

Guillermo Rodríguez

Creative Direction

Image as presence.
Objects as carriers of weight
and desire.

Tiffany & Co. — Jo Malone
Loewe — Baccarat — Sybilla
Museo Reina Sofía

Paris

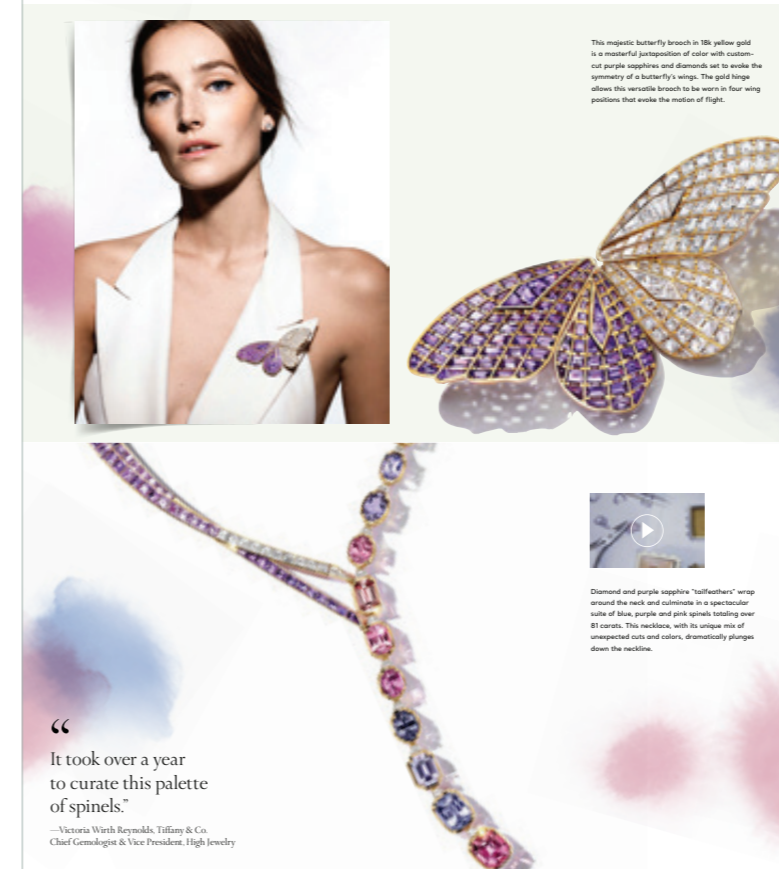
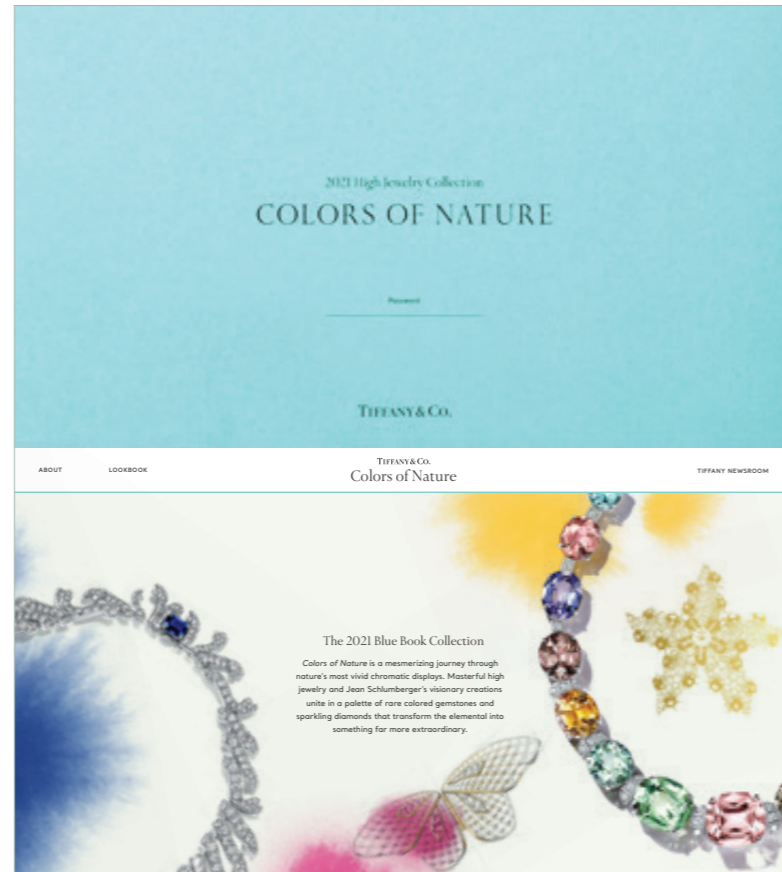
Gravity refused. Figure implied.



