

World-class  
creative talent

Withdrawn 16 May 2019

CREATIVITY  
IS

**GREAT**

BRITAIN & NORTHERN IRELAND

*London 2012 Olympic cauldron*  
Heatherwick Studio



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# Cultivating growth

*British creativity is working globally to nurture economic and social development. It instills innovation, proven expertise and rigour in major projects of all types.*

Until recently the market for UK creativity was limited largely to Western Europe. Product design, fashion and high-end architecture are invariably global, commissioned by international clients for a world audience. But branding, advertising and digital design were mainly local affairs, crossing boundaries only where multinational clients were involved.

Now though as new markets mature and global trading channels widen, the demand for British creative expertise is escalating. The interest, particularly

from emerging nations in Asia and the Middle East and countries like Russia and Brazil, is based on Britain's reputation and experience of dealing with massive projects or collaborating with other players to handle a particular aspect of the work.

Such has been the international engagement with UK creativity that a number of practitioners have set up offices overseas over the past three or four years to service clients there. Consultancies within marketing services conglomerates such as WPP

groups like FITCH, The Brand Union and Landor Associates - have long had an overseas presence. But now independents like retail specialist StartJG, branding group Elmwood and transport and industrial design specialist Priestmangoode all boast offices abroad.

The reputation of British design is built on three main pillars: innovation; expertise; and process.

Innovation is key to riding social and economic shifts in a changing world. It

Gardens by the Bay in Singapore, designed by Grant Associates, Wilkinson Eyre, Atelier One and Atelier Ten.



Above: JetBlue aircraft seating designed by Factorydesign. Above right: London 2012 Olympic torch designed by Barber Osgerby. Opposite: BAA 'POD' designed by Jones Garrard Move.

## Blending art with marketing to create memorable customer experiences is a British trait.



Craftsman with copper petals for the Olympic cauldron designed by Heatherwick Studio.

is a founding principle of leadership and integral to great design. Take air travel. The growth in global business and tourism is fuelling airport development and expansion. Meanwhile, competition among carriers to attract passengers is escalating, particularly at the lucrative business-class end of the market, against a background of rising fuel costs and growing sustainability concerns. British designers are leading in all these areas.

At the extreme end of air travel are British initiatives such as Virgin Galactic's pioneering suborbital spaceflights. The first Virgin Galactic flights are scheduled for 2014 in spacecraft for which British design and innovation consultancy Seymourpowell created interior concepts. Branding for the spaceships is by StartJG and marketing collateral for the flights was created by London consultancy Form.

Closer to earth, innovations in the design of airline seats have become a big selling point to business customers in particular. British design groups like PearsonLloyd and Factorydesign have redesigned seats for Virgin Atlantic and Lufthansa, and American carrier JetBlue respectively. Priestsmangoode has overhauled interiors for Brazil's national carrier TAM Airlines and commercial plane manufacturer Embraer, as well as redesigning interiors for German airline Lufthansa and rebranding Thai Air's Thai Smile domestic fleet.

In the digital arena, British creatives are at the forefront of innovation. It is particularly in the application of new technologies across various media and in the customer-interface aspects of those applications that the UK excels.

There is a growing culture of digital entrepreneurship in the UK. London boasts a 'Silicon Triangle' on the City fringes populated by digital innovation companies. There is also the iCity development on the site of the former 2012 London Olympic and Paralympic Park that is dedicated to digital enterprise and the broadcast industries. These ventures are supported by local creative agencies, but there are strong digital design communities in cities like Brighton and Bristol too. The University of Dundee in Scotland and colleges such as South London's Ravensbourne are meanwhile acclaimed internationally for their digital and games design graduates.

Blending art with marketing to create memorable customer experiences is a British trait. Groups such as Jason Bruges Studio and Cinimod Studio are working internationally with brands as diverse as Veuve Cliquot's LVMH champagne and games giant Microsoft, for which Cinimod created a digital glyph bearing the company's branding that flew along London's River Thames to mark the launch of Halo 4 in 2012.

Interaction design agencies such as London-based POKE, AllofUs and AKQA use digital media to engage customers differently with very different audiences. At the high end of online fashion retailing, for example, in 2013 POKE created a website for global accessories brand Mulberry that allows customers to explore every detail of the company's signature handbags, inside and out, and enables seamless online retail transactions. It is about celebrating craftsmanship and style.

At the other end of the scale, AKQA has broadened the scope of digital promotions with apps and initiatives for sportswear brand Nike and ad agency Mother redefined advertising in its award-winning Move to the Beat campaign to create a soundtrack for the 2012 London Olympic and Paralympic Games. Both groups have used social networking channels to draw younger audiences in worldwide and involve them in a mix of online and physical events.

In the cultural arena, Brighton-based interaction group Cogapp has created user-friendly digital information systems for institutions such as New York's Museum of Modern Art. London consultancy Made by Many is meanwhile working with Microsoft's Skype division to develop a service for some 600,000 teachers worldwide. Made by Many runs the service, which enables teachers to share educational tools, coursework and lessons and

engage with cultural and technology organisations such as London's Science Museum, the NASA space agency and Penguin Books.

British expertise is equally renowned across customer-facing business areas such as retail design and branding. Initially, the global reach in these areas came through long-term collaborations with Western-based multinational clients promoting their brands beyond the UK. Now British creative talent is sought after by global brands to develop their identities and customer base.

Figtree, for example, has become brand guardian of Taiwanese smartphone giant HTC Corporation. Meanwhile, work by retail specialist Lumsden to create museum shops for London cultural institutions Tate Modern, the Victoria and Albert Museum and the British Museum and Austria's Albertina Museum in Vienna is attracting interest further afield.

Process is key to British design. It is beyond creating imagery and environments to convey a brand message or replicating ideas from one geographical region to another. Effective design is based on thorough research into the local market and a deep understanding of what customers want - and then exceeding those expectations. Some communities - youth culture, say - respond to a global design language, but others demand a more tailored offer.

