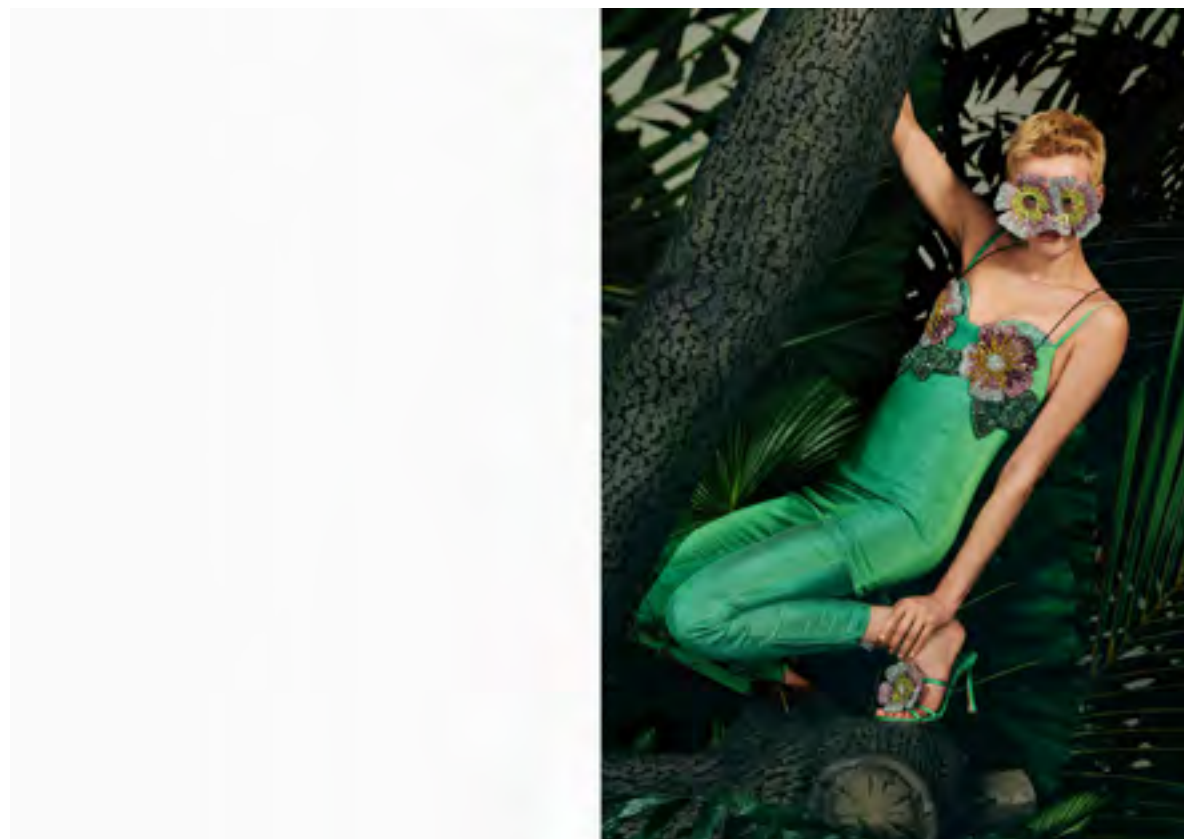
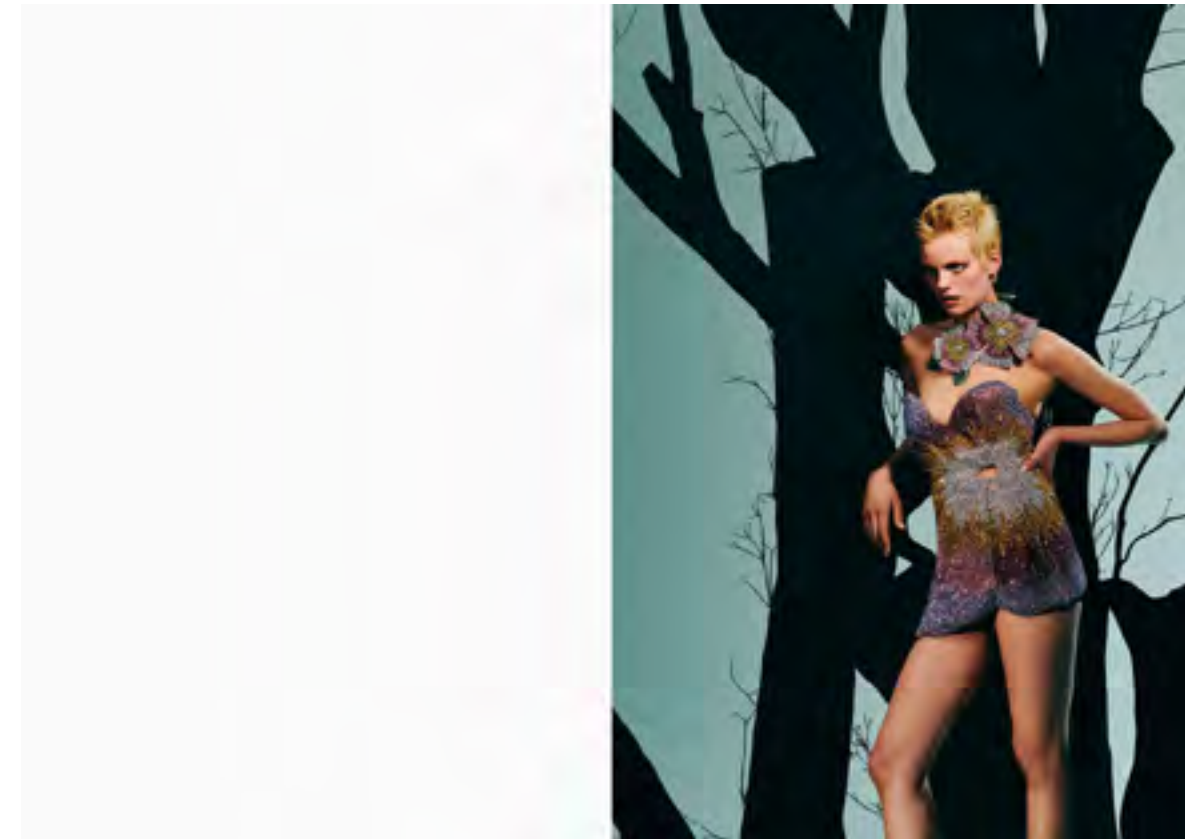
AREA LOOKBOOK
PHOTOGRAPHER COLLIER SCHORR
STYLIST KATIE BURNETT



