

Peter Gibson

Art Direction, Design, Film Direction

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Design

Selected design projects.

Photodom + Alpha Arts Alliance: One and Only

A self-initiated project partnering with NYC's only black owned photo and film store, Photodom, and the Alpha Arts Alliance on the "One and Only" initiative. The program is aimed at empowering Bed-Stuy's youth through the art of photography.

Armed with cameras provided by Photodom, students in "One and Only" are partnered with professional mentors for a 10 week program guiding the teens through the fundamentals of photography. Their work is celebrated and culminates with large scale installations throughout the neighborhood.

Brooklyn, NY

2021

Note: The work reflected in the following pages is concept art and is currently being used to seek funding for this printing and installation of the student's work. The grants would be used for the printing costs of both the zine and installations.

Role: Concept, Art Direction, Design, Photography, Youth Mentor

YOUTH WITH
A STORY TO TELL

ONE & ONLY

BUSHWICK 1717 BROADWAY
BROOKLYN

BEDFORD - STUYVESANT PHOTODOM

YOUR PLUG FOR PHOTO AND FILM

Photograph Credit: Inant Dickens

THROUGH THESE EYES

ONE & ONLY
photodom

PHOTODOM

1717 BROADWAY
BROOKLYN

BUSHWICK - BEDFORD - STUYVESANT

Photograph Credit: Ana Morero

Art Direction

Namesake – “One and Only” refers to the very nature of photography and capturing a single unrepeatable moment. The name also beckons to the fact that Photodom is the only black owned photo store in NYC. “One and Only” has also become a mantra to remind students each of them has a story to tell that is uniquely their own.

Logo Design – The handwritten logo type treatment was inspired by the signs held by students during the 1964 NYC school boycott against segregation.

Art Direction: A combined inspiration of the signs from the NYC school boycott and the contact sheets in a photo studio. In “One and Only” teens were encouraged to experiment, make mistakes and let loose. The art direction reflects this free spirited approach to developing craft.



1964 NYC School Boycott signs. Inspiration for the “One and Only” handwritten logo mark.



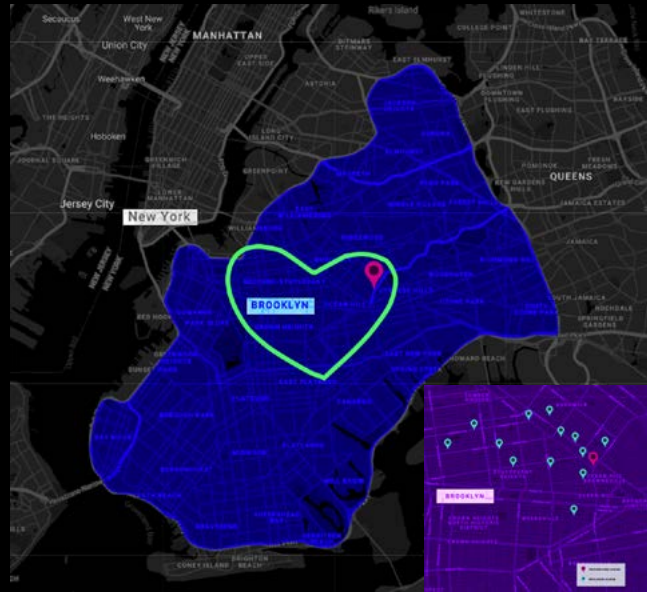
7/4-1972
Gauguin Young Pictures presents THE GREATS: Anjyla Kennedy Cohen.
Reproducing for "La Boutique Photographique".
16th SEPT



BEDFORD
SIOUXESAN

Installations

At the end of the 10 week program the youth participants make photo selects. The photo selects are collaged together into posters highlighting each of the students' work. The posters are then printed and wheatpasted throughout the community in store fronts, bodega doors, and or building walls.