Great design means understanding appropriate technologies, materials and processes that lie behind a project, from aerodynamics and programming to ergonomics and sustainability. It is about taking leadership and demands collaboration.

Collaboration is important to projects of any scale, particularly for non-UK markets. However innovative and appropriate a creative concept it will be ineffective if it is not well made and appropriately promoted. The exchange of ideas and expertise between creative and technical collaborators and the client is essential, particularly on complex projects.

Cultural sensitivity is vital too. You can't just export a European retail offer or Western ad campaign to China or India or expect packaging to be accepted in the Middle East or Russia without considering local interpretations of the brand name, colours and imagery, for example. Appreciation of cultural nuances comes through genuine insight, collaboration across continents and the ability to listen.

As these examples show, British design can cross international borders to great effect. No project is too big or challenge too great. UK creative talent excels in framing the bigger picture, but also in handling the finer details with sensitivity and style.

# CREATIVITY IS GREAT

BRITAIN & NORTHERN IRELAND

## Why buy British?

### 1 Talent pool

Britain boasts world-class creative education, rooted in its art schools. These centres of excellence breed animators, artists; architects; musicians; product, graphics, digital and fashion designers; writers and theatre producers - many of whom go on to enjoy international success. They attract top-flight overseas students and many stay on after graduation.

### 2 Creative magnet

Britain is a cohesive multicultural society and business environment. Its creatives are accustomed to thinking internationally and are sought after globally. It attracts creative people from overseas who have set up businesses in the UK, regarding it as the place to be because of its creativity, innovation and drive.

### 3 Specialisms

Britain encompasses an array of individual creative specialisms, from yacht and product design through interiors, animation and advertising design to music, film and publishing. That talent stands apart globally, but experts in all of these disciplines are equally skilled at collaboration and together make an immensely powerful creative team.

### 1

Architects from the UK work with engineers across the world to create structures of breathtaking beauty, such as the Millau Viaduct in France designed by Foster + Partners Architects. Choose British expertise for your next project. Photo: Sam Knight

### 2

At the cutting edge of international fashion and renowned for its trendsetting, inventiveness and creativity, choose the UK. Union Jack Dress by House of Hannigan

### 3

With world-leading advanced manufacturing, a global reputation for elegant craftsmanship and a highly skilled workforce, choose the UK for cutting edge luxury motor-yacht design and production. Fairline Yachts



### 4

For world-class research and innovation in healthcare and medical technology, choose the UK. Symposia® Digital Theatre by Brandon Medical Co Ltd.



### 5

Britain has a global reputation and internationally recognised expertise in delivering the world's best airport solutions. Make the UK your partner of choice. Heathrow pod by Ultra Global PRT

### 4 Pioneering spirit

Britain is renowned for innovation and originality in fields such as healthcare, transport and retail. UK creative pioneers and entrepreneurs pride themselves on working in cross-disciplinary collaborative teams across the world to provide governments, organisations and business with the creative imagination and solutions that drive social and economic success.

### 5 Partnerships

Britain offers a great diversity and depth of creative expertise and acute cultural sensitivity. As countries across the globe strive to find great creative partners to help them compete on the world stage and engage with local people, these attributes make the UK the best partner for other nations seeking world-class creative thinking and execution.

## Cultural developments

# Counting on culture

*Tourism is growing apace as people are driven to explore cultural identity. Creativity can make a positive difference to the fortunes of cultural ventures, creating a sense of place, telling stories that engage and educate and attracting global visitors.*



Top and above: Stanislavsky Factory Museum lobby and Stanislavsky Factory theatre interior designed by John McAslan & Partners with museo-lobby by Casson Mann

These are unparalleled times for cultural development. International tourism is rising exponentially and as new regions in the developing world open up to international exchange, the hunger for cultural insight and identity grows among local people and visitors. Business opportunities abound and design has a key part to play in engaging new audiences.

International tourism was valued at US\$1.3 trillion in 2012 by the World Tourism Organisation (UNWTO), with 3-4 per cent growth projected for 2013. But by mid-2013 official figures had already outstripped those predictions, with destinations in Asia and Europe leading the charge.

Southeast Asia saw a 12 per cent increase in visitors in the first half of 2013, with Central and Eastern Europe registering growth of 10 per cent. Europe saw a 5 per cent rise, with Asia and the Pacific up 6 per cent. Fewer people visited the Americas, with a 2 per cent rise in the first six months of 2013. But with the FIFA football World Cup planned for Brazil in 2014 and the Olympic Games in 2016, Rio de Janeiro is poised to become the gateway for tourism to South America.

This translates as an increased demand for cultural attractions and hospitality. Hotel building is rife, particularly at the luxury end of the market, in countries like China and South Korea, and in tourist destinations. There is a desire to express and experience cultural heritage in areas undergoing fundamental change and the global audience is growing apace.

With an enlightened creative approach, cultural venues are a magnet for people and business. Take the United Arab Emirates (UAE) pavilion for the Shanghai Expo 2010 designed by Foster & Partners to highlight the UAE's proactive stance on sustainability. Dune-like 20 metre-high structures contained an interactive experience created by Ralph Applebaum Associates showcasing projects such as Abu Dhabi's Masdar Initiative to explore sustainable energy production.

Temporary installations like the UAE pavilion can make a big impact. A permanent facility can achieve more, creating a new landmark and generating investment for positive change. This is undoubtedly the ambition for Washington DC's Smithsonian National Museum of African American History and Culture. The bronze-clad and powerful crown-inspired architecture will make a strong political statement when it opens in 2015 next to the Washington Monument. The iconic building was designed by British architect David Adjaye and the Freelon Adjaye Bond/SmithGroup team.

Landmark projects invariably create a focus to uplift the surrounding area. Singapore's £350m Gardens by the Bay was, for example, initiated by authorities aware that creating a major attraction would enhance the value of the neighbourhood. The gardens would not just draw visitors, but other investors too.

