Art Director

Barcelona - Spain

# WILL ARAYA

Dumb Studio / Founder & Head of Art

# A clear idea.
# A coherent visual world.

Will Araya / Art Director / Barcelona
A creative practice connecting visual thinking and technical craft.

## Concept & direction

Develop a visual idea through concept, composition, atmosphere and detail.

## Image-making

Connect photographic knowledge with design and image finishing.

## Selected work

The following pages show campaign and portrait imagery from the existing portfolio.


EXPRESS YOUR SELF
STARS
KEEP SHINING

# torna

## a Rubí

# Ríete

**Carlos.** Ca n'Oriol.
**Jubilada.o**
35 años en JBC.
→ *Sábado noche en la Sala.*

#TORNAaIRUBÍ

rubí.cat




FUCKIN
CALDU®
COMING SOON


Our best memory one day wil go to the storage.
Lest keep it alive.
Fundación Alzheimer España


Our best memory one day wil go to the storage.
Lest keep it alive.
Fundación Alzheimer España


We all have a good side
25 Telethon 3
18th December


We all have a good side
25 Telethon 3
18th December


byphasse.com
LA BELLEZA
NO ES
UNA CARA
BONITA
BYPHASSE
Por una belleza mejor


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SIN FILTROS
Spring/Summer 21
MISAKO
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NERD.
SOMETIMES OUR EXPECTATIONS ARE 0% OF REALITY
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RAPPER
SOMETIMES OUR EXPECTATIONS ARE 0% OF REALITY
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GAMER.
SOMETIMES OUR EXPECTATIONS ARE 0% OF REALITY
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# Let’s make every detail count.

**Will Araya**

Art Director / Dumb Studio

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