AREA LOOKBOOK

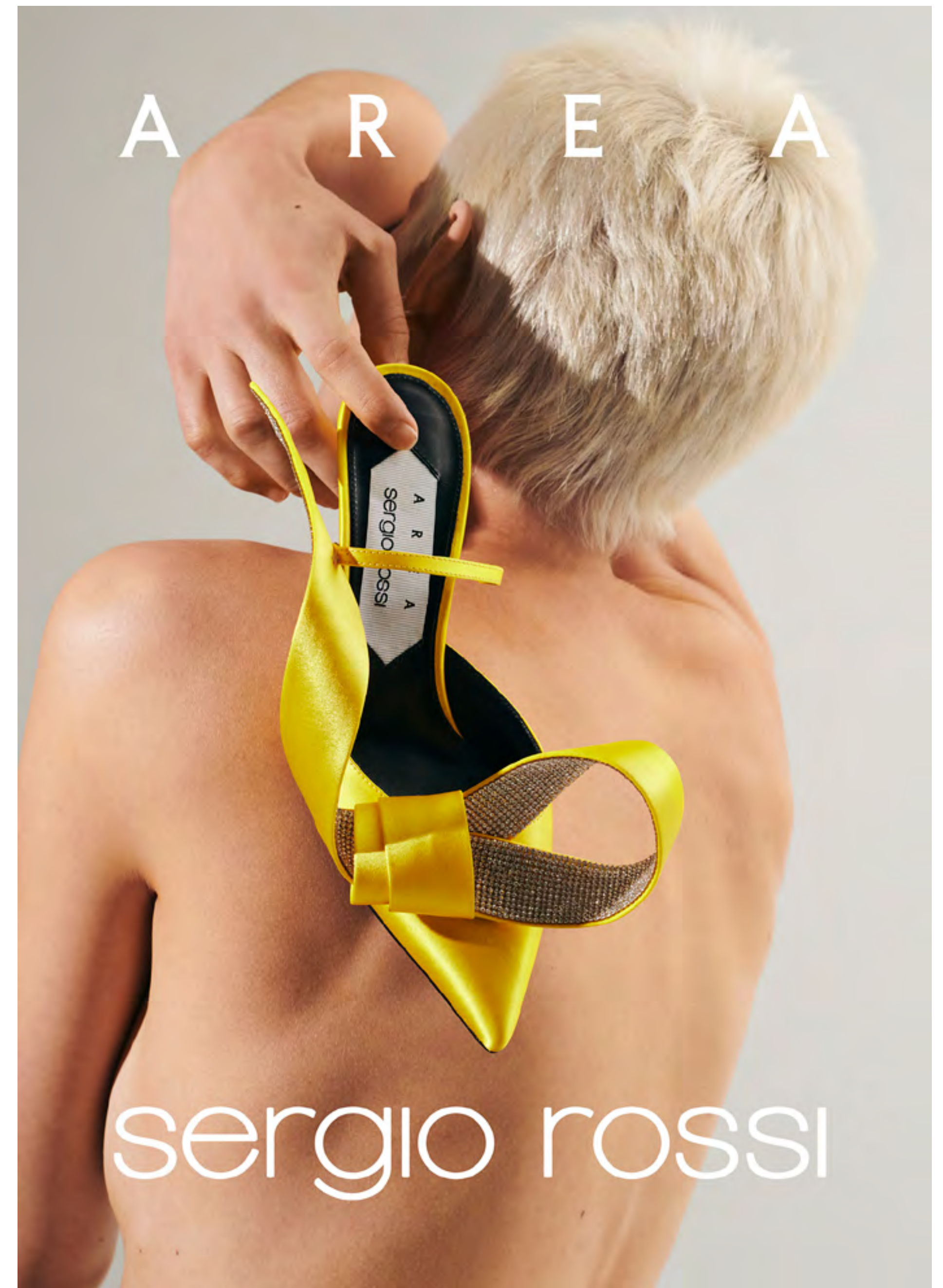
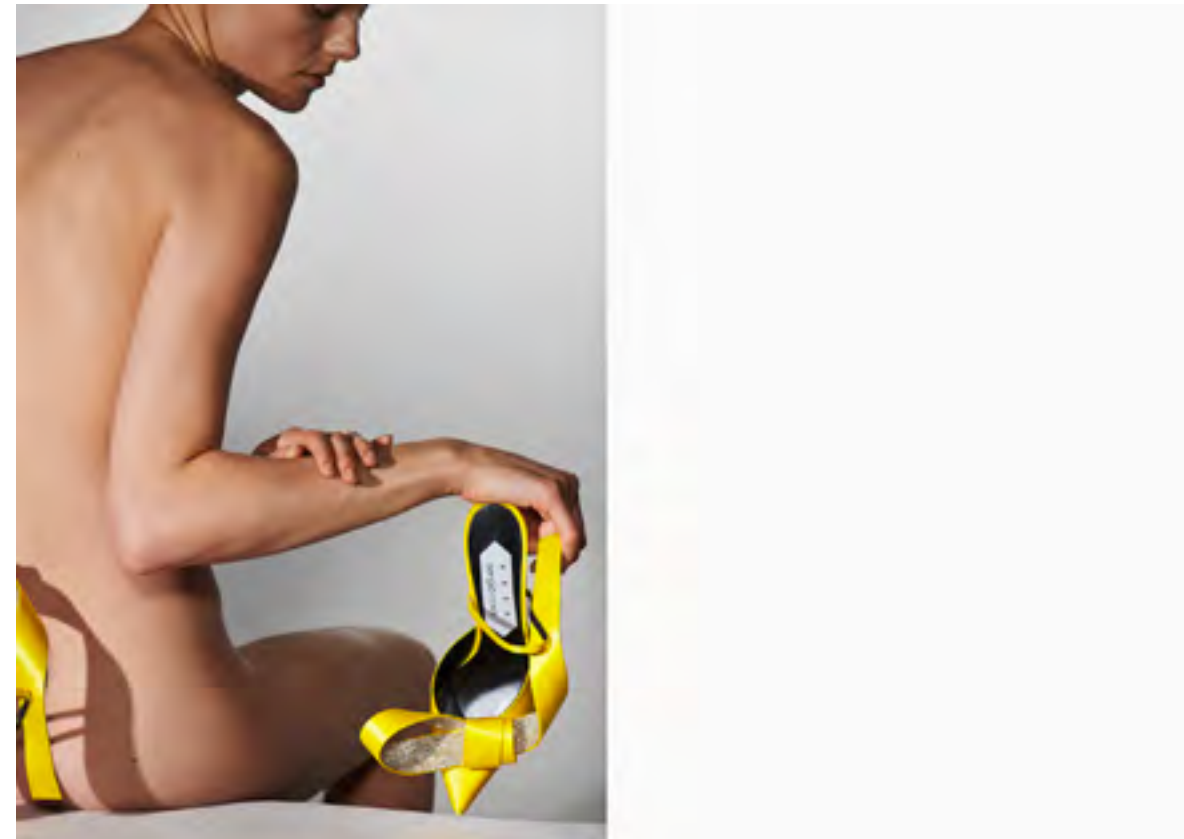
