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lauriking.com

Freelance Art Director. Stylist. Editorial. Curation.

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, 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.

Freelance Art Director / Image Creator / Stylist :

HELLO! Magazine | WooWoo | B2B clients

Shoot / Project Assistant :

Burberry | The Wall Group - Jimmy Choo | Future plc | CoelhoComms - George at ASDA | Bureau Betak - Victoria's Secret | Vivienne Westwood - Museums Sheffield | AEI - Drum & Bass Arena / Detonate | Dolly Parton Imagination Library | Photographers

2008 - 2020

Director of a multilingual B2B communications company. Clients included ABF, BBC, boohoo, Crafts Council, DIT, Fitbit, Fortnum & Mason, George Pragnell, Graham & Brown, Jamie Oliver, Jaywing, Hitachi, Lady Gaga's HausLabs / Amazon, Le Tour de France, Max Factor, Mercedes-Benz, Oreo, PFA and Sky.

Represented Sheffield in Kawasaki City, Japan - Celebrating 20 years of Friendship delegation with Mayor Takao Abe, ran the UK's largest Women's Networking event (at the time) including keynote speakers Lynne Franks and Janet Street-Porter. Ran Concept Pitching Workshops, M.Sc. Organisational Change & Consultancy, Sheffield Hallam University, Entrepreneur Of The Year award winner, featured in Tales From The Glass Ceiling by Jo Haigh, featured on Living TV with Carol Smillie.

CPD & Studies

Art Direction for the Fashion Industry (Manuel Ridocci)

Luxury Communications (Institut Français de la Mode IFM Paris)

Art Direction, UAL London Chelsea College of Arts (Giulio Mazzarini)

Professional Interior Stylist (Lucy Gough)

Visual Merchandising & Display, UAL London College of Fashion (Sarah Manning)

Dark Design (Abigail Ahern)

BA (Hons) Design Studies, Nottingham Trent University

HND Interior Architecture, Regent London

"Lauri has been an amazing partner to work with. Her ability to understand a concept, capture it in an impactful way, and execute it, is second-to-none. She has a firm grasp on what will appeal to customers and is able to translate that through her work. Her professionalism, work ethic and quality of output fill me with confidence when we work together. I know she will always deliver over and above my expectations and go the extra mile. I recommend her frequently to people as a great partner for their work."

Lesley