

LIEVEN DIRCKX PHOTOGRAPHER

About

Lieven Dirckx tells stories in rich detail, generous in their sensibility and suffused with a tangible level of finesse. His work consists of meticulously layered scenes starring overlaying moods, combined with games of light and shadow featuring pure elegance and femininity. His photographs are classy, sometimes even classic - yet they always contain a certain twist to please the eye. All of this is the result of years of experience and setting the bar high in terms of stylized composition and lighting, as well as retouching and post-production. In the game since 1999, Lieven has complemented his studies at both Ghent (Belgium) and Reading (UK) universities by developing an excellent sense for his clients' needs. Lieven is a team player who has made his way from editorial work to creative agencies and advertising, going the extra mile to capture fashion the way it should be captured.

“If you’re looking for a photographer who talks commercial yet walks the fine line between advertising and art, Lieven Dirckx is your man. Light is his medium. This results in a highly stylised approach, in which he is always looking for a sharp edge to blend with the beautiful, keeping the eye entertained at all times. These graphic, bold images emanate instant star quality, which have earned Lieven the nickname ‘the Belgian Irving Penn’. To him, photography is about embracing the moment and making it live on forever.”

Home
Korte Hoolvenstraat 1
3530 Houthalen
Belgium

Avantgand Studio
Domiengersstraat 11A
9041 Ghent
Belgium
lieven@avantgand.com
0032 486 79 57 28

LIEVEN DIRCKX PHOTOGRAPHER

Experience

2011 - Present

Photographer & Owner Avantgand studio Ghent Belgium
specialised in Advertising, portraiture and fashion photography

2007 - 2011

Freelance Photographer
specialised in Advertising, portraiture and fashion photography

2005-2007

Freelance Press Photographer

2004 - 2005

Art director at Across Agency Ghent Belgium

2003 - 2004

Art director at Visuelt Agency Ghent Belgium

1997 - 1998

Master Interactive Design
University Art and design Reading UK

1995 - 1997

Graphic and Interactive design
Artevelde University Ghent Belgium



Agencies I worked with

Ab creations	Belgium
Barbaren	Belgium
Bbdo	Belgium
Bigtrees	Belgium
Boondoggle	Belgium
Canada	Belgium
Cayman	Belgium
D-Artagnan	Belgium
Defacto	Belgium
Duval Guillaume	Belgium
Fatlady	Belgium
Focus Advertising	Belgium
Gents	Belgium
Gutz and Glory	Belgium
Hannibal	Belgium
Havas	Belgium
Liquid	Belgium
Lucy	Belgium
Maister	Belgium
McCann	Belgium
Moqo	Belgium
Plug	Belgium
Prophets	Belgium
Publicis	Belgium
RCA	Belgium
Savvy Pr	Belgium
Soon	Belgium

Audio Visual producers I worked with

Boomtown boys	South Africa
De machine	Belgium
Filmfolie	Belgium
Mindbox	Belgium
the breakfast club	Belgium
Uncle bob	Belgium
Wenneker	Belgium
White Russian	Belgium

Magazines & Newspapers I worked with

Sabato Magazine,	National bilingual
Knack / Levif	National bilingual
Elle Magazine	National
Flair Magazine	National
DS Magazine,	National
Demorgen Magazine	National
Capital Magazine	National
TOFM Italië,	Italy
Lamborghini	Germany
Stylist	France
Eurostar	Belgium + UK + France

Brands I worked for

Automotive

Audi	Still Campaign OOH	National
BMW	Still Campaign OOH	National
Bron&Bryde	Product shots	National
Ferrari TOFM	Editorial work	Italy
Lamborghini	Editorial work	Germany
New Holland	Still Campaign	National
Volvo	Product shots	National

Jewelry

Beheyt	Still Campaign and product catalogue	National
Naiomy	Still Campaign and product catalogue	National
One More	Still Campaign and product catalogue	National
Reichman	Still Campaign and product catalogue	National
Vanhoutteghem	Editorial work	National

