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Miami Ad School TAKING OVER

Miami Ad School: Auf dem Stuhl der Giganten • John Hegarty versus Maurice Levy:
Einzelkämpfer oder Netzwerk? • Markus Gisler: Crash der Wirtschaftspresse
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Miami Ad School TAKING OVER

Eric Wood, copywriting student from Miami Ad School in San Francisco, sitting at the desk of Richard Flinham, creative head of Fallon UK, who is delivering some brainfood.





^ Dan Strasser and Joe Sgro, art direction and copywriting students at the desk of Bob Scarpelli, the head of DDB in America, trying to solve a creative problem as Bill Bernbach watches them from the back.

Kristina Shumskaya, copywriting student in Miami, pow-wowing with Dave Droga, who is the worldwide creative director of Publicis in New York and just 10 years older than Kristina.

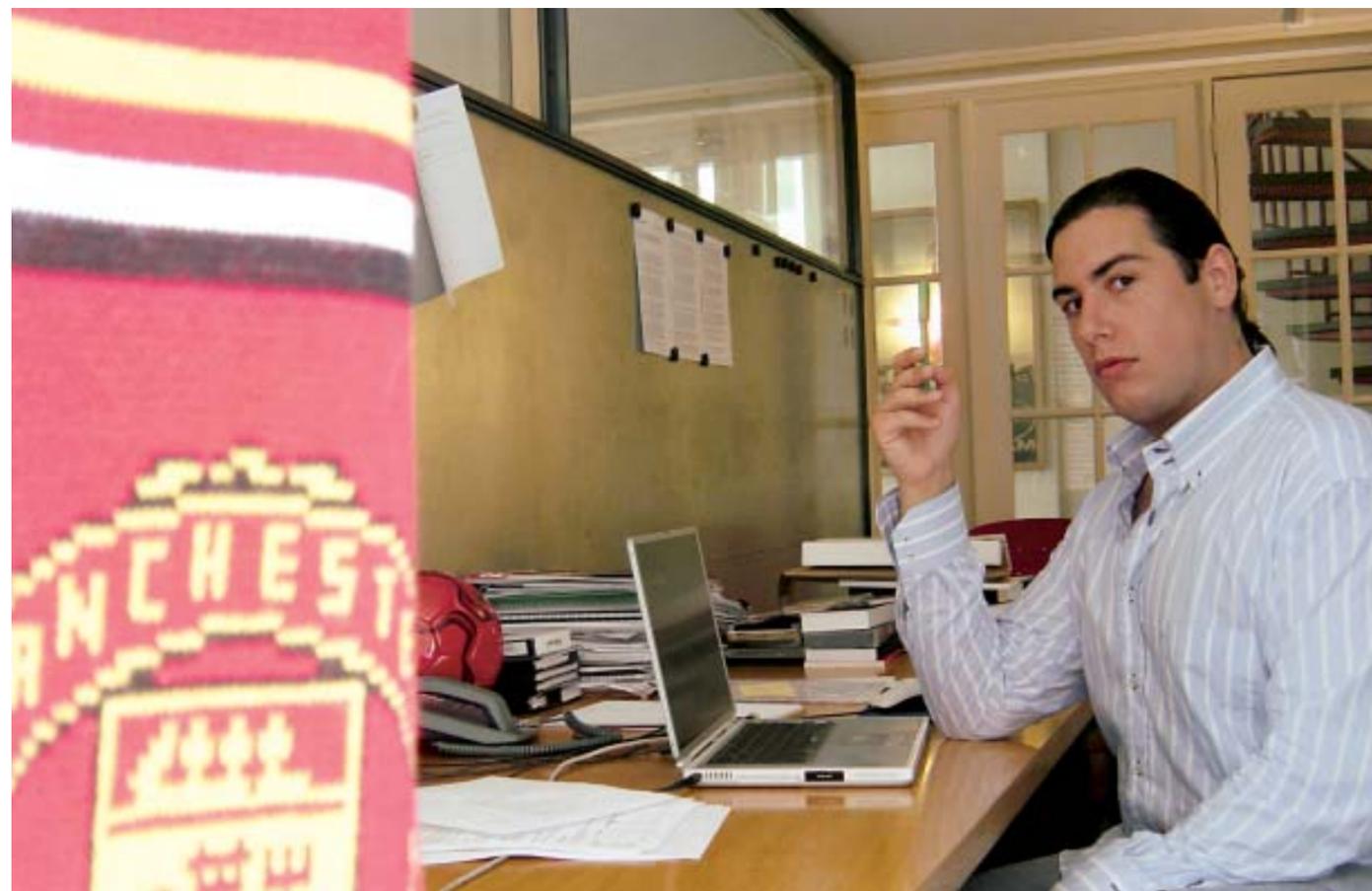
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^ Bastian Fuhrmann, copywriting student at Miami Ad School in Hamburg, with Jean-Rémy von Matt from Jung von Matt, who is sceptically checking his writing.

Emery Fuller, copywriting student from Miami Ad School in Miami, is trying out Jon Matthews' desk, the creative director of Wieden & Kennedy Amsterdam. (Jon is away for another TV shoot leaving his favorite football behind.)