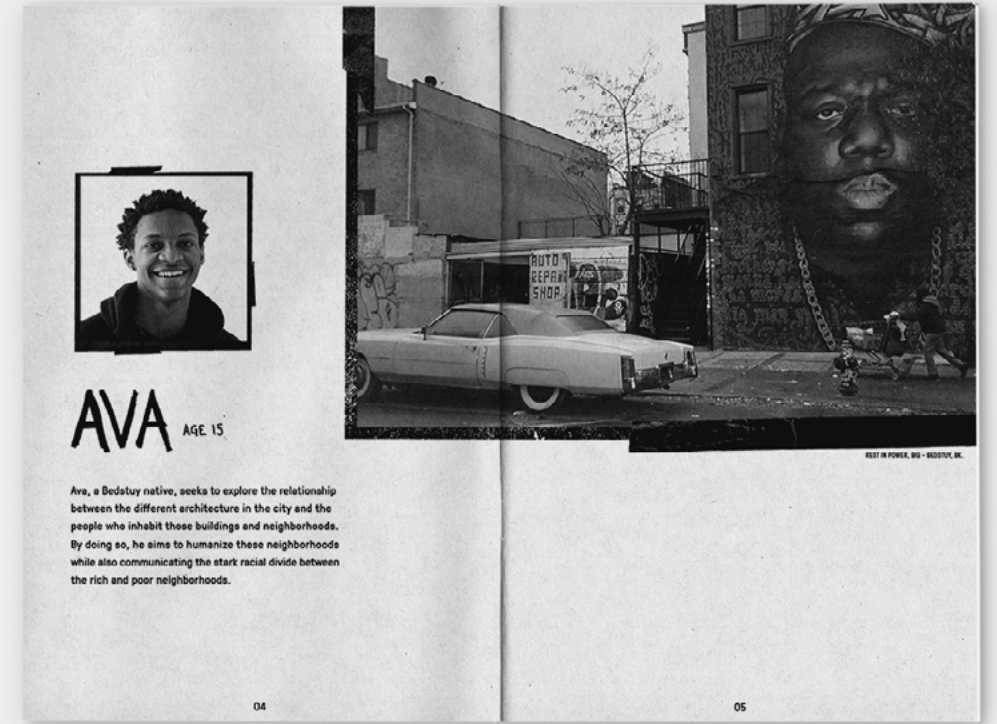
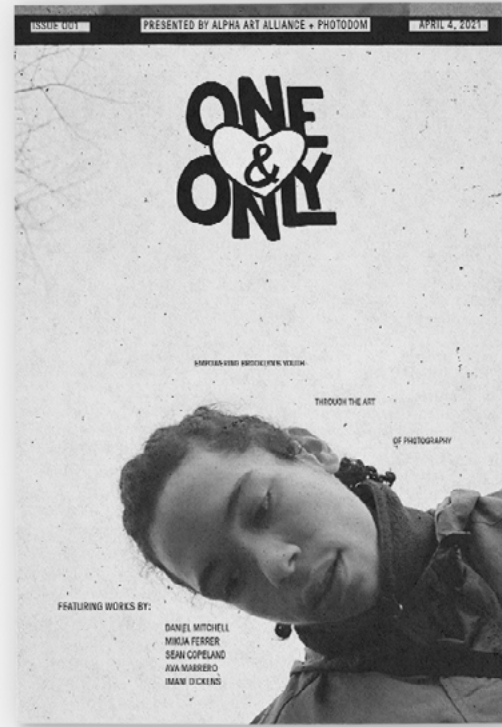
Neighborhood map of Photodom and installation locations.

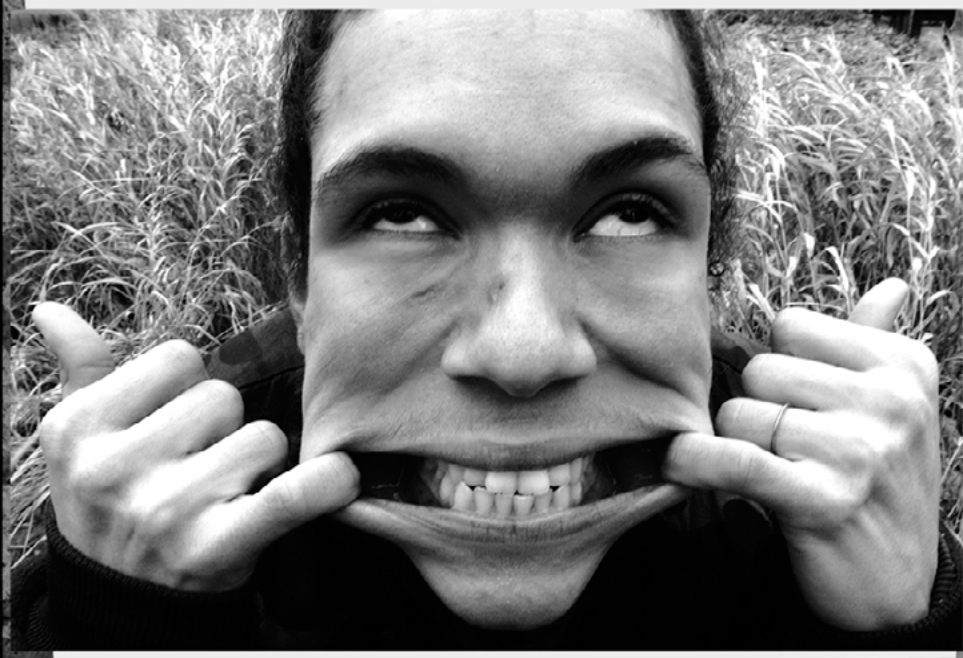


Role: Concept, Art Direction, Design

Printed Zine

Each of the students and their selected works from the program are featured in a printed zine. Proceeds from the zine go back into the program for the next round of students.