Singapore National Parks Board opened the British-designed botanical garden in 2012. Built on 54 hectares

### Cultural Development Fact

International tourism valued at US\$1.3 trillion in 2012  
Source: World Tourism Organisation



Guangzhou Opera House, China, designed by Zaha Hadid Architects.  
© Hufton+Crow

## Cultural developments



of reclaimed waterfront land, its two domed conservatories were created by architect WilkinsonEyre to house Mediterranean and tropical plants with 12 'supertrees' designed with landscape architect Grant Associates and structural engineer Atelier One. The steel 'trees' are solar-powered vertical gardens rising between 25 and 50 metres. They signpost the gardens from the surrounding area, create an identity and provide high-level walkways and bars.

Grant Associates won the commission in 2006 out of 10 contenders selected by Dr Tan Wee Kiat, Director of the Singapore National Parks Board. The firm worked with WilkinsonEyre, exhibition designer Land Design Studio, Atelier One and services consultant Atelier Ten. Anglo-American landscape group Gustafson Porter has meanwhile been appointed for the second phase to develop the nearby Bay East Garden on the theme of water.

The Singapore gardens show that assembling the right creative team maximises a development's potential. Gardens by the Bay has won several international awards largely because the designers challenged each other to innovate and create an extraordinary world-class venue.

Dr Tan's hands-on support and enthusiasm have been invaluable to the success of the Singapore project. Client commitment also steered an award-winning urban regeneration project in Moscow, created by architects John McAslan & Partners for Russian investor Sergey Gordeev. The redevelopment of the former

Stanislavsky Factory, built in 1814 to make gold and silver braid for the Russian court, has redefined the relationship between buildings and public space in Moscow. The integration of car parking within a landscaped mixed development fulfilled Moscow Mayor Sergey Sobyanin's pledge to ease congestion in the city and won international acclaim for creating a 'public realm' around the buildings.

The centrepiece is the restoration of the 250-seat theatre created in 1898 by Konstantin Stanislavsky, inventor of method acting, for his Moscow Arts Theatre troupe. Building on the Stanislavsky legacy, the theatre has brought nightlife into a day-time office complex.

These theatrical associations are celebrated in the foyer to the main factory building where the gold and silver threads were drawn out. British designer Casson Mann has created a 'museo-lobby' to remind visitors of the site's cultural significance - and to give the complex an edge on the commercial market.

Casson Mann worked with digital design group AllofUs on imagery telling the theatre entrepreneur's story that is displayed around a double-height 'fly-tower' cut into the lobby. This meshing of cultural heritage within the Stanislavsky estate - which includes the neo-classical church of St Martin the Confessor - juxtaposing restored buildings and new-build has created a rhythm attractive to tenants and visitors.

John McAslan & Partners is now redeveloping Moscow's former Bolshevik Candy Factory. Owned by O1 Properties, which bought the Stanislavsky

development from Gordeev, this mixed-use complex will include a new circular gallery of Russian Impressionist art. The genre has not previously had a dedicated gallery.

Design interventions are often part of a bigger plan by governments or institutions to revitalise a city, region or cultural venue. South Korea's Dongdaemun Design Park & Plaza was commissioned by Seoul Metropolitan Government to bring together historic artefacts and contemporary culture to track the city's emerging nature. British practice Zaha Hadid Architects has designed the hub and landscape park that will act as a learning resource for designers and the public when it is completed in 2017.

The potential for new visitors prompted French wine capital Burgundy to develop the region's potential not just as a wine producer, but also as a global tourist destination. As part of the development plan to attract more visitors, the authorities engaged

below and opposite: Views of the Secret Garden and Forest Walk within the Gardens by the Bay's Cloud Forest designed by WilkinsonEyre.



Russian Impressionism Museum designed by John McAslan & Partners. Left: Gardens by the Bay Flower Garden at night designed by WilkinsonEyre.

Casson Mann with Parisian architect X-TI to create a wine museum, Cité des Civilisations du Vin.

When it opens in 2016, the flagon-shaped building will contain 24 innovative physical and digital displays dedicated to the story of wine within an airy, sculptural 3,000m space. The exhibits will create a memorable experience, from the intimate to the spectacular. With an exhibition budget of £11m, the Cité des Civilisations du Vin will be the world's largest visitors' centre devoted

to wine and is expected to attract more than 400,000 people a year.

Creativity can make a positive difference to the fortunes of cultural ventures. It can create a sense of place, help to tell stories that engage and educate visitors and attract tourists from across the world. If a venue is memorable for the quality of experience visitors share it is likely to be a commercial success in its own right. It will also raise the profile and intrinsic value of the neighbourhood it serves.

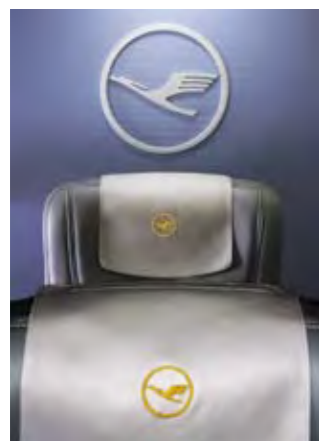
**Landmark projects invariably create a focus to uplift the surrounding area.**



## Transport

# Travelling in style

*Travel is big business. As new global destinations open up, transport operators vie to attract more passengers, particularly at the high end of the market. Design is driving branding programmes to boost consumer confidence and bids to improve passenger facilities.*



Top: Lufthansa cabin designed by Priestmangoode. Above: New business class seat and cabin designed by PearsonLloyd.

Transport design is part of Britain's heritage. The UK has been developing trains and rail networks since 19th-century engineer George Stephenson created the Stockton to Darlington Railway in 1825 and the first inter-city line from Liverpool to Manchester in 1830. Stephenson's Rocket was his pioneering steam locomotive, built in Newcastle-upon-Tyne in 1829.

British design is once more driving innovation as transport networks open up new destinations for commerce and tourism. Railways and airlines are investing heavily to upgrade stock and branding to attract global travellers. Business travel is particularly lucrative and the focus has been on upgrading first-class and business accommodation on trains and planes - and at transport terminals. But competition among budget carriers has prompted them to use design to attract passengers.

