

Lawfully Creative | Malcolm Gaskin, British advertising veteran

About the show

Lawfully Creative

With Annabelle Gauberti



Produced by
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The podcast "Lawfully Creative" is a series of intimate and honest conversations hosted by Annabelle Gauberti, the founding and managing partner of London and Paris-

based law firm Crefovi, which focuses on advising the creative industries. Annabelle talks with artists, policy makers and professionals in the creative industries – to hear their stories, what inspires their creations, what decisions changed their careers, and what relationships influenced their work. Produced by Crefovi.

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Episode n. 18: Malcolm Gaskin, British advertising veteran



Malcolm Gaskin has had a highly creative, and productive, career in advertising, by bringing about some of the most impactful, witty and memorable global advertising campaigns of the 80s and 90s, in his roles as art director or designer.

8 November 2021 – Malcolm Gaskin is one of the most original and highly-productive advertising veterans, out there, spanning a 40 years' career in this industry. What inspired him to become an advertising expert? How did he make it to the top of his industry, which is known for being both hyper-aggressive and ultra-competitive? Where did he get his best ideas from? How did he make his clients happy? Hear Malcolm's stories and anecdotes here, in his conversation with Crefovi's founding and managing partner, Annabelle Gauberti.

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A global network

Clients praise Crefovi's lawyers for their responsiveness & ability to understand the technical, business and legal aspects of each commercial transaction and come back, deal after deal, to be advised by them.

While London and Paris based, we routinely work across borders. The vast majority of our engagements are multi-jurisdictional. We are used to working in multinational teams, and rely on our network of specialist lawyers for support in other jurisdictions.

The team has therefore established an extensive international network of creative industries' contacts and a close association with other specialist lawyers worldwide. Our history of successes in high profile, politically sensitive matters reflects an ability to act swiftly and with the utmost discretion.

Indeed, Crefovi's lawyers are very well connected in the world of the creative industries, attending, and participating to discussion panels at, on a regular basis, each session of the professional trade shows such as CES, Web Summit, DLD & Slush, Midem, as well as the Cannes film festival and EFM and the Berlinale.

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