

Matej Svítok

AI CREATIVE DIRECTOR · ART DIRECTOR

Crew, casting, location, weather. Cancelled.
Bespoke AI campaigns. Ready to ship.



La Passeggiata

POLÈNE · NUMÉRO DIX BAG · CAMPAIGN CONCEPT



POLÈNE









Everyday Comfort

BAŢA BAREFOOT FW26 · CAMPAIGN CONCEPT











The New Ground

VAGABOND FW26 · CAMPAIGN CONCEPT







VAGABOND
VAGABOND.COM



Back to Work

ADIDAS SAMBA · CAMPAIGN CONCEPT









Maison Commute

PROMPT MAISON · SELF-INITIATED BRAND · CAMPAIGN



PROMPT MAISON

PROMPT MAISON

PROMPT MAISON

PROMPT MAISON

PROMPT MAISON

PROMPT MAISON

PROMPT MAISON







Gilded Study

LEDORÉ · SELF-INITIATED BRAND · CAMPAIGN









Everyday Comfort

BAŤA SS26 · PUBLISHED · THE BRAND'S FIRST FULLY AI CAMPAIGN





Bata
POWERED BY
Ortholite® Hybrid



While you're booking the shoot, *your competition has already shipped the campaign.*

Available for a full-time AI Creative Director / Art Director role in Prague, or a long-term engagement.

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