Stephenson's legacy lives on with British industrial designers including trains in their portfolios. Jones Garrard Move designed the original locomotive for the Eurostar cross-channel service, for example, and, like DCA Design International and Seymourpowell, has created interiors for train companies. Meanwhile, since 2009 Priestmangoode has collaborated with Chinese rolling-stock giant CSR Sifang on trains capable of 350kph for China's new high-speed network.

However, it is planes that are spearheading international travel. Airports are expanding and building retail offers to passengers whose stay at terminals is prolonged by security regulations. For example, Madrid's

iconic Barajas Airport was designed by architects Rogers Stirk Harbour & Partners to handle 35 million passengers a year and establish the Spanish capital as a major European hub. The practice is now developing Terminal 1 at Lyon-Saint Exupéry Airport with French architects Chabanne & Partenaires to double its capacity.

Airlines are competing increasingly through the design of on-board facilities and airside lounges. European carrier Lufthansa commissioned Priestmangoode to create a 'seamless passenger journey' across its fleet, including all cabin fittings and the A380 plane's first-class section. British design group PearsonLloyd, meanwhile designed the new business-class seats for Lufthansa's wide-bodied Boeing 747-8 planes. The company has invested some US\$1.3bn in the research, design, manufacture and installation of the 747-8 seat to attract more business passengers.

Lufthansa is creating a consistent brand message through 3D design rather than just visual branding. The new seats confirm that business travel is a big earner for airlines and it is growing. The Global Business Travel Association anticipates a US\$273bn global spend on business-class airfares in 2013 - a rise of 4.3 per cent from 2012. Competition is therefore rife among carriers.

PearsonLloyd has also introduced a V formation for Lufthansa business seats to give passengers more privacy and reap commercial benefits for the airline. Seats are angled towards passengers' feet, allowing greater



Airport Express in Hong Kong designed by Jones Garrard Move.

### Transport Fact



**Business-class airfares set to earn US\$273bn in 2013**

Source: Global Business Travel Association



## Transport



Thai Smile livery designed by Priestmangoode.  
Below: Online booking design for Thai Smile by Priestmangoode.

space between the shoulders of passengers sitting side by side.

The 'V' configuration occupies less floor area than other flat-bed layouts. This allows passengers and stewards more space to move around the cabin. It also means no reduction in the number of seats in the business-class cabin to accommodate flat beds.

The weight of the Lufthansa Boeing 747-8 seats has been virtually halved, which impacts on fuel consumption and concerns over the carbon footprint of flying. PearsonLloyd's design strips out rarely used features such as height adjusters and an integrated back massage, and because the angled seat gives greater privacy and lies flat as a bed, the headrest doesn't need 'wings' for privacy.

Eleven wide-body Lufthansa planes have been fitted with the flat-bed seats since 2012 and the full 7,000 will be installed on 100 planes by 2015.

In 2011, Lufthansa topped the airline valuation charts produced by independent British brand-valuation company Brand Finance. Korean Air ranked 14th and rising, while its South Korean rival Asiana Airlines didn't figure in the top 20. Against this backdrop, in 2012 Asiana approached British design group tangerine to overhaul the cabin interiors of its A340 fleet.

Brand Finance's ratings highlight Asiana's perceived shortcomings. It will be interesting to see how the brand fares after tangerine's concepts are implemented in 2015.

There are innovations too at the low-cost end of the airline market. New York carrier JetBlue, for example, focuses mainly on the home market and flights from the USA to the Caribbean and Central America. It is an economy airline, but is challenging perceptions through plans to enter the premium market.

JetBlue's Mint Experience will include an upgrade of the first-class cabins on its Airbus A321 fleet when it goes into service in 2014. Central to the changes will be a customised seat, designed by London consultancy Factorydesign.

Factorydesign has built on the existing Vantage seat from Northern Ireland manufacturer Thompson Aero Seating to create the Mint Seat and the Mint Suite with a closing door. The seat converts into a 6' 8" flat bed.

As global transport networks open up new territories, cities are encouraging people to get around at their own speed. Bicycle hire schemes are taking off, as are wayfinding strategies to

guide pedestrians through urban centres. The benefits include increased fitness, but walking also encourages exploration and enhances a city's appeal to tourists.

London wayfinding pioneer Applied Information Group devised the Legible London strategy in 2007, fulfilling a desire by the then London Mayor Ken Livingstone for people to walk more. It evolved into a Legible City strategy that has been exported beyond the UK to cities such as Dublin.

The system comprises a hierarchy of street signs, designed with 3D design group Lacock Gullam, and two maps: the 'planner map' and the 'finder map'. The maps show walking circles of 15 and five minutes respectively so pedestrians can see where they are. Significant landmarks are depicted in three dimensions so pedestrians can orient themselves around them.

An incarnation of Legible City in Vancouver, Canada, takes the notion of wayfinding beyond walking. The



Above left: KCRC train for Hong Kong by Jones Garrard Move. Above and below: Wayfinding information in the City of Vancouver designed by Applied.

authorities in Metro Vancouver - where the population is expected to rise by a third over 20 years - have extended the city's light rail and bus networks. They have upgraded the highway and bridge infrastructure and developed green cycleways.

