

James Darby is an
award-winning designer
and art director.

Bombay Sapphire, Bacardí, Nike,
Alcatel and Havaianas.

Bacardí — Casa Bacardí

Art Director

Casa Bacardí is how I brought Bacardí's untameable spirit to life at music festivals. Since Don Facundo Bacardí created the rum in Cuba in 1862, the brand has survived every kind of adversity, and music has always been in its DNA. Don Facundo threw legendary parties at the family home in Santiago de Cuba to celebrate the sugar-cane harvest, and that's the feeling I chased: an experiential build selling drinks and cocktails at festivals, carrying the heritage every year since 1996. I championed the perfect serve, drove bartender advocacy, and built real belief in Bacardí's story — all under one banner: The Sound of Rum.





Bombay Sapphire — CANVAS

Art Director

CANVAS was Bombay Sapphire's first global festival activation, and I art-directed it for their launch at Electric Picnic 2019. The idea I wanted to land was simple: let people unleash their inner artist, so a drink becomes something you make rather than something you're handed. I designed the whole thing as a journey through a series of sensory stations — a Paint Station, an imaGINation station set against a bespoke installation by Dublin artist Anna Doran, a DIY tonic wall and a garnish garden — finishing at a spray-mist station and a photography plinth so every cup became a keepsake. Mixology met art.





IAM JD × Nike — Football Festival

Art Director

JD Sports and Nike wanted a female-focused football event in Paris to motivate and empower their audience, and I art-directed the whole brand experience. I built the day around workshop areas: football with a Paris-based female breakdance and freestyle troupe, a customisation locker-room, Hip-Hop yoga led by Sandrine Bridoux, and a DJ masterclass with UK DJ Krystal Roxx. French pop sensation Aya Nakamura headlined with a live performance, followed by a live screening of the Women's World Cup quarter-finals.





Havaianas × Arlin Graff — IPÊ

Art Director

Havaianas have long supported IPÊ, a charity protecting the Amazon rainforest. For this project I art-directed a collaboration with São Paulo street artist and environmentalist Arlin Graff — three limited-edition IPÊ flip-flop designs, each giving a percentage back to the rainforest. To bring the cause to life, I took Graff to Redchurch Street in Shoreditch and we turned an entire building into an endangered-species mural. I brought in Global Street Art and Wonderland Magazine, and built the launch event and digital assets that introduced new audiences to Arlin and the Havaianas–IPÊ partnership.





Alcatel — The People's Champion

Art Director / Photographer

I worked with Alcatel UK & Ireland for years. In 2018 I helped shape The People's Champion — an integrated campaign built on one simple idea: Great Tech, Great Price. The hero was the 3V handset at £120, launched the same week as a £1,000 iPhone and aimed squarely at families outside London. I shot and art-directed the product photography that carried it across PR, retail and social. The numbers I'm proud of: 487k activations across Q2–Q4, 50M Google Display views, 865.2k reached on Twitter and 2.89M on Facebook, 12,000 store visits and 30,000 retail staff trained.