OUR VERY OWN **BUSHWICK** **1717 BROADWAY** YOUR PLUG FOR PHOTO AND FILM
BEDFORD - STUYVESANT - PHOTODOM



NYC Zine: The Diner

6 weeks after moving to NYC, the US broke out with Covid-19. The city that never sleeps fell quiet. In the midst of the shutdown, I was compelled to create a piece around one of my favorite NYC establishments where I became a regular.

Role: Copywriting, Design, Custom Typography, Illustration

[Medium Article](#)

New York, NY

2020

FREE

THE DINER

A true story in humanity.



Presented by
Pete Gibson

PART 01
"One more cup of coffee"

Tucked away amidst the hustle and bustle of the streets and between the towering concrete skyscrapers is a tiny oasis for many of the city's locals. The Diner has been open for over 80 years and is embedded in the fabric of the city and the lives of the surrounding community.

The staff at The Diner have witnessed families grow up around them, attended wedding celebrations, bared witness to separations, celebrated milestones with individuals and families and mourned with them. Throughout all the highs and lows of life, The Diner has been able to provide a place of refuge and human connection for all walks of life.

As soon as you enter the door of the diner, you can feel the anxious haste of the outside world fall from behind you. The sounds of the street are overtaken by a warm crescent

the company you keep or alone with your own thoughts.

Every soul that walks through the door of The Diner is treated with the same friendly greeting and sincere welcome (as sincere as New York welcomes you). Regardless of your race, the amount on your pay stub, or what has defined your life leading up to the point of entering, you are treated as a human being deserving of kindness and respect the very moment you step foot inside.

These two elements, kindness and respect, create a harbor in which judgment is replaced with decency and kindness. Within the walls of The Diner no one has to prove to anyone else their worth or their contribution to society. Within this space and for a brief moment in time everyone is accepted for who they are.

The humanity within the diner attracts the most beautiful array of people. No one would be able to describe a regular customer at The Diner because at any given time you will find, white, black, brown, green, gay, straight, rich, and poor. Young skaters and punk rockers mixed with elderly couples, and immigrants from all corners of the globe. Artists and producers sit among blue

couples, and immigrants from all corners of the globe. Artists and producers sit among blue collar and white collar workers. Everyone from Wall Street to those paving the street cross paths at The Diner. Such diversity in the patrons inherently brings with it a rich palette of languages and accents. The timbres float through the air and collide with one another resulting in a worldly rhythm that breathes life into The Diner that can only be defined as supernatural. The buzz of conversations acts like a source of energy, that breathes life into the people who dine there.

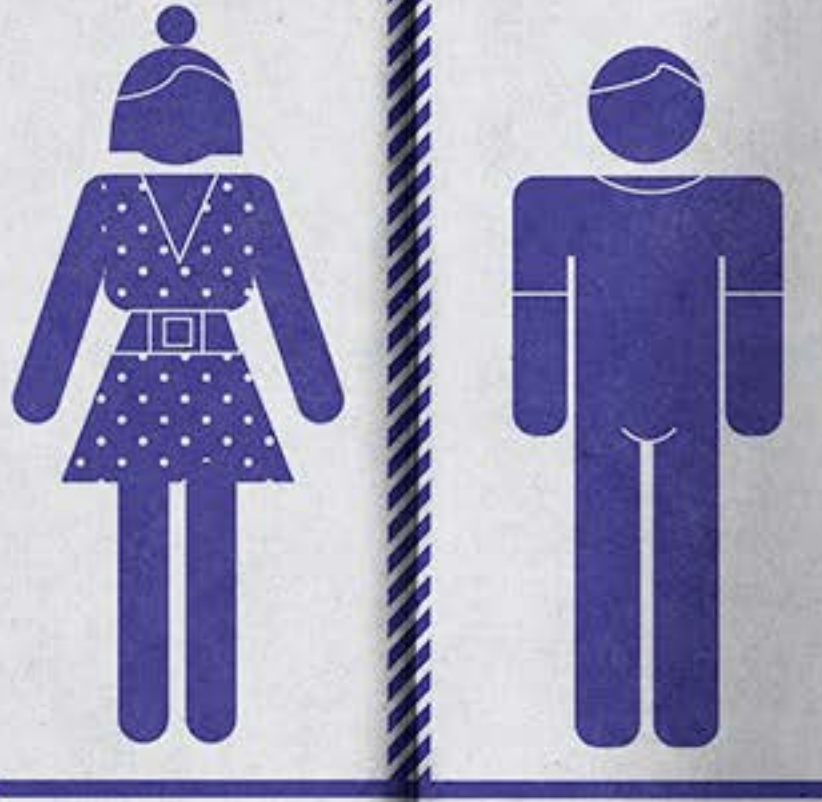
The restaurant owners and employees are as diverse as the daily visitors. Owned by a Polish Catholic and an Egyptian Muslim couple and operated by a combination of Hispanic, Polish and Egyptian. Each employee has learned a bit of the other's mother-tongue and they flip back and forth between 3 or 4 different languages when speaking to one another. The 5th unofficial language is one that has evolved organically throughout the years. It is a combination of mumbles, whistles, hollers and howls and is accentuated with the percussive taps of the spatula on the grill, and the chatter of ceramics through the kitchen and onto the countertop. Whatever the language is, the staff have adopted it as a way to conduct business and keep the hot food moving through the place effortlessly.

