

AVRIL FURNESS
Director & Creative Director
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EMPLOYMENT HISTORY

January 2024 - present

Creative Director, Iris Worldwide Advertising agency London

Creative Lead, overseeing Iris' Health Agency, overseeing brands Alcon, Convatec and other healthcare brands and start-ups. Creative Lead on pitches and end to end from ideation to production and delivery of global ad campaigns.

October 2021 - November 2023

Creative Director, McCann Health Advertising agency London

Creative Director, overseeing GlaxoSmithKline, and other healthcare brands and start-ups. Leading pitches, overseeing production from concept to delivery, working with creative and production teams across multi-media channels in non/ traditional global integrated advertising campaigns.

Sept 2015 - Sept 2022

Furness Films Ltd, London, Immersive and Film production company, Director

Recent :

- New York Advertising Shortlist Judge 2024
- Creative Circle Digital & Direct Judge 2023
- D&AD Awards Visual Effects Judge 2022
- Creative Circle Digital & Direct Gold Judge 2022

Awards:

- **Creative Circle Awards**, Sept 2022, 6 Golds for Virtual Reality film 'Tear Couture' - Best Charity: Public Service Event, Best Event for positive change, Best installation campaign, Best use of technology, Best spatial exhibition design, Best experiential craft
- **New York Advertising film awards**, 2022, Shortlisted for Tear Couture, VR Film
- **Aesthetica Art Prize**, Longlisted for the Future Now 2022 anthology, June 2022 for photographic work Beneath the Neon: Life in the tunnels beneath Las Vegas City
- **C&IT Awards 2020 for "Best Technology and Telecoms Event" and "Best use of technology"** for Samsung EU Forum 2020 project with Agency Smyle.
- **Social Impact Media Awards SIMA 2020**, ICRC Virtual Reality film The Right Choice
- **Best VR film for Social Impact Award VR Awards 2019** (Nomination) ICRC VR film The Right Choice
- **Lovie Award Internet Video: 360 Video: International Academy of Digital Arts & Sciences**, 9th Annual Lovie Awards, ICRC VR film The Right Choice
- **AESTHETICA FESTIVAL, BAFTA recognised festival**, Nomination for The Empathy Machine 2018
- **ENCOUNTERS FESTIVAL**, Bristol, BAFTA recognised festival, UK nomination for most immersive film 2017 for The Last Moments VR Film
- **UNDERWIRE FESTIVAL**, London, nomination for Best Director award in immersive film 2017 for The Last Moments VR Film

Independent work:

- **Creative Director and Director on R+D Immersive VR Prototype 'NELL'**
A 10 minute VR R&D prototype set in a London Underground tube station in May 1941 at the height of the Blitz bombings, this is a universal story of loss, and the terror of war. Working with BBC/BFI Archive, StoryFutures, Curly Films and Unboxed Festival, June 2022
- **Creative Director and Lead on R+D Immersive Prototype 'VR InterAct StoryBank'**, Government Seed Funded Award with StoryFutures, Dr Joel Harvey Royal Holloway, University of London and The National House Project, August 2021
- **Creative Director of 'Symphony VR'** film in production with partners La Caixa Bank, Visualise, Glass Works and Igor Studios Barcelona, August 2019
- **Director 'The Right Choice' Interactive VR film** in production with The International Committee of The Red Cross, Google and Visualise London, July 2018
- **Director and Producer 'The Last Moments' VR film** 2016, in production with Bristol Museum, Visyon 360 Barcelona and Framestore London, featured in Phaidon publication 'Radical Architecture of the Future' in collaboration with The Metropolitan Museum, New York, January 2021.
- **Freelance Development Producer and Creative Director** ad hoc project work with agencies, immersive/media production and new start-up tech companies including Warner Media CNN International Commercial, Constellation AI, Smyle Agency, INVNT London, R/GA London, Happy Finish, BlitzWorks, La Familia Production company and others, 2018-2021
- **Immersive Consultation/mentorship** and curating workshops: working with and inspiring SMEs/Artists with agents Creative England and Universities including University College London, University Arts London and Royal College of Arts London, 2019 to present

Day to Day / Skills

- Prolific creative with an ability to develop ideas quickly and methodically
- Ability to answer briefs with innovative ideas that answer the client's objectives, pushing the envelope in regards to creative execution.
- Sensitive to the cultural needs and values of both clients and team members from around the world.
- Direct projects throughout the production process from conception through to delivery
- Ability to structure and write treatments with logic and clarity. Explaining ideas in a simple but compelling format with an emphasis on UX and narrative.
- Leading presentations and client meetings, building confidence in the creative ideas and ability to deliver on them.
- Ability to delegate tasks to designers, developers, fabricators, motion designers
- Ability to liaise with production teams to ensure schedules are accurate and deadlines are met

- Keeping a cool head when changes, challenges, barriers and client feedback arises. Continuing to support the team throughout.
- A positive, can do attitude. A director that supports and leads a team with an emphasis on 'we' not 'I'.
- Passionate about creating boundary pushing creative ideas using the latest interactive technologies and software.
- A good knowledge of and practical skills in photoshop and google docs
- A strong network of creative teams and suppliers
- Experience leading remote teams of designers and artists.

Sept 2014 - Sept 2015

London Film Academy, Fulham London

Post Graduate Diploma in Directing and filmmaking

Sept 2012 - Sept 2014

Wieden + Kennedy London

Advertising Agency

Art Director and Copywriter

- Art Directing and copywriting global campaigns for Cinema, TV, digital, print, radio and OOH for brands Coca-Cola, Nike, Three and Tesco

Sept 2010 - Sept 2012

Fallon London

Advertising Agency

Art Director and Copywriter

- Art Directing and copywriting global campaigns for Cinema, TV, digital, print, radio and OOH for brands Nestle, Orange, Skoda, Nokia, T-Mobile and others.

Sept 2009 - Sept 2010

West Herts College, Post-Graduate diploma in Copywriting and Advertising

September 2007 – April 2009

M&C Saatchi

Global Advertising and Marketing Communications Agency

Executive Assistant to Partner Lord Maurice Saatchi

- Providing extensive diary management to the Partners including facilitating a range of external and internal meetings with multiple stakeholders
- Acting as the gatekeeper for all calls and providing inbox management
- Providing administrative support in new business start-up ventures
- Preparing briefings, presentations and materials for the Partner's meetings
- Attending meetings and recording minutes
- Providing ad hoc support to internal agency heads

- Arranging complex travel itineraries worldwide including flights, visas and accommodation
- Processing expenses
- Proactively building and maintaining strong relationships across the business in order to be kept up to speed on any upcoming matters
- Organising private high profile social events: being point of contact for guests, venue, catering and suppliers