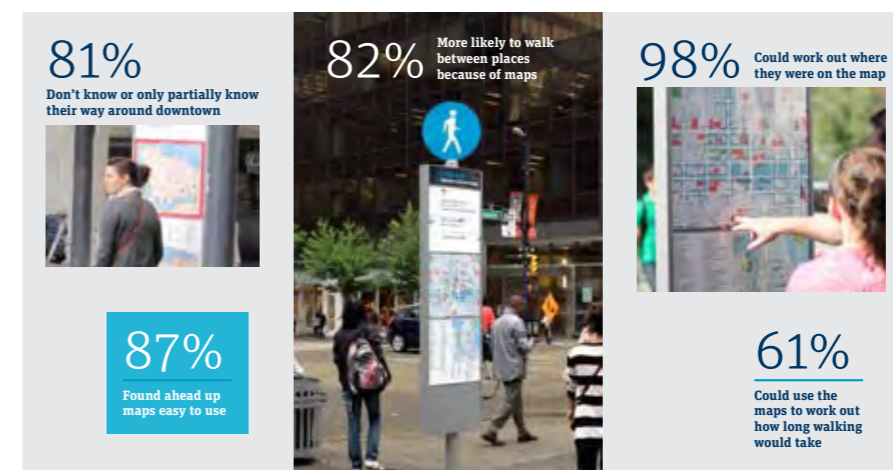
These developments highlighted the need for a wayfinding strategy to guide locals and tourists around the city. Applied Information Group was appointed in 2008 by the regional transport authority TransLink to devise a system covering motoring, rail, sea travel, bus, cycling and walking to ensure smooth transit across all transport networks. Applied has since been appointed 'framework' consultant for TransLink and opened an office in Vancouver to manage wayfinding projects.

Vancouver aims to be the world's greenest city by 2020. It approached Applied for a city-wide pedestrian

wayfinding scheme along the lines of Legible London and this was trialled in 2012. In a survey carried out during the trial, 82 per cent of local people said the maps would encourage them to walk more. Vancouver is therefore implementing the scheme and has appointed Applied to develop a digital map system.

Travel is about business and exploration. Creativity can enhance travellers' experience on both counts. It can build brand loyalty in transport networks by increasing comfort and ensuring the consistency that creates confidence.

It can boost passenger numbers and give carriers a competitive edge. It can encourage tourism. But it is also part of the sustainability story for businesses and communities. Whether people walk, fly or ride, creative thinking helps to keep them moving safely.



**Whether people walk, fly or ride, creative thinking helps to keep them moving safely.**

## Healthcare

# A healthy dose of creativity

*Effective healthcare is a measure of economic and social success. Creativity is helping national and private providers to put the patient at the centre and engage stakeholders. Medical suppliers are meanwhile combining design and science to envision future treatments.*



Roche Healthcare  
Accu-Chek Mobile  
designed by Kinneir  
Dufort.

Shifts in healthcare thinking have put patients at the centre of public services. Meanwhile, private healthcare is in the ascendancy across the globe and, given the fees at stake, competition between providers is rife. Add to this the higher patient expectations and there is a clear case for greater creativity.

This has been recognised by British designers. They are pushing boundaries in the health facilities they create or in collaborations with drug companies and medical equipment suppliers. It is about innovation that crosses national borders.

Architects like BDP and Make are working globally on hospitals and health centres. The design of products, interiors, branding and communication systems is meanwhile providing better care and environments for patients and medical staff. All are giving an edge to healthcare providers competing on the quality of treatment and service they offer. The objective is to improve the overall experience of healthcare and boost efficiency in a market that is increasingly international.

The shift in thinking in the UK dates back to 2008. A report by eminent

surgeon Professor the Lord Darzi on the National Health Service (NHS) set out key criteria for effective patient care. He said healthcare services must be effective, personal and safe. His report, High Quality Care for All, maintains that healthcare should be arranged around individuals – a break with traditional public-sector healthcare practice. It centres on the quality rather than the quantity of services available to patients.

The creative response has been impressive, with initiatives launched by the UK's Design Council and others to address hygiene in hospitals and patient dignity through the design of products and services. Research associates at the Royal College of Art's Helen Hamlyn Centre have meanwhile worked with the NHS to redesign the emergency triage to allow more space for health professionals to treat patients and for improved equipment and technology and offer a more comfortable ride. The resulting body of knowledge and expertise acquired by British designers has created a 'best practice' scenario based on fundamental human principles that is transferable beyond the UK.

### Healthcare Fact

**+** Spending on healthcare infrastructure in OECD and BRIC countries set to rise 50% from US\$263bn to US\$397bn by 2020  
Source:  
PricewaterhouseCoopers



'Nature trail' in Great Ormond Street Hospital designed by Jason Bruges Studio.

## Healthcare



**Above:** HandiHaler designed by Kinneir Dufort **Above right:** Hospital furniture from the Design Council's Design Bugs Out scheme



**Above:** Roche Healthcare FastClix and Nano devices designed by Kinneir Dufort. **Right:** Schott Ingentle syringe design by Cambridge Consultants.



Healthcare provision is complex, driven by technological breakthroughs. It is therefore vital that design, engineering and science come together to create medical instruments and devices. This happens within specialist design groups like Cambridge Consultants and Kinneir Dufort, which partner global pharmaceutical companies and medical manufacturers on innovation projects.

Cambridge Consultants has worked with Philips Medical Systems on a wireless telemetry system to monitor electrocardiograph readings using state-of-the-art technology and with Schott on the Schott Ingentle syringe. As the name suggests, Ingentle is designed to limit pain during injections and has a special closure that makes sure sensitive drugs don't come into contact with the metal needle or other possible contaminants.

Like other creative specialists, Cambridge Consultants works with medical suppliers to envision the future and adjust products and services to match new expectations. With Roche Diabetes Care it considered diabetes treatment towards the year 2020, scoping possible economic issues and market concerns to create three different scenarios 10 years on for its research.

International healthcare providers have become increasingly concerned with the usability and design of medical devices. This is driven by the rise in self-care by patients and the desire for greater independence. Technological developments like wireless connectivity and smart devices have enabled new, self-administered

treatments, but these are only effective if patients use them correctly.

Good design puts people first, whether they are patients or medical staff. Technical performance is fundamental to medical devices, but so too are the comfort of the patient and the usability for medical practitioners. It isn't just a question of ergonomics. It is about creating devices that look and feel good, particularly if they are to be used regularly by people with conditions such as diabetes and asthma.

Kinneir Dufort is among the design groups with expertise in these areas. It has won awards for product design, such as the stylish design of the HandiHaler for Boehringer Ingelheim designed to put young asthma sufferers at ease with carrying and using the device. It has also worked with Roche on products to help consolidate the manufacturer's position in the global diabetes care market. Three products in the Accu-Chek series, in particular - the Aviva Nano blood glucose monitor launched in 2009, the mobile version of 2011 and FastClix 'painless' finger pricker of 2012 - share the same design language. They are comfortable to hold, easy to use and don't look like laboratory equipment.