The ease and comfort with which the staff operate their duty is a result of their history with one another. Of the four main employees each of them have been a part of The Diner for 43, 31, 24 and 17 years respectively. The work is tiring, and thankless at times but many of the daily visitors reciprocate the kindness and love back to the employees. It is not uncommon over the course of a meal to see a number of friendly passerbys pop their head in to say hello and wish the staff well; going down the countertop

DINER EXPANS

CAUSE
ONLY

DINER
GLYPHS

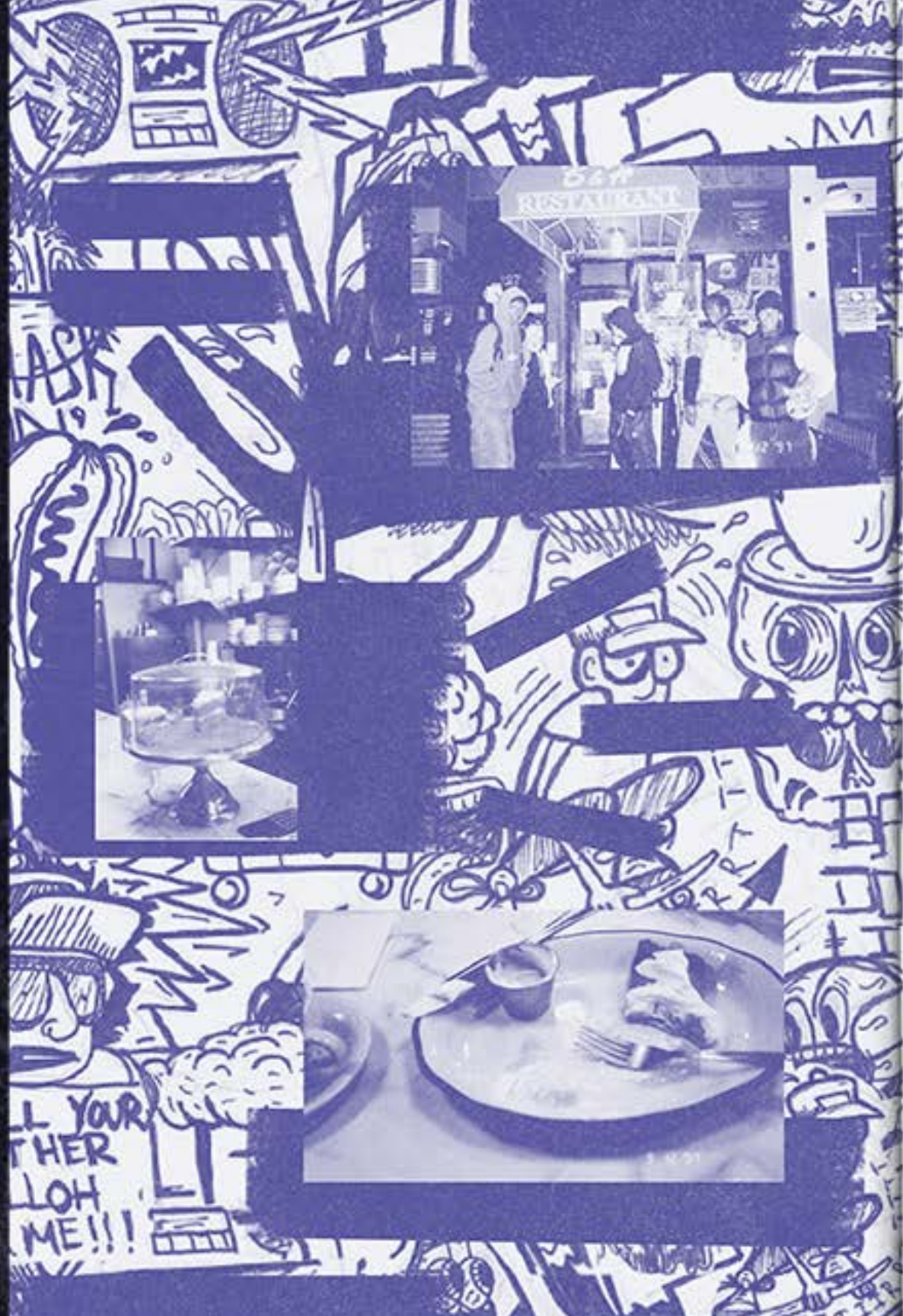


RESTROOM

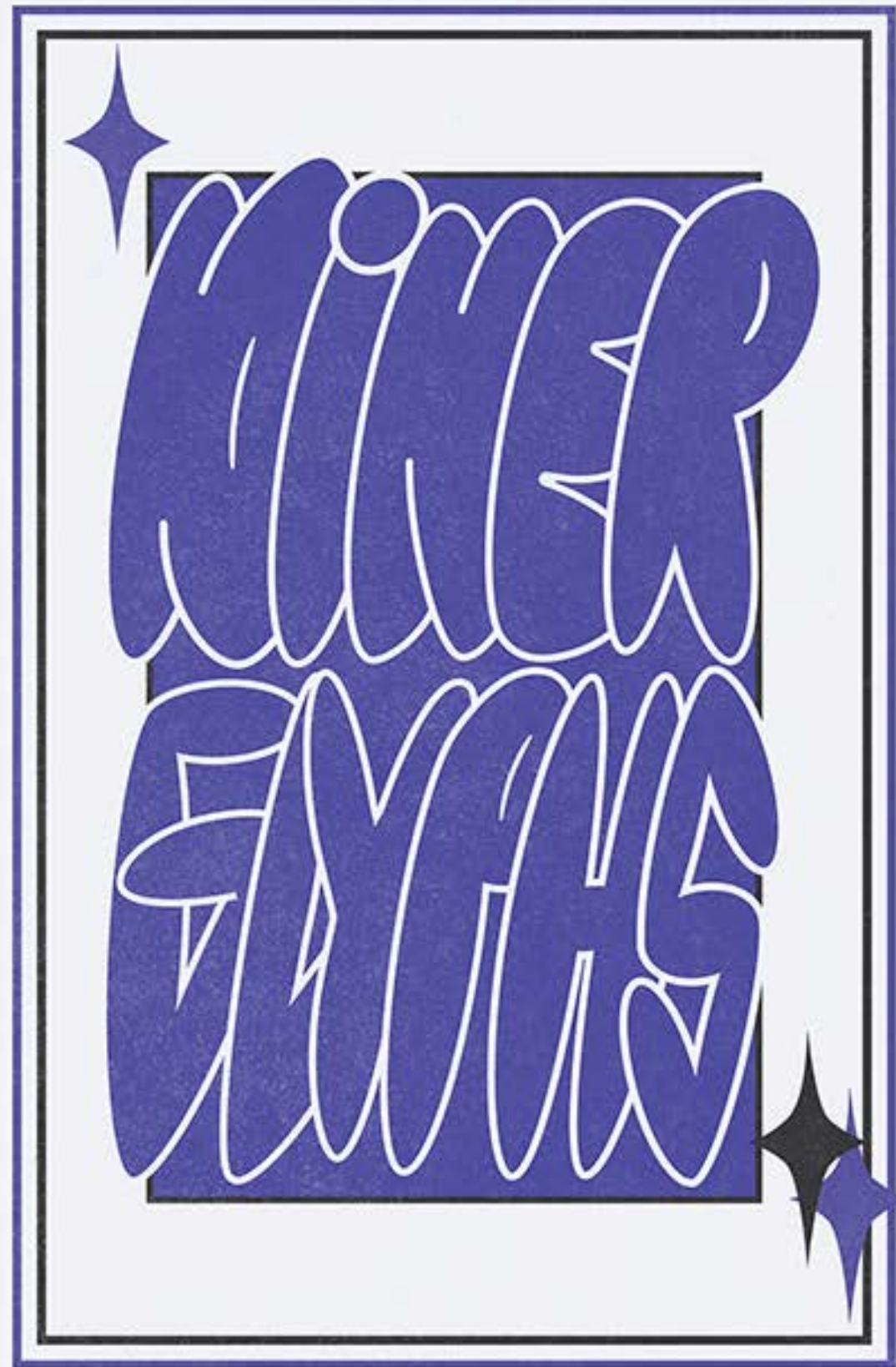
Inclusive of all who poop and pee.
All we ask is you wash your hands.



