

GIORGI POPIASHVILI

Professor | Artist | Film Director
Art Director | Graphic Designer

giorgi@popiashvili.com
giorgi.popiashvili@student.nyaa.edu
+19178464353

www.popiashvili.com



CANNES LIONS 2013 Silver Best Ad Stunt CANNES LIONS 2013 Silver Best Use of Mobile A.L.I.A. 2016 Silver Music & Sound ADC'E 2016 Silver Music Adaptation AD BLACK SEA 2018 Gold Film 2018 Silver Poster 2018 Best Of The Show Design AD BLACK SEA 2018 Bronze Film

PROFESSIONAL SUMMARY

A multidisciplinary creative professional with extensive experience in fine art, film direction, art direction, and graphic design. Passionate about visual storytelling in all its forms, from filmmaking and graphic design to painting. A recognized industry leader with award-winning work at international festivals, including Cannes Lions, Art Directors' Club Europe, London International Award and Epica Award and others. Dedicated educator and mentor, shaping future creative talent as a professor at Georgian Institute of Public Affairs.

WORK EXPERIENCE

2015 – Present Freelance Creative, Artist & Film Director

- *Directing and producing films, commercials, and creative projects.*
- *Collaborating with international brands and agencies.*

2024 – Present Board member @ Design Institute Tbilisi

2015 – Present Professor @ Georgian Institute of Public Affairs (GIPA)

- *Teaching art direction, storytelling, and portfolio development.*
- *Consulting on the development of the bachelor's program.*

2020 – 2022 Founder / Managing Director @ Miami Ad School Tbilisi

- *Acquired franchise rights from Miami Ad School Europe.*
- *Established local infrastructure in Georgia.*
- *Successfully launched the school and mentored two student cohorts.*

2013 – 2015 Creative Director @ JWT Metro, Tbilisi

- *Led creative strategy and execution for national and international clients.*

2013 – 2014 Lecturer @ Miami Ad School, Berlin

2007-20013 Founder & Creative director of advertisign agency SIM, Tbilisi

- *Built and managed an independent creative agency.*

2006-2007 Art Director @ BBDO, Moscow

- *Working on the agency's biggest clients such as Wrigley & Greenpeace.*

2005-2006 Graphic Designer @ Design Studio Art Lebedev, Moscow

2003 – 2005 Graphic Designer @ Advertising Agency Sarke, Tbilisi

INTERNSHIP

In 2013, as part of my art direction program at Miami Ad School Europe, I completed an internships at:

- **Saatchi&Saatchi / Berlin**
- **BBDO Proximity / Berlin**
- **JvM / Hamburg**

EDUCATION

- **New York Academy of Art / New York, US** (2024-2026) – Master of Fine Arts.
- **Miami Ad School Europe / Hamburg, Germany** (2011 – 2013) – Art Direction.
- **Georgian Technical University / Tbilisi, Georgia** (2000 – 2005) – Architecture.

JURY COMMITTEE MEMBER

- **Forbes Georgia** - 30 Under 30 - Member of Jury Team.
- **Cannes Lions Georgia** - Member of Design Jury Team.
- **Cannes Lions Georgia** - Member of Print Jury Team.
- **Cannes Lions Georgia** - Head of the Print Jury Team.
- **Ad Black Sea** - Member of Creative Jury Team.
- **Kiev International Advertising Festival** - Member of Print Jury Team.
- **GIPA Portfolio Review** - Portfolio Reviewer.

SPEAKER

- **Pakhuis de Zwijger Amsterdam, Creativity & Generation Next**
- **Behance Portfolio Review**
- **Spotlight Georgia**
- **Indigo Design Award**
- **Fuckup Nights Tbilisi**

AWARDS & RECOGNITIONS

- **Cannes Lions International Festival of Creativity** Silver – Best Use of Advertising Event
- **Cannes Lions International Festival of Creativity** Silver – Best Use of Mobile Device
- **ADCE (Art Directors Club Europe)** Silver – Film & Radio (Sound Design – Music & Sound)
- **London International Awards (LIA)** Silver – Film (Music & Sound)
- **Ad Black Sea** Gold – Film
- **Ad Black Sea** Gold – Film (Music & Sound Design)
- **Moscow International Advertising Festival** Gold – Print
- **Epica Awards** Silver – Print
- **KIAF (Kiev International Advertising Festival)** Silver – Print
- **KIAF (Kiev International Advertising Festival)** Bronze – Print
- **KIAF (Kiev International Advertising Festival)** Best of Show – Design
- **Spotlight.ge** Best speaker of the event.

Shortlists & Merits:

- **Cannes Lions International Festival of Creativity** – Media
- **Eurobest** – Media
- **Golden Drum** – PR
- **Ad Black Sea** – Best Idea Contest
- **KIAF** – Media
- **ADC Young Guns** – Print

SKILLS & EXPERIENCE

Film Directing & Production / Art Direction & Creative Strategy / Managing creative teams / Graphic Design & Branding / Advertising / Visual Storytelling / Creative Education & Mentorship / Painting

LANGUAGES

- **Georgian** – Native
- **English** – Fluent
- **Russian** – Fluent

REFERENCES

- **Niklas Frings-Rupp** – Founder & Former Managing Director at Miami Ad School Europe, Hamburg.
niklas@asknik.online
- **Diego Fonseca** – Associate Creative Director, New York.
hello@diegof.com