

We are Hoffman, Barney & Foscari Ltd, a London-born and globally oriented creative agency, Builders of Arts, New Media and Culture.

We are advocates of artistic, humanistic and artisanal values, deliberately uniting classical cultural production with digital and AI-driven experimentation.

We create brand identities, artworks and products for both traditional markets and new generation digital ecosystems, including generative AI applications.

Our expertise includes:

- Brand identities and industrial philosophies, focusing on sustainability and AI-craft convergence.
- Prototype licensing (made in London by Hoffman, Barney & Foscari).
- Original writing, film direction/production, copywriting, ghostwriting, illustration and abstract painting.
- Pop abstractionism for automotive wrapping, interior/luxury goods and large-scale artworks.
- Wearables and smart devices for immersive experiences.
- And more

We operate across the commercial dissemination of branded products and the creation of bespoke products for established global brands.

Our mission is to remain artisans of the future, bringing human mastery and emerging technologies, embracing the infinite possibilities of AI while preserving artisanal excellence.

ABOUT US

FOUNDER | GLOBAL ARTIST | CREATIVE DIRECTOR: GLAUCO DELLA SCIUCCA

CO-FOUNDER AND SENIOR CREATIVE ADVISOR: SIR MICHAEL LINDSAY-HOGG (New York)

COO (CHIEF OPERATING OFFICER): CRISTIANO MARCHESE

SENIOR ADVISOR: BARRY MILES (London)

SENIOR STRATEGIC ADVISOR: CATERINA MARLETTA (Uae)

HEAD OF GROWTH & PARTNERSHIPS: WALTER TROVATO

CREATIVE ADVISOR: MARIO DI PAOLO (Napa)

EXECUTIVE PRODUCER: LUIGI DI CARLO

CHIEF DESIGNER OFFICER: GIORDANO MARCHEGIANI

CTO AND AI DEVELOPMENT: MASSIMILIANO LEGGIERI

MANAGEMENT & OPERATIONS: EMANUELA SCURTI (London)

**HOFFMAN,, BARNEY & FOSCARI SUPPORTS MEAT FREE MONDAY
A CAMPAIGN LAUNCHED BY STELLA, MARY AND PAUL McCARTNEY**