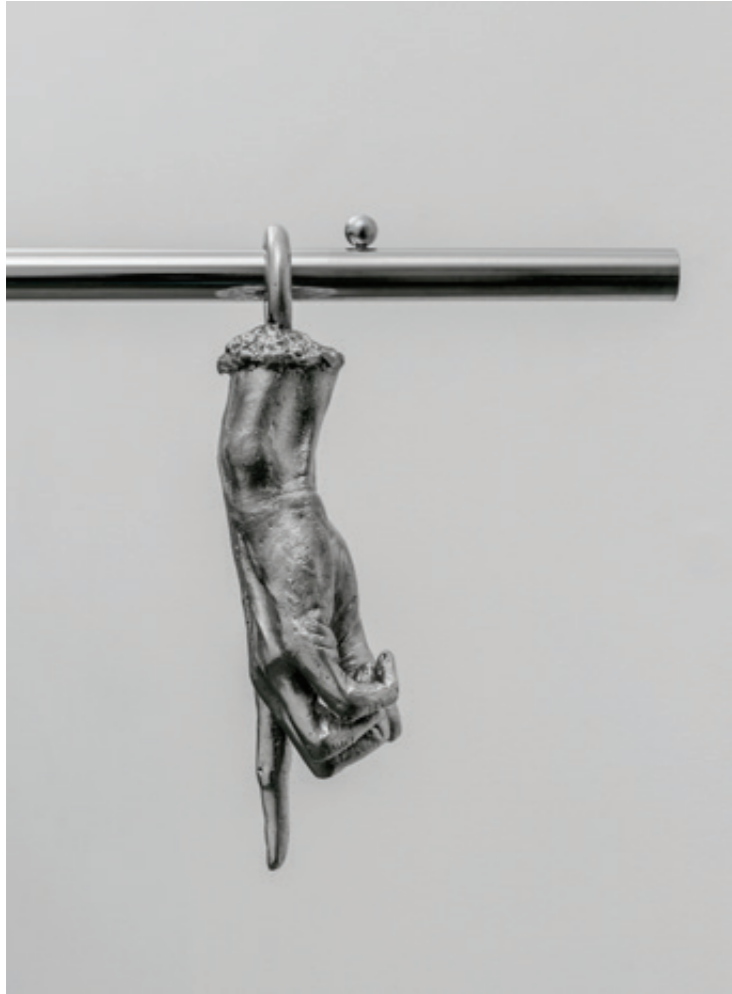
From sketch to stone. Earth, sea, land, sky — forms in translation. Watercolor as movement, craft as emergence.



Land, sea, earth, sky — the same four elements, reorganised for every screen.



Cast bodies — suspended, gripped, spilled.