Fashion

Carmi	Still Campaign	National
Dupont	Catalogue work	International
Lola Liza	Still Campaign and product catalogue	Belgium + UK
Lycra	Catalogue work	International
Rayban	Product shots	International
Toogood + Birckenstock	Product shots	Belgium

Fashion Edirorials and lookbooks

Dries Van Noten	Editorial work	National
Comme des Garcons	Editorial work	National
Y's	Editorial work	National
Ann Demeulemeester	Editorial work	National
A.F. Vandevorst	Editorial work	National
Ecole De Curiosités	Editorial work	National
Toogood	Editorial work	National
Marni	Editorial work	National
Sara Lanzi	Editorial work	National
Hermes	Editorial work	National
Verso	Editorial work	National

Architecture

Element Architects	Portfolio realisations	National
Decort & Dercichian	Portfolio realisations	National
Back Architects	Portfolio realisations	National
Stefaan Platteau	Portfolio realisations	National

Brands I worked for

Interior

Beaulieu Int Group	Campaigns and Catalogue work	International
Fraeye living	Campaigns and Catalogue work	National
RR Knokke	Catalogue work	National
Passepartout	Catalogue work	National
Tucrail	Portfolio realisations	International
X20	Still Campaign OOH	National
FLAM	Still Campaign OOH	National
Novy	Still Campaign	National
Aristide	Catalogue work	National
Tekna	Product shots	International
Berghoff	Product shots	Belgium
Balo	Still Campaign	National
Masureel	Catalogue work	National
Royal Crown	Still Campaign & Product shots	National
Leroy Merlin	Still Campaign OOH	France
Boss paints	Still campaigns OOH	National

Medical

Zafranax	Product shots	National
----------	---------------	----------

Food

Agristo	Still Campaign	National
Aldi	Still Campaign EOY OOH	National
Beophar	Still Campaign OOH	International
Colruyt & Dreamland	Still Campaign	National
Coca-Cola belgium	Portrait work	National
Campina	Product shot	National
Gulden Draak	Product shots	International
Vondelmolen	Still Campaign OOH	National
Nespresso	Still Campaign HR	National

Travel

Eurostar	Editorial work	Belgium + France + UK
Samsonite	Product shots	International
Japan Airlines	Still campaign	International

Banking & Finance

ING private banking	Still campaign OOH	National
Europabank	Still campaign OOH	National
Exact Software	Still campaign	International
Deloitte	Still campaign Pos	National

Brands I worked for

Energy

Luminus,	Still campaign OOH	National
----------	--------------------	----------

Media

Jim TV	Still campaign	National
VTM	Still campaign	National

Cities and Governments

City of Ghent	Still campaign OOH	National
Belgium Government	Still campaigns OOH	National
Flemish government	Still campaigns OOH	National
Brno city	Still campaign OOH	Czech republic

Portrait work / International

Andrea Bocell	Italian tenor	Sabato Magazine
Benedict Taschen	Founder of Taschen Books	Sabato Magazine
Björn Borg	Swedish former top tennis player	Capital magazine
Victor Muller	Founder+ CEO of Spyker	Sabato Magazine
Bobby Dekeyser	Founder & CEO of Dedon	Sabato Magazine
Eddy Merckx	the greatest cyclist of all time	Sabato Magazine
Jacques Rogge	ex chairman IOC 2001- 2013	Capital Magazine

Portrait work / National

Jef Neve	Belgian Jazz player	Sabato Magazine
Luc Tuymans	Belgian Contemporary Artist	Sabato Magazine
Michael Borremans	Belgian Contemporary Artist	Sabato Magazine
Rogeer Raveel	Belgian Painter	Capital Magazine
Elvis Pompilio	Fashion Designer	Sabato Magazine
Philippe Herreweghe	Belgian Conductor	Sabato Magazine
Guy Verhofstadt	European parliamentarian and ex prime minister of Belgium	Capital Magazine
Alain Coumont	Founder of Le Pain Quotidien	Sabato Magazine
Eddy Francois	Architect	Sabato Magazine

