



AVRIL FURNESS

Director/Digital Creative

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SUMMARY

A Virtual Reality Director and Digital Creative with a background as Advertising Creative, looking to work with people who share the same passion for the immersive space.



RECENT WORK

- Creative Lead on R+D Immersive Prototype 'Transition Buddy' Seed Funding Award with Story Futures
- Creative Director of 'Symphony VR' film:in production with La Caixa Bank, Visualise, Glass Works and Igor Studios Barcelona.
- Director 'The Right Choice' VR Film in production with The International Committee of The Red Cross and Google.
- Directed and Produced 'The Last Moments' VR film in production with Bristol Museum, Visyon 360 and Framestore London, featured in Phaidon publication 'Radical Architecture of the Future' in collaboration with The Metropolitan Museum, New York, January 2021.



WORK EXPERIENCE

2017 - PRESENT

- Development Producer
- Digital Hybrid Creative
- Immersive Consultant

2010-2017

- Advertising Creative, Art Director

- **Warner Media CNN International Commercial** Developed pitches and documentary ideas for cross-platform creative campaigns.
- London commercial agencies :**INVNT, Smyle, Blitzworks, Happy Finish, Identity, R/GA** and others. Developed pitches and cross-platform creative campaigns and interactive immersive events for agencies and brand experiences: J&B, Samsung, Wella, Rolls-Royce, Rolex, John Lewis, ASICS and other brands.
- **Creative England, The Royal College of Arts, University Arts London, Goldsmiths, Cambridge College Collusion** Consultancy and Immersive workshops with SMEs and MA/ postgraduate students across multiple UK Universities.

- **Wieden + Kennedy London, Fallon London** Copywriting and Art Directing Integrated advertising campaigns for Nike, Coca-Cola, Tesco, T-Mobile, Cadbury, O2 and other brands.



EDUCATION

2:1 BA HONS IN HISTORY OF ART UNIVERSITY COLLEGE LONDON 2001 - 2004

LONDON FILM ACADEMY 2014-2015

WATFORD COLLEGE COPYWRITING AND ART DIRECTION 2009-2010



AWARDS

- **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**
- Best VR film for **Social Impact Award VR Awards 2019** (Nomination),
- **Lovie Award Internet Video: 360 Video: International Academy of Digital Arts & Sciences**, 9th Annual Lovie Awards
- **AESTHETICA FESTIVAL**, BAFTA recognised festival, Nomination for The Empathy Machine 2018
- **ENCOUNTERS FESTIVAL**, Bristol, BAFTA recognised festival, UK nomination for most immersive film 2017
- **UNDERWIRE FESTIVAL**, London, nomination for Best Director award in immersive film 2017.



REFERENCES

Available on request.