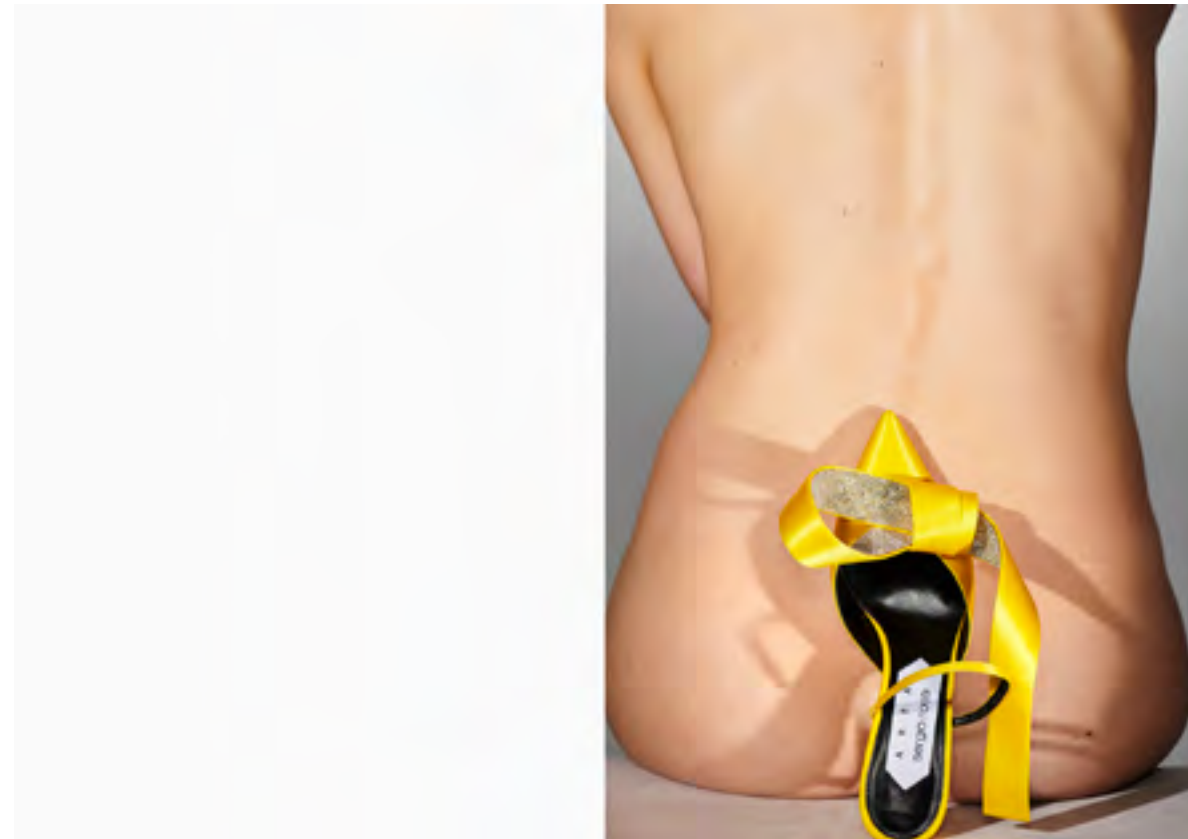
PHOTOGRAPHER COLLIER SCHORR
STYLIST KATIE BURNETT

