

Why the name "the unknown artist"?

Commercial image making means a collaboration of many individuals.

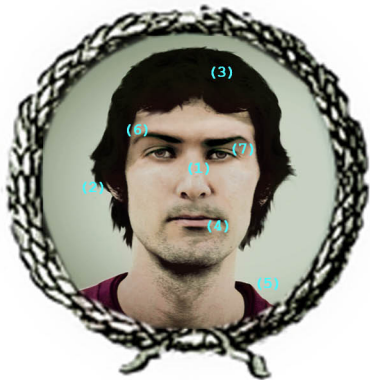
Working together as a team, the creatives of the agency, the account people, the clients, the production team, the models of course and the photographer who holds it all together.

They all have their respective influence on the final result. This is good and productive and I found it would be fair enough to sign the pictures with a name that considers them all:

"the unknown artist"

As reference to this idea the logo of "the unknown artist studio" is a mix of many faces:

The nose of an account man (1), the ears of a creative director (2), the hair of a producer (3), the mouth of a client (4), the shoulders of an art director (5), the eyebrows of the of a product manager's husband (6) and finally Oliver's eyes (7).



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