Healthcare is a priority for emerging nations. Some are looking to established providers in the West to partner on new healthcare ventures because of the expertise and credibility they offer. The importance though is to package the offer in a way that respects local cultures.



Mubadala Healthcare in Abu Dhabi is a case in point. It has come together with the American healthcare giant Cleveland Clinic to create a top-quality hospital, The Cleveland Clinic Abu Dhabi. Branding for the venture by Saffron Brand Consultants reflects the strengths of both partners. The brand experience is tailored to the local culture of the United Arab Emirates (UAE) while retaining the integrity and authority of the Cleveland Clinic brand.

Cleveland Clinic and the Abu Dhabi government-owned Mubadala Development Company formed a partnership in 2006 with a shared vision of bringing the highest international standards of cardiovascular and neurological care to the region. Saffron won a procurement tender and was appointed to create a branding strategy by Cleveland Clinic Abu Dhabi in 2011. It worked with stakeholder groups to evolve the theme 'New Horizons in Healthcare' for the branding, which effectively brings together three brands. It blends the pre-eminent quality and experience of Cleveland with the local credibility and rigour of Mubadala and modern, hospitable character of Abu Dhabi.

The identity needed local resonance but be part of the Cleveland Clinic family and the professional values it has embodied for more than 90 years. Patient care is central to the new facility and this is reflected in clear documentation and design guidelines.

Saffron's branding retains the Cleveland Clinic signature to reflect its heritage. The colour palette reflects Abu Dhabi's environment, architecture and culture. The 'patterned' branding is reminiscent of Arab art and provenance.

Landor Associates' work for South Africa's private-hospital chain Mediclinic was also generated by global expansion. Set up in 1983, Mediclinic acquired Emirates Healthcare Holdings in the UAE and Swiss hospital group Hirslanden in 2006. It brought in Landor in 2007 to unite the brand and create the look and feel of the international group.

Building on Mediclinic scientific prowess, Landor's brand proposition is 'The Science of Care'. It devised a visual identity and language based on Mediclinic's electric-blue colourway. The programme continues, with Landor extending the branding to accommodate new Medicare offers. The latest work is with Medicare's Medical Human Resource division to create Medi-Nurse and Medi-Staff.

Sensitivity is vital in healthcare. If patients don't trust the service or are intimidated by equipment it can impact on their care. People are more likely to use devices that are pleasing in their design and studies show that recovery is quicker in a comfortable environment. The health of a nation is crucial to its social and economic success. Creativity is key to ensuring that.

**Above and below:** Branding by Saffron for the Cleveland Clinic in Abu Dhabi applied to advertising and a Patient App.



**It is vital that design, engineering and science come together to create medical instruments and devices.**

## Global Sports

# Competing through

*Top-level sport is synonymous with creativity – a word used by coaches across the globe. But the creative professions play a key role in sporting success. From stadiums to sponsorship, they build reputations and relationships and engage fans in world-class events.*



The Copper Box Arena designed by Make, Populous, PTW Architects and Arup for the London 2012 Olympics is now a public multi-sport venue.

Sport is recognised as a social and economic generator. Global events like the Olympic Games and the World Cups in ball sports create wealth and reputation for their hosts and creativity is key to achieving that. Sponsors gain from the exposure and fans flock to support their teams, spending as they go.

Official figures show, for example, that the London 2012 Olympic and Paralympic Games attracted 680,000 overseas visitors out of a 10.8 million total over the three-month period surrounding the event. And they spent 9 per cent more than visitors to London the previous summer. Brazil can expect similar results when it hosts the 2014 FIFA World Cup in 2014 and the 2016 Olympics.

Top-level sport pushes boundaries and is an arena for innovation. Expectations are high from participants and spectators at global events and design can deliver. From stadiums and ceremonies to team branding, sportswear and staff uniforms, it is about creating the right ambiance and spectacle.

Creativity creates the icons that live in memory. Memorable designs from the London 2012 Olympics, for example, include Thomas Heatherwick's Olympic cauldron with 204 copper petals, each representing a participating nation, and Zaha Hadid's sculptural waveform London Aquatics Centre.

Hadid is now designing stadiums for the 2020 Olympic Games in Tokyo and the 2022 FIFA World Cup in Qatar. These promise to be landmark buildings that contribute to the legacy of those events. Meanwhile, architects firm Populous has completed the

distinctive stadium in the Black Sea city of Sochi in Russia for the 2014 Winter Olympics.

Populous was masterplanner for Olympstroy, the state-run construction body for the Russian Games. The Sochi stadium is one of 11 venues included in that plan. The modular design accommodates 45,000 people at a major event or provides a more intimate 25,000-seat environment. Transparent walls afford spectacular views of the sea and the nearby Caucasus Mountains.

But stadiums aren't the only creative element in big events. There is also the kit. Technology-driven sports shoes, microlight bathing suits and 'breathing' sportswear, footballs and rackets are invariably ground-breaking designs. Designers work with scientists and ergonomists to ensure an athlete's performance is safe and comfortably.

The Paralympic Games have gained prominence over the past 25 years. At the request of the International Paralympic Committee, British designer and wheelchair user David Constantine, co-founder of charity Motivation, has developed low-cost sports wheelchairs, retailing at a fraction of the normal price, for athletes from developing countries. This makes the Paralympics more inclusive and encourages people with disabilities to take up sport.

