



andy warfel design&creative
217.202.9597 andywarfel.com

With over two decades of designing resonant storytelling through the mediums of theatre, film, music, television, retail and experiential marketing, designer & creative director **Andy Warfel** has brought audiences of every stripe to their feet, their knees, the sky and beyond.

Andy earned a BFA with honors (Dean's List, University Faculty Players and Appreciation Awards) in Scenic Design from the **University of Illinois at Urbana-Champaign** in 1991, and an MFA in Set Design and Art Direction for Theatre, Film and Television from New York University's **Tisch School of the Arts** Department of Design for Stage & Film in 1994, having been granted a full scholarship, a Graduate Assistantship in Scenic Painting, and a Department Award for Outstanding Achievement; he has since developed and taught new curricula for the department focused on new materials and modern techniques of stagecraft.

As a Senior Designer at **Hotopp Associates** from 1994 to 1999, and a Partner and Chief Aesthetic Officer of his own firm, **cpr-group** from 1999 to 2002, both in New York City, and later as President of **andy warfel enviroidesign** in Champaign, Illinois from 2002 to 2011, Andy designed hundreds of environments ranging from off-off-Broadway to Broadway and national tours; student and indie films to television studios for CBS, ESPN, Fox and MSNBC; and music acts from the underground clubs to Mariah Carey's *Butterfly* international tour, as well as many private, B2B and B2C events for corporate clients ranging from Audi to Xerox.

As an aesthetic consultant for four years, and then as Senior Director of Marketing Creative from 2011 to 2013 for the fast-growing lifestyle brand **Vera Bradley**, Andy executed dozens of national events and campaigns, as well as international efforts in Japan including seven permanent shop-in-shops and a record-breaking popup store at Tokyo's iconic Isetan Shinjuku flagship.

For the full story, peruse www.andywarfel.com

recent design & creative:

Anheuser-Busch Annual Convention Chicago IL 2008

Audi of America Dealer Meetings Dana Point CA 2003 (*Experience Marketer 2004 Gold EX Award*); Munich Germany 2004; Orlando FL 2006

Boeing 787 Dreamliner Launch VIP Event Seattle WA 2007

Champaign Urbana Ballet's *Cinderella, Sleeping Beauty, Swan Lake, and The Nutcracker* Urbana IL 2002-2013

CLIO Awards New York NY 1999, 2000; Miami FL 2001

Deke Weaver's *Elephant* Urbana IL and Park City UT 2010

Footloose: The Musical Las Vegas NV and national tours, 2000

Ford Motor Company North American International Auto Show Press Events Detroit MI 2004-2011

Fox News Channel Broadcast Studios New York NY, Boston MA and Washington DC 1997 – co-design with Michael Hotopp and Mark Solan

VII Gay Games Opening and Closing Ceremonies Chicago IL 2006

GAP *How Do You Wear It* Tour – national tour 2004, with Jerrod Smith

Ginger Brûlée Presents *Voulez-vous Brûlée?* Urbana IL 2011

Nintendo of America Wii Launch Los Angeles CA 2006 (*Experience Marketer 2007 EX Award: Best Press Event, Consumer/Mass Media*)

Rock The Vote/MTV Choose or Lose national tour, 2004

Ronald McDonald House Charities Awards Chicago IL 2005-2010

Sprint National Sales Meetings Kansas City MO 2002-2003

style. Channel New York Fashion Week Studios New York NY 2002

The Queen Latifah Show New York NY 2000, with Michael Hotopp

Vera Bradley Premiere 22 cities nationally, 2007-2013

Vera Bradley Popup Stores & Shop-In-Shops Kyoto, Osaka, Tokyo, and Yokohama Japan 2010-2012

Volkswagen of America Dealer Meetings Berlin Germany 2001; Scottsdale AZ 2003 (*2004 Silver EX Award: Best Multi-Venue B2B Event*)

Xerox Corporation From Blank Page to Breakthrough New York, NY 2004 (*2005 EX Award: Best B2B Event Production and Corporate Event Magazine 2006 Judge's Choice Award*)