Intertwinements

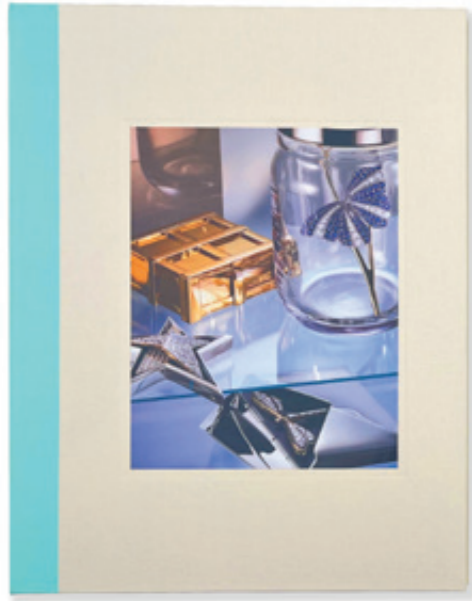


Art Direction

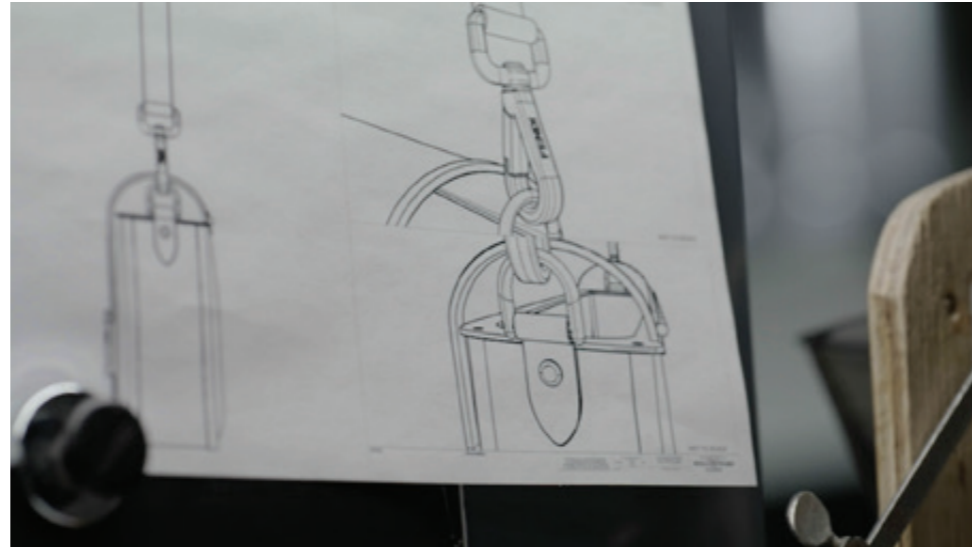


Ph: Koki Sato, Guillermo Rodriguez

An 80-page object designed for touch as much as sight. Structured in five movements — from image to craft, surface to index.



Process as transformation. Fire, water, metal.
Craft in dialogue with sculpture.



A campaign conceived as a unified visual world.
From image to environment, every element follows a
single language of clarity and restraint.



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A two-volume object conceived with architectural clarity.
Image, abstraction, and information structured into a restrained,
sculptural presence.



Macro and fragment aligned through composition.
A drawn intervention binds image and structure
into a single visual field.



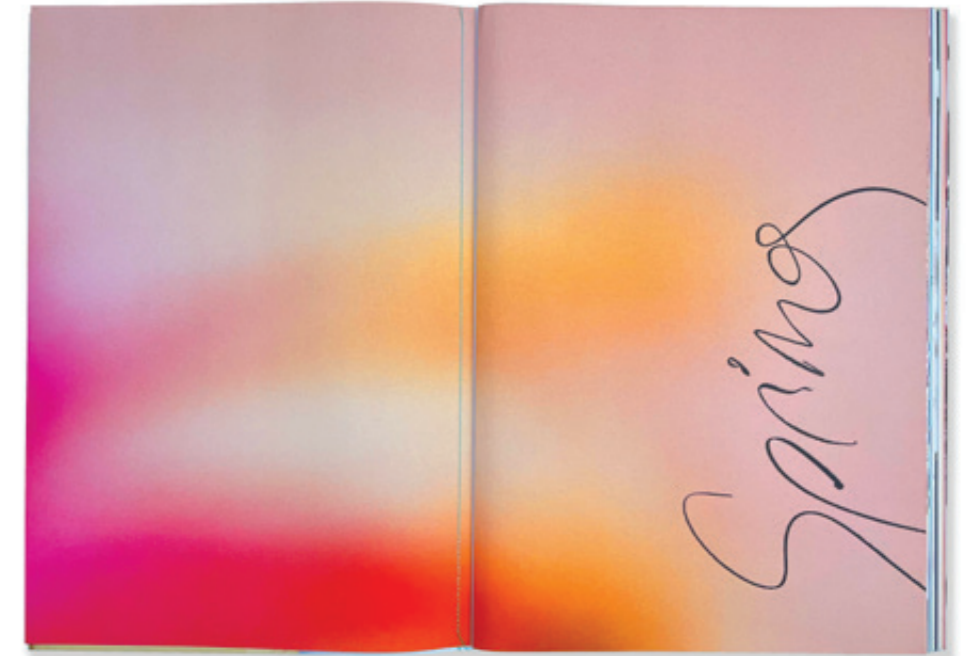
Two image blocks, one system. The still life establishes the language; the figure work extends it across scale and narrative.