Branding is also crucial to international sport. It creates the awareness that persuades business partners and fans to rally behind an event or team, be it national or local. It has to accommodate sponsors and fuel lucrative sales of replica kit and

# creative thinking

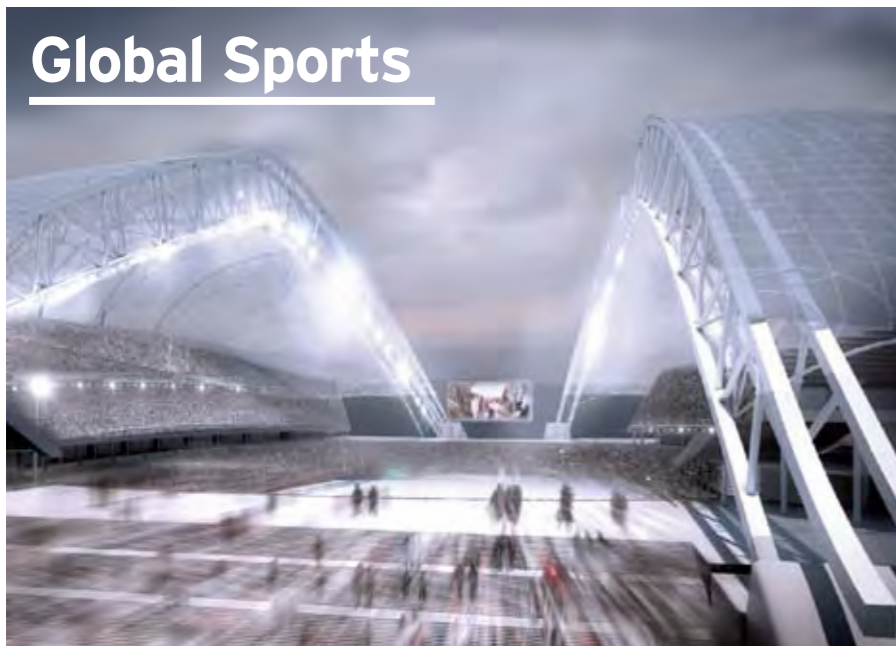
**Creativity builds team spirit through branding, honours patrons, adds to the entertainment and engages a wider audience.**

### Global Sports Fact



The London 2012 Olympics attracted 680,000 overseas visitors  
Source: Office for National Statistics

## Global Sports



Left and far left: Visuals of the stadium for the Sochi Winter Olympics designed by Populous. Right: Swisscom's winter sports campaign by Moving Brands.

Enabling an effective relationship between sport and sponsor results in big business for both and is of mutual benefit.



Above and below: 'The Chance' social media campaign and Coca-Cola's Move to the Beat campaign designed by AKQA and Mother respectively.



merchandise to fans. A happy marriage between sport and sponsor is big business and can be of mutual benefit.

London-based consultancy Moving Brands has developed a programme for Swisscom's partnership with Swiss snow sports and particularly the national ski team. Promotions celebrating the relationship include the 18-part Snowtime series of filmed interviews with top athletes as content for Swisscom's marketing.

The Brand Union meanwhile worked with oil producer Castrol on its global sponsorship of FIFA World Cup football. For the 2010 tournament in South Africa, The Brand Union devised a visual identity system incorporating FIFA and Castrol logos. It appeared on livery and team strips for events, communications and merchandising, and will be applied to joint promotions for the 2014 World Cup in Brazil. Consistency is guaranteed, with clear design guidelines ensuring a smooth roll-out.

Sports are performance-driven and advertising agencies can secure good results for sponsors. London agency Mother, for example, ran a music-driven social media campaign to promote Coca-Cola's sponsorship of the London 2012 Olympics to young people. The Move to the Beat global campaign was in line with Coca-Cola's strategy to

create content that flows across media, but remains linked to the brand's business objectives.

The Coca-Cola campaign demonstrates how significant digital channels are in sports promotions. The audience can engage with the content and steer the outcome. This has proved particularly attractive for competitive sportswear brands keen to encourage sports, build loyalty and sell products.

Like its rival adidas, Nike supports sports at local and professional level through coaching apps. Designed by London digital group AKQA, the Nike Training Club app, for example, offers personal fitness regimes and professional guidance for sport or overall wellbeing.

Taking customer engagement further, The Chance is a social media campaign devised with AKQA to identify the next generation of world-class footballers. Young players from across the globe promote their skills to Nike via Facebook. Football scouts select the top 100, who compete for 16 places on the winners' tour.

Some 150,000 players from 55 countries have so far signed up to The Chance, which is relayed globally via Nike's social media channels. A 2011 winner, Australian footballer Tom Rogic, now plays for Scottish Premier League champions Celtic FC.

The success of initiatives like The Chance highlights the importance of sports at local level. In some countries, school leagues and college sport are massive, feeding into national teams. Creativity can build team spirit through branding, honour patrons, add to the entertainment and engage a wider audience.

An interactive art installation by Jason Bruges Studio at the University of Oregon's Matthew Knight Arena focuses on audience engagement. The arena stages college sports, hosts national student league basketball and volleyball and is home to the Ducks football team.

Commissioned by the State of Oregon, Game Show tracks movement and the flow of fast-moving play during games using an overhead camera. When there is no game it tracks the flow of fans through the tunnel beneath it. This translates via liquid-crystal technology into a kinetic display visible to people outside the entrance as well as in the arena.

Game Show is energy efficient, consuming just 60 watts of power and with minimal carbon dioxide emissions. It is designed to last 20 years so should prove a lasting element of the stadium's identity.

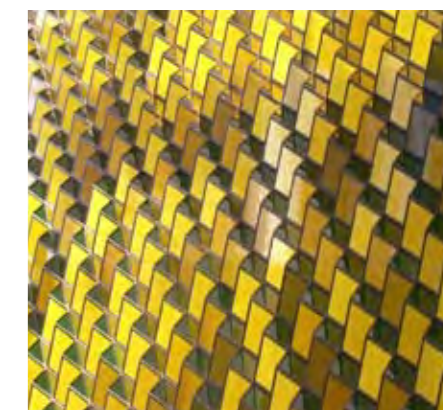
Legacy is a way to maximise investment in sport and boost the local economy. That is what is intended for the Sochi stadium in Russia after the 2014 Winter Olympics and is reflected in the architecture, which was created to guidelines set by organisations like FIFA and the International Olympics Committee.

