

**Alessandro Esteri  
Founder of Hand  
Made Group and  
creative curiosity**

Born in Rome,  
June 1961

It was in the early 1980's where Alessandro's first intrigue with photography began. Travelling throughout southern Lebanon gave Alessandro a chance to document the lives of the people living in Israel, with his lens. This raw exposure and insight into such a dramatic moment in history lead to Alessandro's first important exhibition, and the begin-

ning of a freelance career in photo journalism.

Alessandro's curiosity and hunger for new experience would take him all over the world.

Arriving in Paris, Alessandro gained the position of Photographic Assistant at Vogue Studios. It is here where he was exposed to and assisted many of the famous photographers known in the mid 1980's. He then travelled to New York and spent two years where he assisted with large commercial campaigns

including GQ and Amex.

Drawn back to Europe, Alessandro finds himself back in Paris and begins an important collaboration with Veronique Perez Domergue that begins with a commission for his first very large campaign for Orangina. Alessandro's photographic career unfolds rapidly as he continued to work with high profile clients including: Paco Rabanne, Credit Agricole, La Coste, Casino, Carrefour, Vogue Homme, and Lei/ Per Lui Magazines.

In public it was common to be surrounded with Alessandro's work. His photographic career in advertising and commercial campaigns peaked and also expanded into art direction and film. It was at this time Alessandro felt the need once again, to challenge himself with change. Yearning for a more intimate relationship with clients and the ability to work on projects with a more tailored approach... in 1992 Hand Made Group came in to existence.

Hand Made Group, a multi-disciplinary

international creative firm. Its firm belief in the role communication must play in the process of developing a more advanced society, was and remains at the heart of its approach. Hand Made group is an international network of associates which specializes in different areas of Graphic Design, Interior Design, Photography, Copy Writing, Web Design and Art. HMG prides itself on a unique melange of identities which means a client will benefit from a cross disciplinary approach, an intermix of view points that would

keep the design and communication work original and evolving.

After over 14 years of celebrated projects and success, for clients which include Cerruti, Lyria, Reebok, Aigner, Italia Telecom, Fiat, OSO, Hand Made Group focuses itself on bringing its hand made approach to new markets.

"Clients turn to us with their desires in their communication and design because they trust that "Hand Made solution", while not always the most conventional approach, is often the approach with the best results."