



Luis Llabrés, better known as 4L has moved to **Amsterdam** to change his life to evolve in an open multicultural sense, where Amsterdam was selected as the best of a limited group of cities of the creative & open minded world, like Berlin, London or San Francisco.

## BACKGROUND

Over the last few years Luis has been working and studying everything about design with and in the **mediterranean market**, where dynamic and spontaneous ideas are the most important way to sell the product.

Luis was born in Mallorca but quickly became so curious, could not satisfy his desire to learn about other creators in other places, so he decided leave and take the first step to **Barcelona** and study **BA advanced graphic design**. At that time Luis could work as an intern in a multimedia agency and taught some classes in a school of printing, where **design and technical printing** were the main subjects.

After completing his BA Advanced Graphic Design degree he went to **Florence** to do a **MA Industrial Design**, some factors made that choice the best, price, weather, art. but one overall, the tridimensional sense of artists starting from the renaissance till nowadays in sculpture and architecture. On those days Luis got the real sense of taking part in a real international network of artists and creators, formed with colleagues from every place of the world, even more than years after in Barcelona, where years ago Luis successfully worked in a little agency on his own, **4Ldesign**.

In that agency, focused on small and medium sized brands, he achieved a good profile in market, with **honesty, affordability and personalizing treatment** and work directly with producers such as typographers, programmers, printers and industry.

4Ldesign was in the production market too, working part of the time as **Art and production director**, especially with his experience in a publish agency in that position for more than three years. Also 4Ldesign liked to **teach design** subjects in several universities, as well as "in company" workshops for professional ad agencies, printers & workers. Each of them gives to him a real market influence.

## AT PRESENT

4L is mainly working as **freelance** for corporates in **branding, commercial advertising, conceptual web design and marketing plans**.

With knowledge in **graphic, industrial design and production**, he is concerned to help corporates or service design products to be **sustainable**. Nowadays is consulting to be concerned about that and use well-managed products like FSC certified materials or heavy-metal free.

Now the **aim** is to be part of a **multicultural team** giving/reciving inputs to solve communication problems with **smart solutions**.