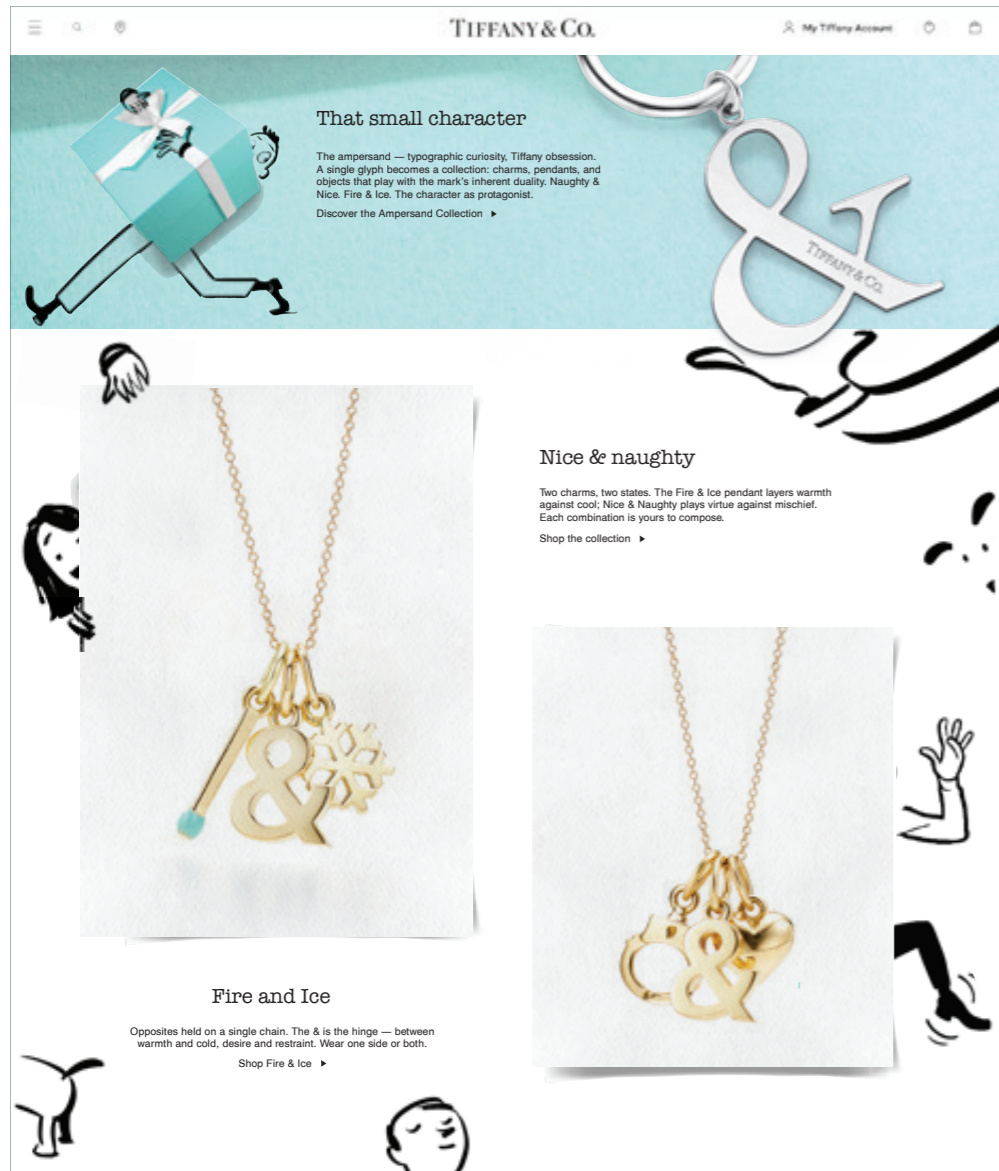
A body parsed by panels, then by scissors.