BLIND DEBOSS LOGO ON BACK COVER
WITH HAND STITCHED BINDING
LIMITED PRINT EDITION OF 150



AREA x SERGIO LOOKBOOK

PHOTOGRAPHER COLLIER SCHORR
STYLIST KATIE BURNETT



CHALLENGE

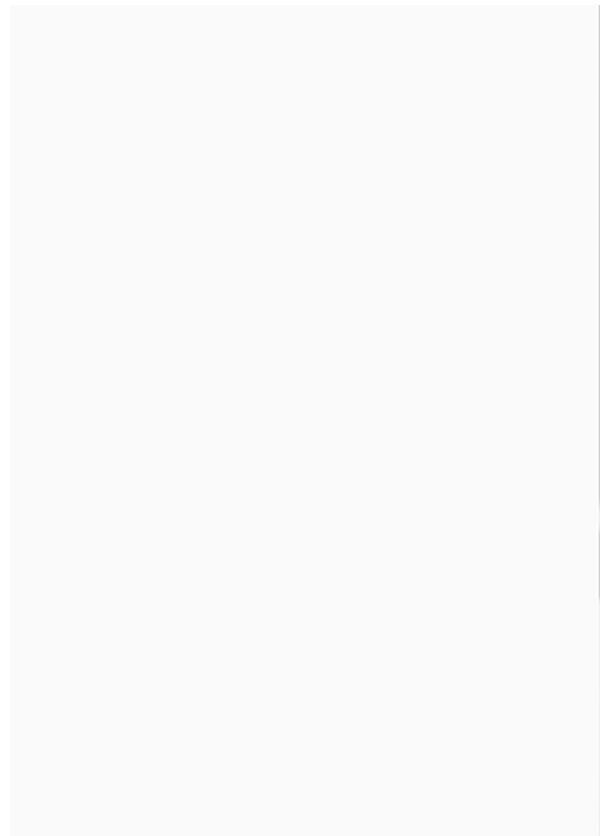
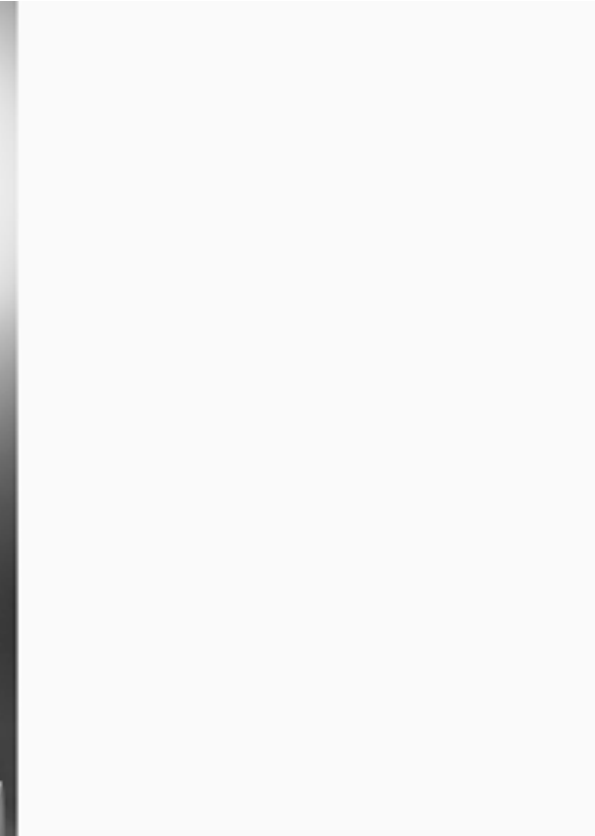
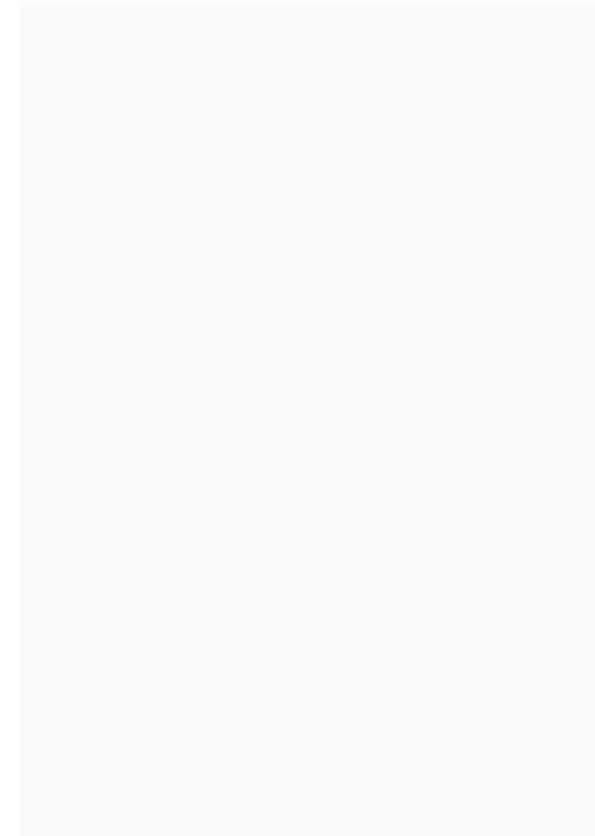
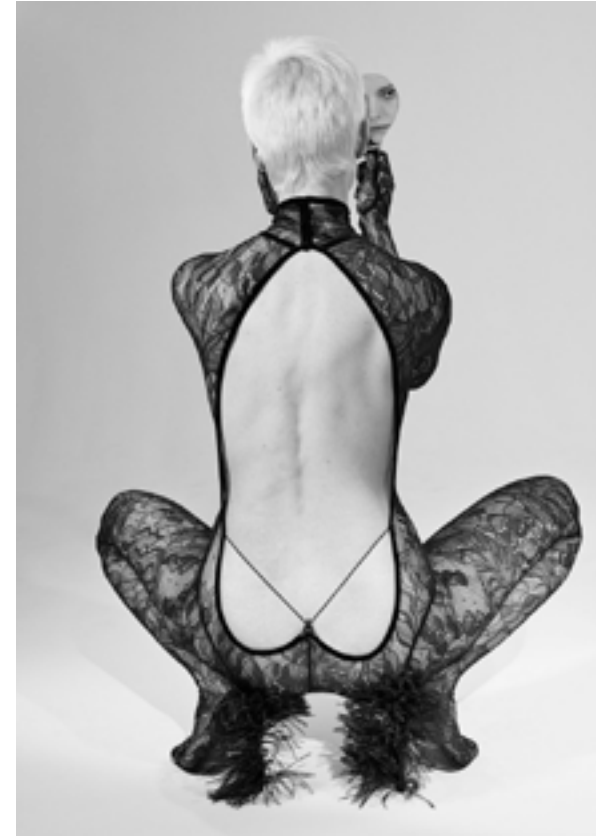
DESIGN LOOKBOOK FOR AREA x SERGIO
COLLABORATION