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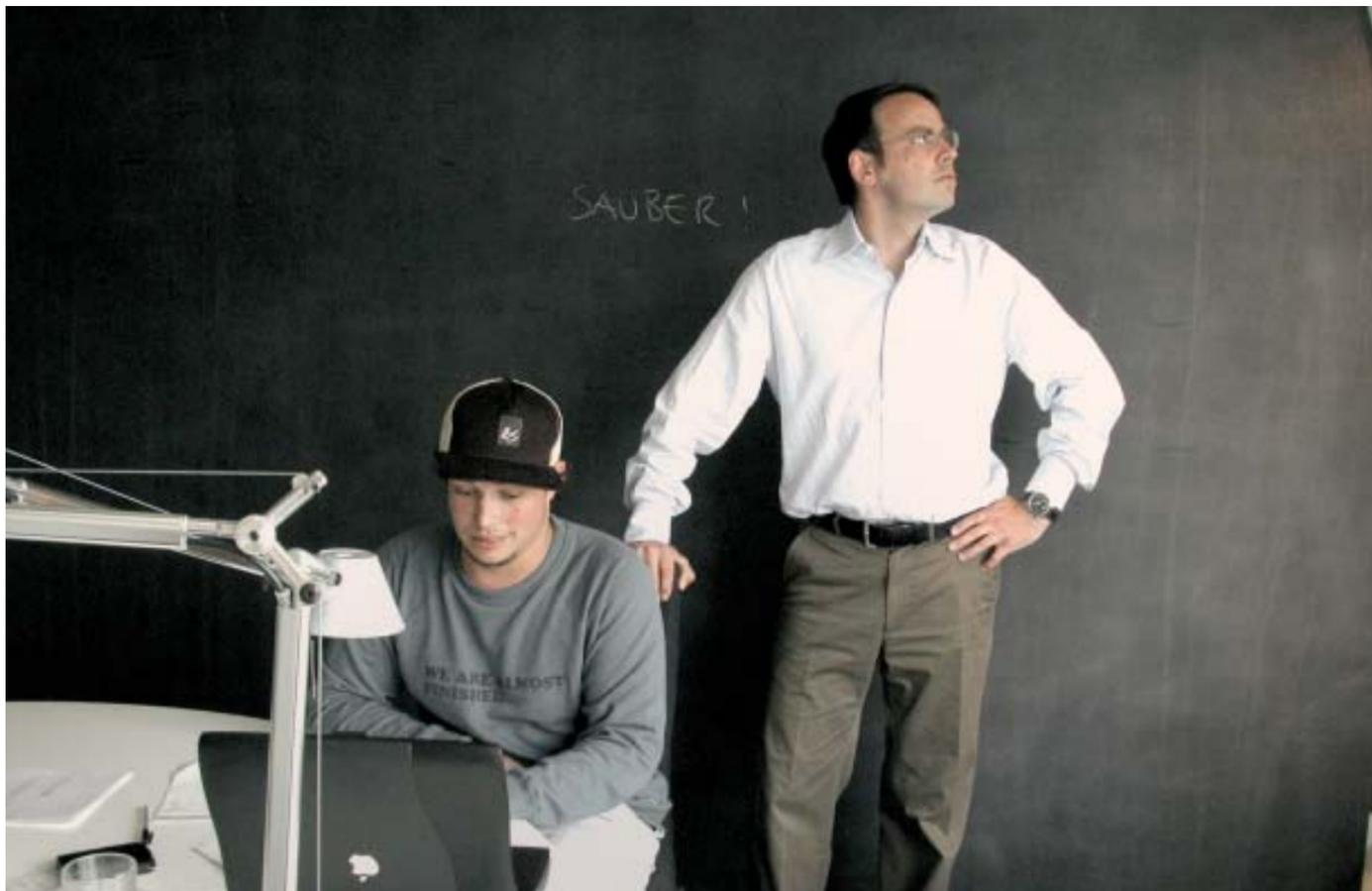
^ Howard Myint, student at Miami Ad School in San Francisco, at Trevor Beattie's phone double checking with some clients, if Trevor is handling their business well as head of TBWA/London.

Patrick Herold, copywriting student at Miami Ad School in Hamburg, checking out the comfortability of Olaf Oldigs office, who is the new creative mastermind of Springer & Jacoby in Hamburg.



^ Patricia Comby, art direction student at Miami Ad School, and Martin Spillmann, head of Spillmann/Felser/Leo Burnett in Zurich, disagreeing on some creative solutions.

Manuela Barbosa, art direction student at Miami Ad School, debating pros and cons of sitting at John Hegarty's desk with John from Bartle Bogle Hegarty.





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 Flo Nettesheim, art direction student from Germany, is sitting behind Johan Kramer's desk in the KesselsKramer church in Amsterdam – where Johan is cheering him up.
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Gustavo Perez, art director student at Miami Ad School in São Paulo, at Marcello Serpa's desk at AlmapBBDO – who watches Gustavo together with some of his Cannes Lions in the background.
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 Juliana Petrilli, copywriting student at Miami Ad School in São Paulo, at Washington Olivetto's desk, the genius behind "W" – one of Brazil's hottest agencies.
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Founded in 1993, with branches in Miami, San Francisco, Minneapolis, São Paulo and Hamburg, Miami Ad School is the top ranked advertising school in the world.

Part of the unique two year educational program is the "quarter away in the real world" where copywriting and art direction students work as teams in the top ad agencies worldwide: at KesselsKramer in Amsterdam, at DDB in Chicago, SCFP in Madrid, Jung von Matt in Germany and many more. They visit up to three agencies, staying for ten weeks in each one and work on real briefs and on real assignments alongside top creative teams and under the hottest creative directors in the industry. With these experiences and contacts, most of the students have job offers in the best agencies before they finish school.

Now in its 10th year, Miami Ad School educated many of today's leading figures in advertising around the world. And today's students aim just as high. They dream of ending up in one of the best seats out there. And one day maybe they are even taking over the agencies that we are still running today.

Let's see what happens. And we'd better be nice to them.

www.miamiadschool.com