Role:
Photography,
Illustration,
Custom Typography

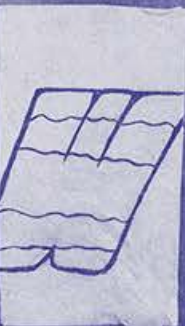


Role: Custom
Typography
Design.



Role: Illustration

*Illustrated napkins
during breakfast
at 'The Diner.'*



MESSAGE BOARD

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DO YOU WANT TO SHRED?!



MEET DAVE



DAVE SHREDS THE GUITAR
THIS IS DAVE WHILE SHREDDING

- DAVE HAS A CLEAN STUDIO
- DAVE ALSO HAS A CLEAN RECORD
- DAVE DOES NOT HAVE CATS

LEARN TO SHRED WITH DAVE

212-937-4733
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212-937-4733
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DJ Run P: In The Air Mixtape

Brooklyn, NY

2021

A branding and design overhaul of DJ Run P.'s episodic music series, "In the Air". The series is a concept mix by Run P. that explores the legendary story of Michael Jordan's rise to fame through the music that was popular at the time with the corresponding cities of MJ's most historic rivalries.

Role: Concept, Art Direction, Design

Role: Concept, Design

Design Direction

The cover photo is of Auburn Family Reception Center in Brooklyn, NY. This homeless shelter was once Cumberland Hospital, the birthplace of Michael Jordan. The photo illustrates the connection between the Brooklyn based, DJ Run P. and the inspiration behind the series, Michael Jordan.

The color pallet is drawn from the iconic red, black and white of the Chicago Bulls.



Role: Design
Vinyl Sleeve Artwork.



Front Vinyl Sleeve – A reworking of the June 12, 1991 cover of the Chicago Tribune celebrating the Bulls 1991 season.



Back Vinyl Sleeve. Brooklyn, NY – Photo of modern day Auburn Family Reception Center, once Cumberland Hospital and the birthplace of Michael Jordan.



Vinyl Record Artwork – Colored vinyl record.

Film

Selected film projects.

From 2017 - 2020, while living in Shanghai, I co-founded the creative label 18 UPPERCUT. As 18 UPPERCUT, we were the visual version of Wu-Tang Clan, sampling pop-cultural references from both the East and West and mashing them together into something new and visually stunning.

Bohan Phoenix: Overseas Music Video

The title track off of Bohan Phoenix's EP Overseas finds the artist exploring the complexities of being a Chinese-American. Feeling the pull from both hemispheres, yet not feeling fully accepted in either.

As the artist opens up and provides an intimate look into his most personal thoughts, so too does the music video break down the walls and provide viewers with an intimate experience into the film making process.

*Role: Co-Director, Co-Creative Direction, Co-Producer,
EP - Cover Design.*

*Partners: Digital Production - Resn, Photography - Jedi,
Director of Photography - Dalton Lai, Music - Bohan Phoenix*

Shanghai, CN

2018

Awards and Recognition:

Complex Pigeons and Planes Premier
88 Rising Feature

BOHAN PHOENIX

WINTER FASHIONS

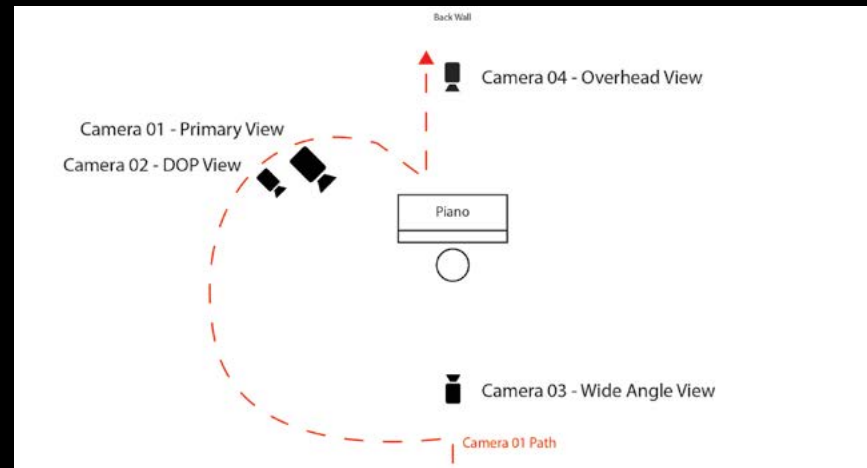
[Watch Film](#)

Mobile Interactive Website

We partnered with digital production company Resn to bring viewers a unique mobile experience that gives them a behind-the-scenes look at the film making process.

