

# Creative Exchange Agency

Artist Representation  
416 West 13th Street  
Suite 316  
New York, NY 10014  
United States

View the full portfolio at <http://www.thecreativefinder.com/creativeexchange>

## Professional Experience and Curriculum Vitae

Creative Exchange Agency (CXA), founded in 1994 by Steven Pranica, is an innovative artist management and production company, with a diverse roster of talent, recognized for its progressive cross-cultural perspective. The agency utilizes its decade of experience in photography, fine art, commercials, music and film production to manage talent and ensure their artistic development and marketing in the editorial, advertising, fine art, film and emerging media arenas. CXA has successfully guided the careers of many photographers into the fine art arena, including book publications, gallery and museum exhibitions, and corporate sponsored special projects

With offices in New York, Paris, Tokyo and Shanghai, and its thriving roster of photographers, fashion editors and art directors, Creative Exchange Agency is at the forefront in uniting art, culture and commerce. With its global presence, CXA has produced both iconic and acclaimed advertising campaigns, international exhibitions, commercials, and fine art book publications. The company's long standing direct relationships with artists, editorial publications, advertising agencies, fashion houses, record labels, movie studios and Fortune 500 companies have elevated it to one of the most respected in the business.

Creative Exchange Agency broke new ground with the formation of CXA+ART that was established to explore alternative avenues of communication and distribution of art, photography and film. CXA+ART aligns both visionary artists and luxury brands to create visual content that captivate and engage consumers. With profound ties and access to contemporary artists, photographers, curators and design studios, CXA+ART develops 'Art Programs' which translate creative content into exhibitions, art campaigns, limited-edition product designs, store installations and art books that reinforce brand identity in the consumer's consciousness, while making a global cultural indentation.

Please click <http://www.designtaxi.com/article/100773/The-Founder-of-Creative-Exchange-Agency/> to read an interview with Steven Pranica, Founder of Creative Exchange Agency.

## Previous Clientele

Please kindly get in touch for more information.

## Awards and Accolades

Please kindly get in touch for more information.

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Designed by Peter Saville



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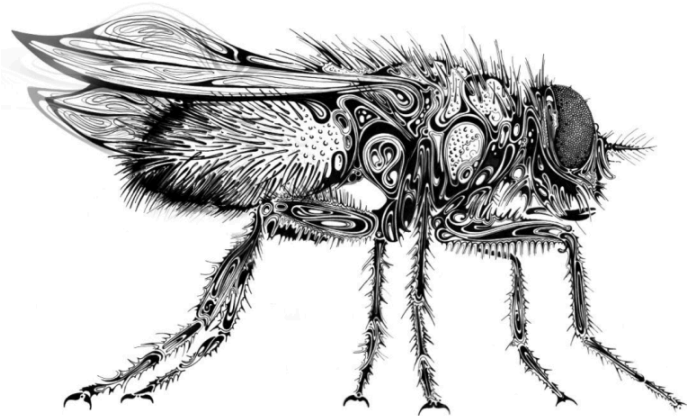
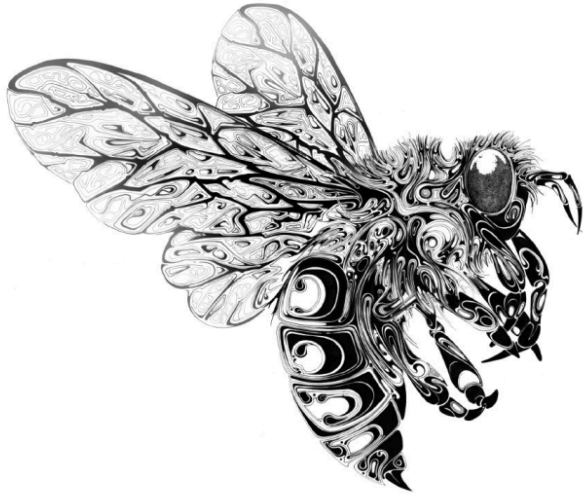


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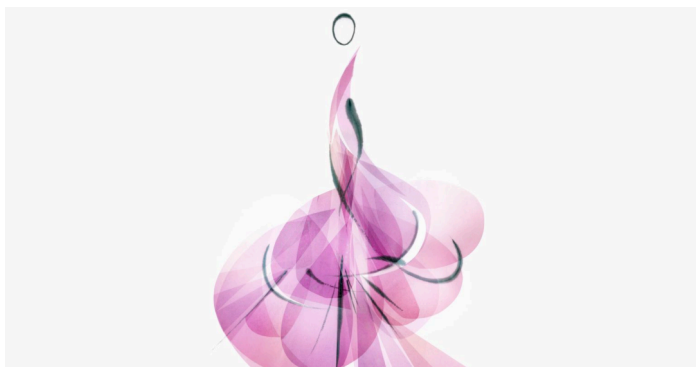