A deconstructed jewel collage on the cover sets the tone for the first loose-bound Blue Book in the history of Tiffany & Co. Splits of iconic high jewelry juxtapose craftsmanship and raw materials.



From glyph to grid. One mark, six surfaces.



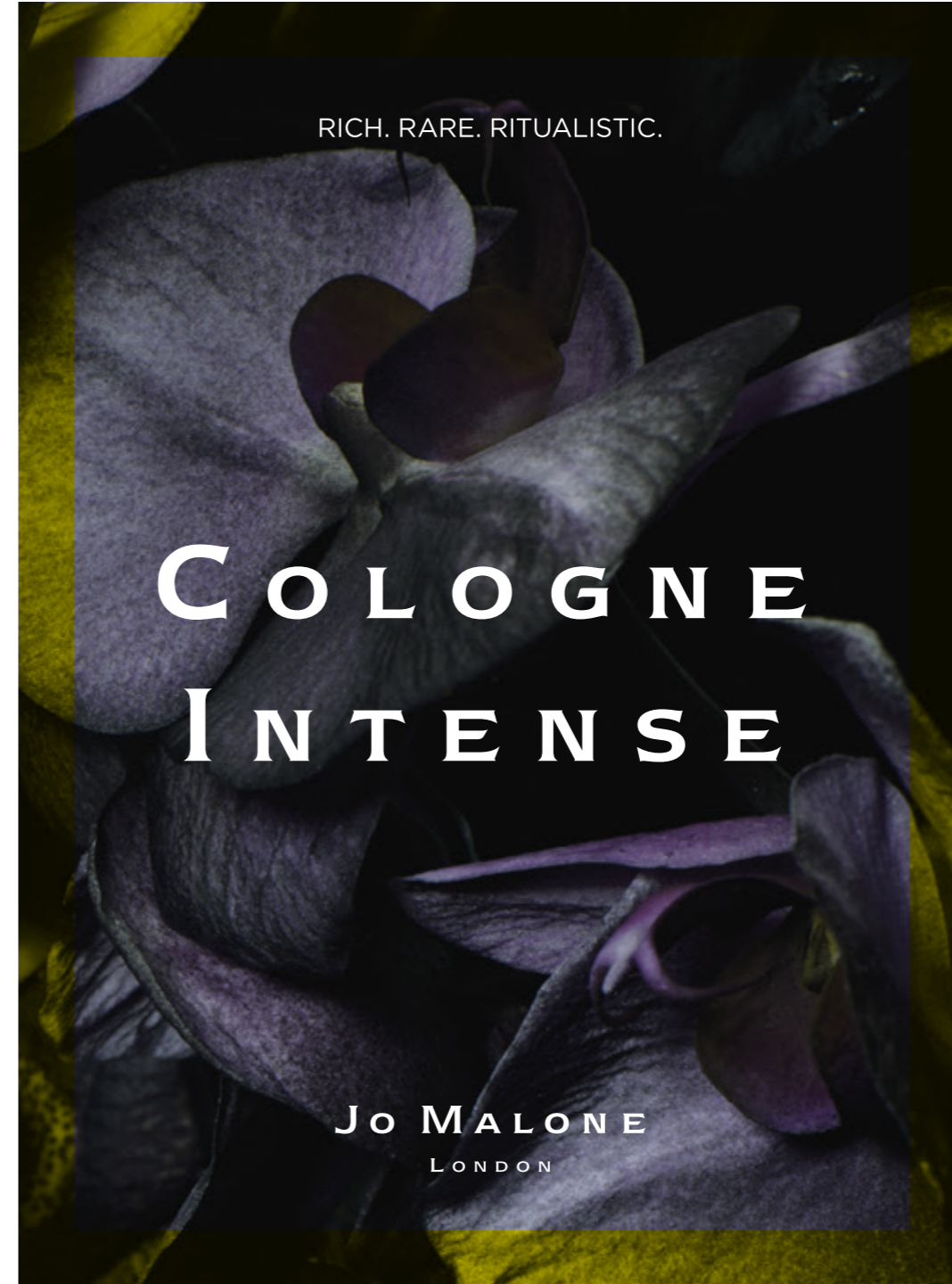
A ritual object built around unveiling.
Illustrated charms, suspended and sequenced,
transform Schlumberger creatures into tactile
fragments of ornament.