SOLUTION

DESIGNED A3 BOOK WITH HAND STITCHED BINDING
LIMITED PRINT EDITION OF 150

AREA x SERGIO LOOKBOOK

PHOTOGRAPHER COLLIER SCHORR
STYLIST KATIE BURNETT



A R E A

CHALLENGE
DESIGN LOOKBOOK

SOLUTION
LIMITED PRINT EDITION FRENCH FOLD
HIDING ILLUSTRATIONS

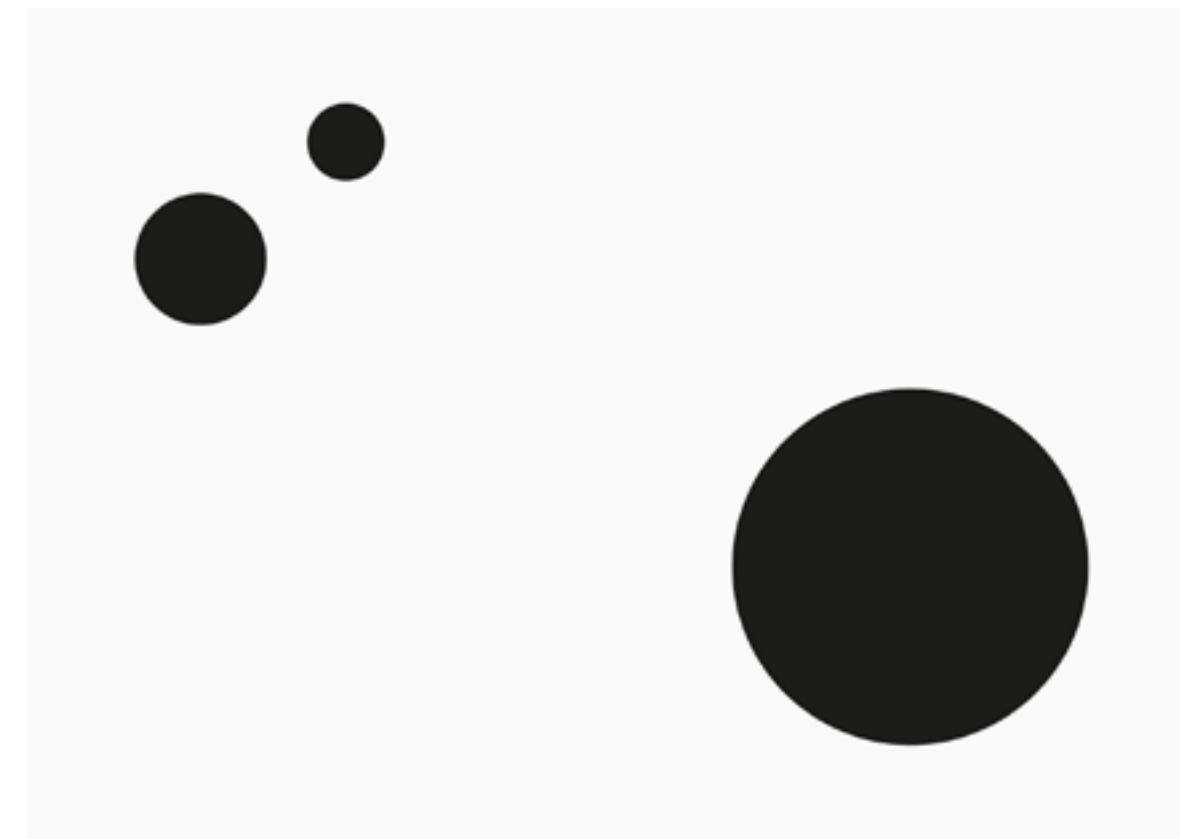
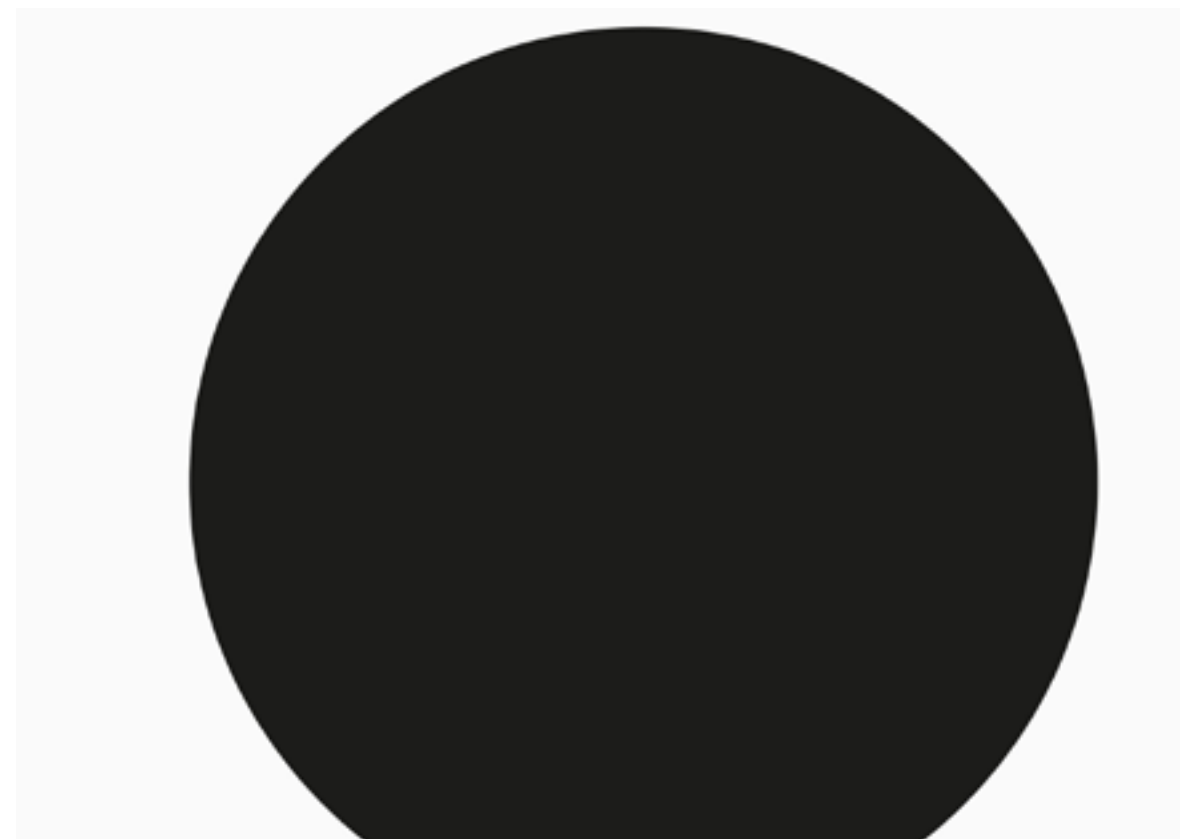
CENTREFOLD x AREA SPECIAL PROJECT
WORK IN PROGRESS
STYLING AND PHOTOGRAPHY
KATIE BURNETT