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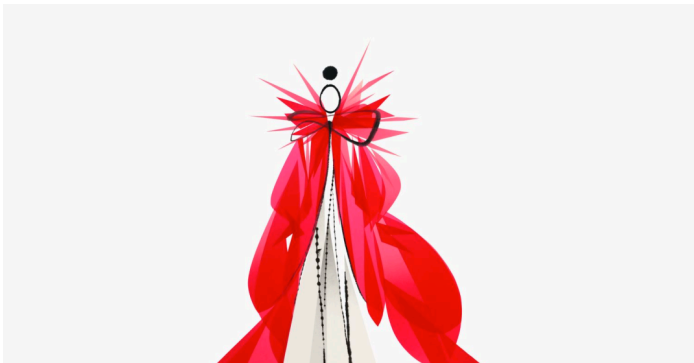
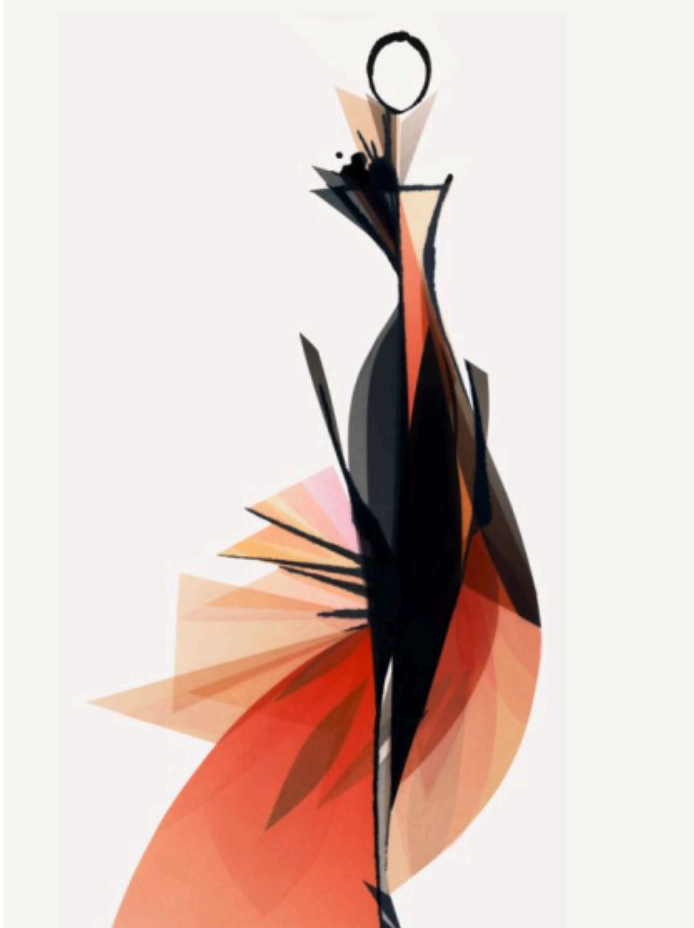


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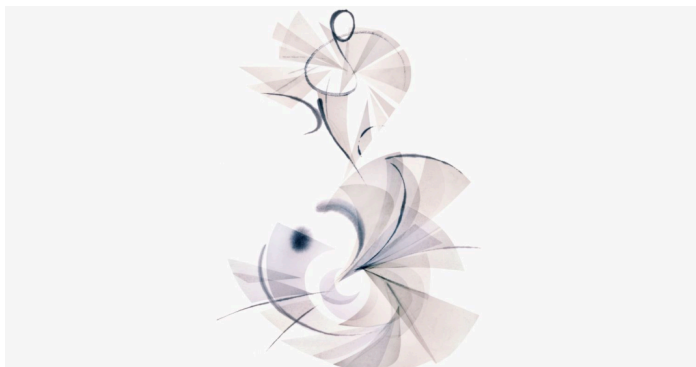
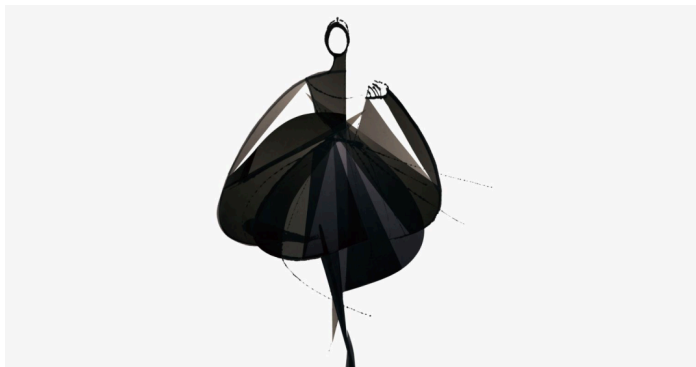


