

# **Lefteris Heretakis MA RCA**

**Designer/Lecturer/podcaster at Heretakis & Associates**

Valencia, , ES

Self Publishing and Corporate Identity Specialist.

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## **Biography**

Illustrator, Designer and Photographer with extensive knowledge and experience in Visual Communication. His clients include Agra Publications, Arcom IT, Boussias Communications, Customer Care Magazine, Cybarco, Fournos Centre for Digital Culture, FRBS, Hellenic Ministry of Culture, Ikaros Publications, Joannou & Paraskevaides Group, Kastaniotis Publications, Livanis Publications, Marketing Week Magazine, McCann-Erickson, Papyros Publications, Patakis Publications, University of Athens, University Studio Press and multinational advertising agencies. In 2007 Lefteris joins forces with the prestigious Swiss Design agency "Designer Brothers". Designer Brothers is an international collective of creative individuals founded at the the Goldener Adler of Bern, Switzerland in January of 2007. Designer Brothers is inspired by high ethical values, environmental sustainability, fair-trade, quality, originality and pure water in Visual Communication. What is visual communication about, if not to subvert the familiar, shed new light on commonplace situations. We have the possibility to store entire libraries in a pocket-sized disk, but our own memory is constantly written and deleted by the overwhelming flow of images, rushing through our very eyes. This has resulted in us ignoring and dismissing a large amount of images a priori, without looking closely at the meaning they possibly contain. It is our responsibility to remedy this consumption. One of the solutions, is to alter the amount, content and quality of what we are bombarded with everyday. To have a dream that will transport us to a different level of understanding and seeing. We live in our cosily created reality bubble. It is time to burst it and see what happens...

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## **Industry Expertise**

Design, Education/Learning, Graphic Design

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## **Areas of Expertise**

Photography, Education, Design, Visual Communiaction, Corporate Identity and Branding

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## **Affiliations**

INSTOFCOM, AOI (The Association of Illustrators) IBBY (International Board on Books for Young People) GGDA (Greek Graphi Designers Association) Aesop Society for Illustration HDI Hellenic Design Institute XING ( [https://www.xing.com/profile/Lefteris\\_Heretakis](https://www.xing.com/profile/Lefteris_Heretakis) ), Duct Tape Marketing

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