While watching the music video viewers were able to select hot-spots on the phone screen and be transported seamlessly to three different camera views - 4th wall, birds-eye, and DOP camera view.

Additionally the mobile site included content like behind-the-scenes photos, lyrics and film credits.



Camera 2: DOP View



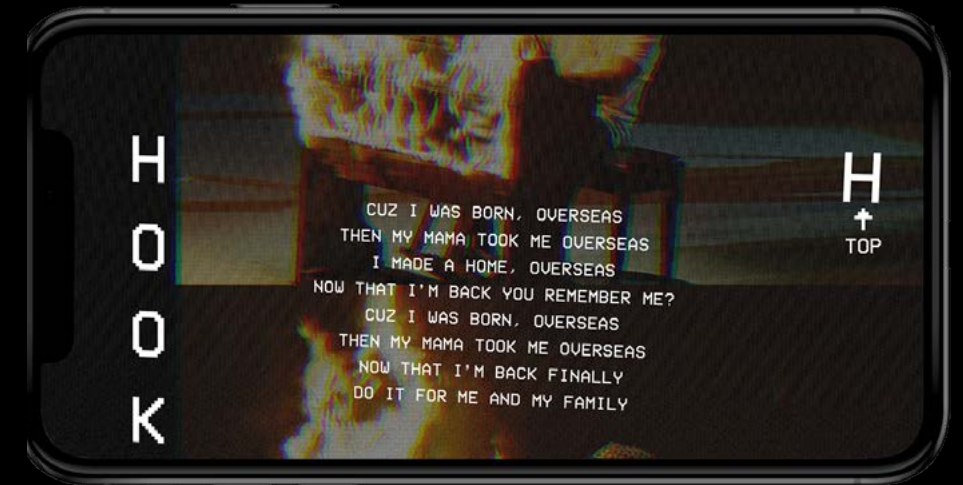
Camera 3: Wide Angle View



Camera 4: Overhead View



Additional Site Content: Lyrics and Photos







EP Cover Art Option 01



EP Cover Art Option 02

W.Y. Huang: Dukkha Music Video

Shanghai, CN

2018

We brought together some of our closest collaborators to create, Dukkha. An iconoclastic film that blended together our collective childhood influences - Kung Fu films, Dragon Ball, Wan Kar Wai, and Godzilla.

Role: Co-Director, Co-Creative Director, Co-Art Direction, Co-writer, Co-Producer.

*Partners: Acts 1-2 Animation - FNL PRJCT,
Acts 3-4 animation - TMRRW Studio, Director of Photography - Dalton Lai, Music - W.Y. Huang.*

Awards and Recognition:

One Screen Short Film Festival Winner
Vice i-D (CN)
NeoCha Magazine
Radii Magazine



[Watch Film](#)



Film Stills



《W.Y. HUANG-作品》

Role: Design
LabSixFive: Illustration



十八掌主導

决战佛祖之巔!

光劍裂口豬腳檔主

DUKKHA

Large stylized blue Thai text: ดukkha

Vertical Thai text on the left side.

Vertical Thai text on the right side.

死亡之光扯火交警

李陳高配 趙代主
煜俊價音。雪銘 演
輝潤硬

ภาษาไทย: ผู้เขียนต้นแม่ นางกนกวรรณ เว็ชชากร ธีรชิต ธีรชิต

Film Poster

One Shot: Live Music Video Ft. Soulhan

One June 1, 2019 Nowre and Nike On Air Studio hosted 18 UPPERCUT for a makers workshop. Instead of talking about film making, we decided to make a film in front of the audience. The result was a one take, one shot music video with 14 kung-fu stuntmen and a live studio audience.

Role: Co-Director, Co-Producer.

Shanghai, CN

2019



[Watch Film](#)

One Shot event recap photos



NOWRE 呈現

「勁到底」

一起探究獨特創意
“一鏡到底無剪輯”
的影片拍攝靈感！

老少咸宜

18 UPPERCUT
十八掌 震世執導

BOHAN PHOENIX
博涵鳳凰

SOLHAN
瘦恆 領銜主演

代銘 武術指導

演出盛大
雄奇偉大，不可思議
千變萬化，耳目一新

18 UPPERCUT
底到勁一

2019年是
NOWRE成立的
第五年，五年間
NOWRE 陪同年
輕人一同見證了他
們生活方式的變化
與進步。值此五週
年之際，
NOWRE 攜手
NIKE
ONAIR
STUDIO 與
18
UPPERCUT
呈現
“一鏡到底”
WORKSHOP
· 探究獨特創意”
一鏡到底無剪輯”
的影片拍攝靈感。
想要來現場參與由
說唱歌手
BOHAN
PHOENIX 和
SOLHAN 主
演的MV，來一場
光影律動、一氣呵
成的沉浸式體驗？
與大家一同探索預
測下一個五年裡，
你的生活將會發生
什麼變化？
報名郵箱：
RAINBOW
LI@NOWRE
.COM

Akin Akjan: Heartbeat Waveform Music Video

'Heartbeat Waveform' takes bloody inspiration from the classic Chinese story of Huàpí (畫皮). Most date nights don't take the demonic turn this does, but it serves as a metaphor for duplicity in the digital age of curating how we present ourselves on line.