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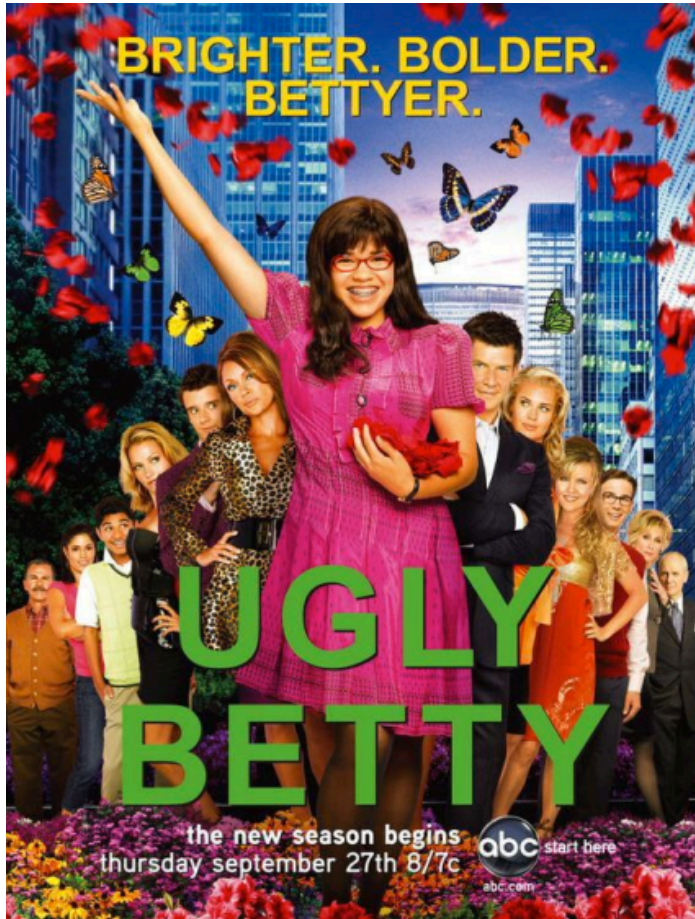


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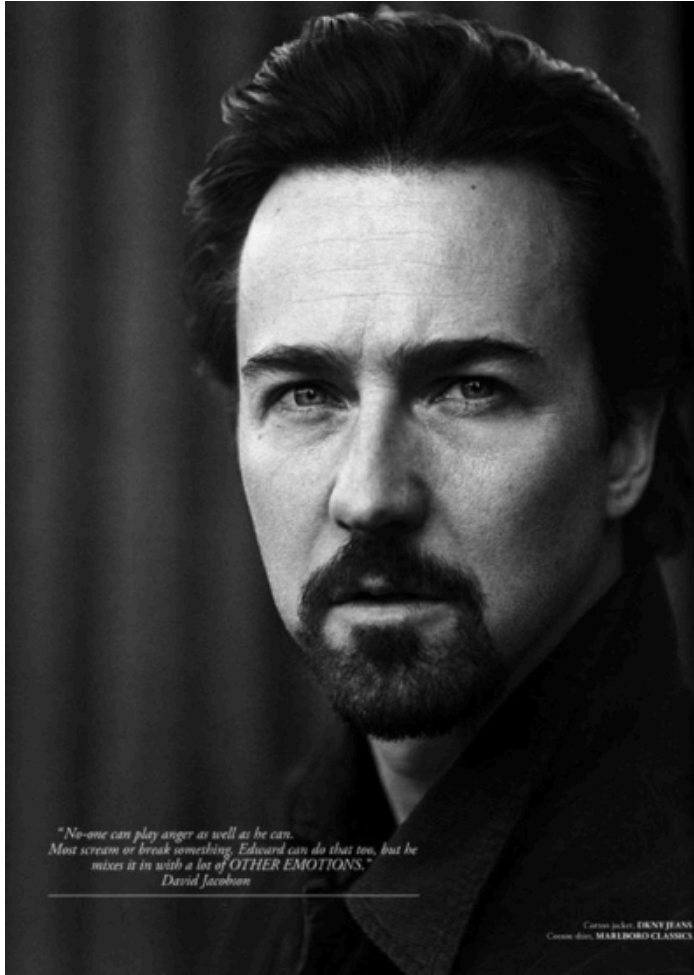
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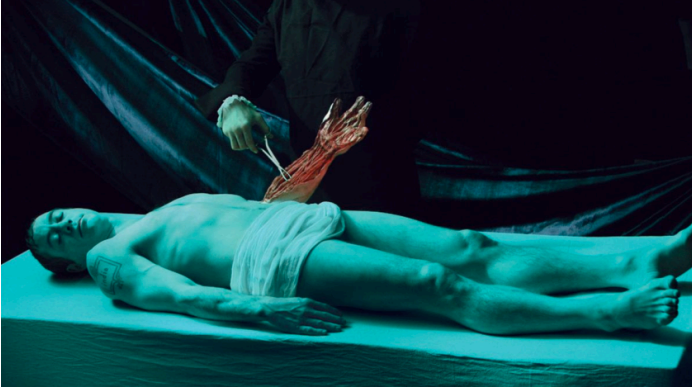


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