

## FERNANDO GUTIERREZ

Fernando Gutiérrez was born in London in 1963. A student at the *London School of Printing* he graduated 1986 with a BA Hons in Graphic Design. He worked for seven years in the design firm of *Carroll, Dempsey and Thirkell (CDT Design)*, where he collaborated with Mike Dempsey on a wide range of projects, including the new image for the *English National Opera*. He was made an associate of *CDT Design* in 1991.

During this period, Gutiérrez also collaborated with the *Summa* design studio in Barcelona, where he developed identities for the Barcelona city police cars, the *Pans and Company* sandwich chain and the Catalan Cultural department.

In 1993 he joined forces with Spanish designer Pablo Martín to form the company that would later become *Grafica*. Widely regarded as the up-and-coming design firm of Spain, *Grafica* has already garnered Gold Awards (1994, 1998) from the Spanish Art directors Club and "*El Ojo Critico 1999*", an award sponsored by a weekly arts programme on Spanish national radio 3.

In October 2000 Gutiérrez was made a Partner of *Pentagram Design* working from the London studio, making him the 19th international Partner.

Fernando Gutiérrez was officially made Creative Director of *Colors* magazine in November 2000 following his work in 1995 Art Directing the revolutionary number 13.

Gutiérrez's *Grafica* projects have included: the design and art direction of *Tentaciones* (the Friday supplement of Spain's *El País* daily newspaper); the design and art direction of *EPS* (the Sunday supplement of Spain's *El País* daily newspaper); *Matador* (a leading literary and photo magazine published in Madrid); *Cinemanía* (the monthly movie magazine for the Spanish public). He has also produced the identity for *Canal Sur* (the Andalusian television channel) and the identity and communications campaign (print and film) for *Photo España* (an international photography festival held annually in Madrid).

A member of *Alliance Graphique Internationale (AGI)* and presided over the European Art Directors Club in the period 1998-99.