*Role: Co-Director, Co-Creative Director, Co-Art Director,
Co-Writer, Co-Producer*

*Partners: Director of Photography - Allen IV, Photography - Jedi,
Makeup - Courtney Frey, Music - Akin, Animation - FNL PRJCT,
Title Design - Edward Yap.*

Shanghai, CN

2020

Awards and Recognition:
Dazed Media (CN) Premier
One Screen Short Film Festival Finalist - 2020
Berlin Music Video Awards Finalist - 2020



[Watch Film](#)

[Graphic Content Warning: Depictions of Violence](#)



Role: Design Layout
Photography: Jedi Zhou
Title Design: Edward Yap

張中煒 制片
十八掌

心跳波形

阿克江 VISUDY

十八掌

導演

拳拳到肉

激情上映

阿克江 聯合主演



18 UPPERCUT
映画出品

18+

限制级

内容未满十八岁不得浏览

Film Poster



Film poster was inspired by 1994 Hong Kong film, Girls Unbuttoned. A light comedy of a girl in her search for love. We wanted to play off this classic film but much like the film visuals, flip the narrative and juxtapose the cute cover with the gruesome scene that unfolds.

Howie Lee: Double Kings Music Video

18 Uppercut and TMRRW teamed up on a blistering music video for Howie Lee's single "Double Kings". The film clashes together kung fu, triads, zombies, children's TV shows, and mind-bending Japanese gore in a blaze of fire and neon fury as good battles evil, man battles monster.

Role: Co-Director, Co-Creative Director, Co-Art Director, Co-Writer, Co-Producer

Partners: Co-Director - TMRRW Studio, Animation - TMRRW Studio, Director of Photography - Gianpaolo Lupri, Makeup - Courtney Frey, Music - Howie Lee, Sound Design - Lime Studio.

Awards and Recognition:
Hypebeast (CN) Video Premier
Nowre Feature

Shanghai, CN

2021



TMRRW.

DOUBLE KING

雙王

MOVIE

[Watch Film](#)



Role: Art Direction, Design
Illustration: LabSixFive

李化迪大戰僵尸，誰與爭鋒！勝者為王！

十八掌映画
三部曲
之
II

清濁自甚
神靈明鑒

幸福
李化迪



Double 2 Kings
雙王
NOWHERE



18 UPPERCUT
映画出品



do hits
THE LIME
SANTA MONICA
CONVERSE



《18 UPPERCUT 映画作品》

原創插畫
LAB SIX FIVE

攝影指導
GIANNI PALLO LUPORI

執行制片
LAURENT CHANG

視覺特效
THIRRYN

原創音樂制作
HOMIE LEE

編劇
18 UPPERCUT

原創導演
18 UPPERCUT / THIRRYN

Film Poster

EXPERIENCE

Overview of professional background.

Experience:

Background

Prior to becoming a full-time Art-Director and Designer I worked for 8 years as a digital and film producer. During this period my evenings and weekends were filled with passion projects - illustrating, directing, and designing.

In 2020 I pivoted away from being a producer and focused my energy into my real passion of art direction and design.

As a creative I thrive on the process of finding connections between humanity and creativity and the collaboration inherent in manifesting ideas into a reality.

Work Experience

2019-2020 – Hypebeast (China): *Art Director*

2017-2019 – Resn (China): *Creative Brand Manager*

2016-2017 – AKQA (China): *Senior Producer*

2014-2016 – AKQA (Portland): *Digital Producer*

Client Experience

Nike - *Training, E-commerce, Women, iD, North America,*

Runing, Better World.

Jordan

Converse

Gucci

Adidas

Opening Ceremony

Features and Awards

Hypebeast - *2021*

Dazed Media - *2020*

Vice Noisey - *2018*

Pigeons and Planes - *2018*

One Show Short Film Judge - *2019*

NeoCha Magazine - *2019*

One Show Short Film Festival Winner - *2018*

Cannes (Silver and Bronz) - *2017*

Education

2020-2021 – Pratt Institute: Communication Design (BA)

2007-2011 – University of Redlands:

Business + Music Performance (BA)

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