Graphic restraint. Still life and portrait in quiet balance. A nod to Phoebe Philo-era Celine.



Bloom, bottle, and graphic —
held at the same intensity.



A study in cleansing as image and ritual.
Intimacy and repetition construct a quiet system
of care.

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be effective? Even Clinique's
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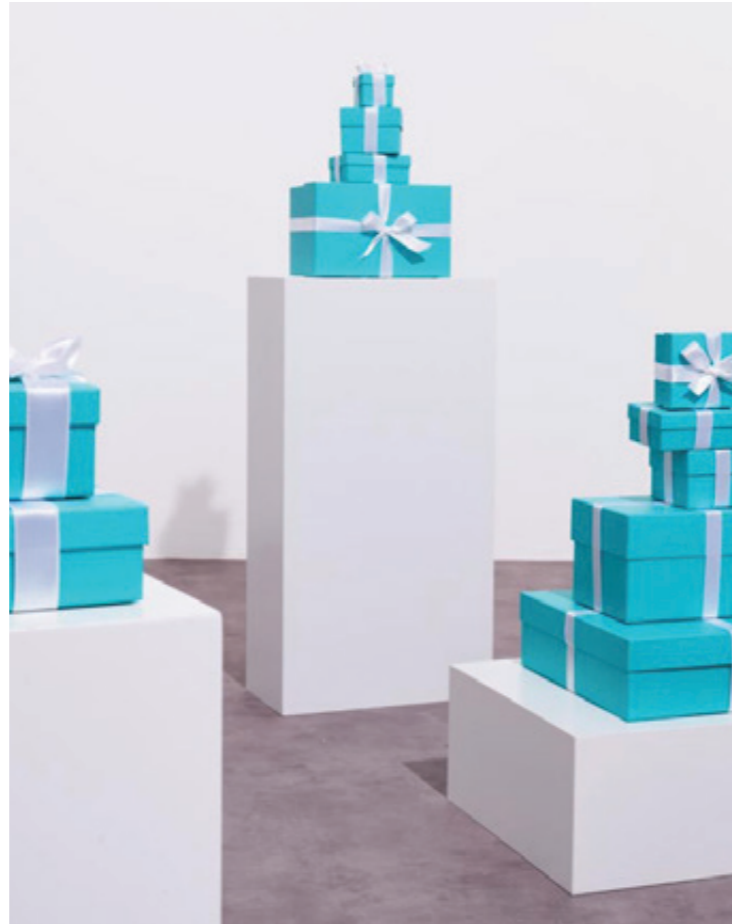
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The iconic Tiffany box and shopping bag as sculptural art objects within an immersive gallery-like setting, emphasizing materiality, scale, and form.



A choreography of instinct.



Packaging conceived as garment — a wrapping system performed as ritual.