CENTREFOLD x AREA SPECIAL PROJECT
WORK IN PROGRESS

LIMITED PRINT EDITION FRENCH FOLD
HIDING ILLUSTRATIONS WITH HAND
STITCHED BINDING

STYLING AND PHOTOGRAPHY
KATIE BURNETT



CHALLENGE

DESIGN AND ILLUSTRATE A BOOK

SOLUTION

CREATE A SERIES OF PHOTOGRAPHS INSPIRED BY THE POETRY

DESIGN A6 UNBOUND BOOK, THE FIRST IN SERIES OF THREE ILLUSTRATED POETRY BOOKS

YUTES

WORDS LIAM KARIMA



YUTES
WORDS LIAM KARIMA



CHALLENGE

DESIGN ALBUM COVER

SOLUTION

CREATE A SERIES OF PHOTOGRAPHS AND VIDEO
INSPIRED BY THE THEME, UNHAPPY ENDING

DESIGN LIMITED EDITION BOXSET WITH
PULL-OUT BOOKLET

SILVERMIND RECORDS
PET DEATHS, UNHAPPY ENDING



SILVERMIND RECORDS
PET DEATHS
UNHAPPY ENDING

LIMITED EDITION BOXSET WITH PULL
OUT BOOKLET



VOGUE

CHALLENGE

ART DIRECT FASHION EDITORIAL

SOLUTION

CREATE MOOD BOARD FOR PHOTOGRAPHY AND
ART DIRECT SHOOT IN CUSCO PERU

VOGUE MEXICO

PHOTOGRAPHER ALEXANDER NEUMANN
STYLIST KATIE BURNETT



VOGUE MEXICO

PHOTOGRAPHER ALEXANDER NEUMANN
STYLIST KATIE BURNETT





CHALLENGE

DESIGN PROMOTIONAL BROCHERS FOR MICROSOFT SURFACE PRODUCTS

SOLUTION

DESIGN EACH BROUCHER TO THE SIZE OF PRODUCT
ADD FOIL LOGO AND POSITION TRUE TO PRODUCT

MICROSOFT SURFACE





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[@cntrfld.studio](#)
[@cntrfld.art](#)

PHOTOGRAPHY
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