But a stadium isn't always the main inheritance of an event. Design prompted by sport can transform cities in a host of significant ways. Johannesburg City Council devised tourist maps for the 2010 FIFA World Cup indicating safe cosmopolitan areas in a city known for street crime; London's East End is set to revitalise the post-industrial Olympics area with a park and iCity digital centre; and Sochi is being likened to an Alpine winter sports resort that will live on after the 2014 Winter Olympics.

Nor is infrastructure all that global events generate. The enthusiasm for competition and fitness they build is the real legacy. Those who engage creativity to create sports facilities or digital coaching not only do global communities a service. They also stand to see improvement in their own performance.



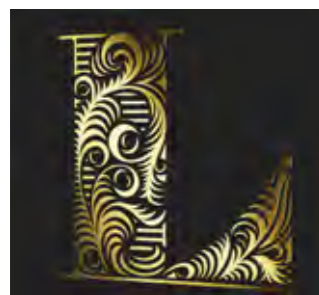
Above and below: Game Show interactive art installation by Jason Bruges Studio at Oregon's Matthew Knight Arena.



## Retail and commercial interiors

# From high-street to high culture

*Retail is a tough business. But whether on the high street, in a luxury mall or in a museum, theatrical touches within a carefully crafted layout attract and engage customers. Cultural sensitivity is also key to creating effective commercial environments.*



Above: Hong Kong's Landmark with branding designed by Pentagram and photography by Rankin.

When 18th-century philosopher Adam Smith dubbed Britain 'a nation of shopkeepers', he was speaking against building an empire solely to expand the country's custom. This view no longer holds water. Global business empires, not least in retail, now dominate world trade. The UK's association with shops has, however, stuck and retail design is acknowledged globally as one of its creative strengths.

UK designers understand the power of 'theatre' to engage and retain customers, to beat high-street rivals and offer a compelling alternative to shopping online. But they appreciate that retail is a tough business, measured by daily sales. The best store layouts encourage purchasing, drawing customers through the shop but featuring highspots that cause them to linger. World-class retail design increasingly incorporates state-of-the-art technology to entertain customers and allow retailers to gauge and react to their responses.

The UK also leads the world in taking retail beyond the high street. Museum and gallery shops have become an important earner for cultural institutions like New York's Museum of Modern Art and London's Victoria and Albert Museum with the help of British creativity. British expertise has been exported to Europe and beyond for Vienna's Albertina and Belvedere museums, which have shops designed by Lumsden Design, and institutions in Denmark, France and Sweden.

The same is true of visitor centres, which sit between culture and retail. Lumsden is, for example, working with

movie giant Universal Studios on retail ventures in Florida and potentially New York and Japan. These stores can be expected to generate huge revenue, offering visitors mementoes of a day well spent, and build brand awareness.

Britain's prowess in retail design dates back to the 1980s when the notion of a 'shopping experience' started to take hold, combining entertainment and storytelling. British retail design pioneers of the 1980s included FITCH, which continues to lead the pack in terms of global reach. Its global portfolio includes appropriately colourful flagship stores for Asian Paints in Delhi and Mumbai and the name, branding and store design for TianHe's All Food supermarkets in Singapore.

In the 1990s, Vittorio Padice, then managing director of London's Selfridges, opened the department store at the Victoria and Albert Museum, representing contemporary Britain with more than historic culture with exhibits from the modern age. But whatever its cultural significance, retail remains a hard-nosed business with data at its heart. Design can create an environment appropriate to the target audience and help to glean and interpret customer data, enabling retailers to address specific individuals or groups.

Take sportswear chain adidas. The German manufacturer expanded from supplying shops with its products into high-street retail in the mid-1990s to enter emerging global markets. There were no wholesale channels in regions such as the Middle East and Africa so direct selling was the only

### Global Sports Fact

Global retail market set to reach US\$20,002bn in 2017  
Source: Lucintel



Lotte Department Store in Seoul by Universal Design Studio.

Commercial interiors require a creative touch appropriate to the project.

## Retail and commercial interiors



Above: Temple House hotel in Chengdu, designed by Make Architects. Above right: Park Hotel in Bangalore designed by Project Orange.

Below: A boutique at Lotte, Seoul. Below right: Exterior view of Lotte shopping mall in Suwon by Universal Design Studio.



viable option. Now, with London-based design group StartJG, adidas has some 6,000 stores worldwide. It has also incorporated sophisticated in-store technology to engage customers and collect data. For example, floor-mounted Wii Fit plates allow customers to assess their sports skills. This puts the emotion of sport at the heart of the store, with customers effectively providing live entertainment. It also feeds data back to adidas.

The 10-year relationship between adidas and StartJG has generated flagship stores in Berlin and Paris and led to more recent outlets in Beijing, Shanghai and elsewhere. The design provides consistent in-store experiences for the youthful worldwide target audience.

Ahead of tournaments, adidas opens stores in cities staging Global Sports events. Rio de Janeiro is therefore in its sights for the 2014 FIFA World Cup.



More often, though, it runs pop-ups at trade fairs and festivals for which StartJG is again responsible. This regular collaboration between designer and retailer ensures consistency across retail platforms, which is key to building brand loyalty and customers' trust.

Collaboration can also fuel innovation. A partnership between adidas and Intel Corporation led StartJG to develop an interactive digital 'shoe wall'. Installed in adidas stores and at events, the wall features rotating 3D images of sports shoe types and information about them.

Software pioneers like Intel see 'connected retail' as the new thing in stores. To this end, British digital consultancies like Allotris, MAKE and Cogapp are pushing boundaries with interactive information systems. Retail design specialists Mizel and Pow and StartJG are among the first to establish in-house interaction design teams to service their clients.



Then there is 'destination retail' and place-making. The multi-faceted Japanese/South Korean Lotte Group, for example, developing a new destination in Suwon in South Korea with a new £500m shopping mall. London interiors specialist Universal Design Studio is creating an iconic façade for the eight-storey building and landscaping the 23-hectare site. The aim is to attract visitors to a new centre in the old town area housing stores, theatres, restaurants and galleries.

The tiled façade, lit by British lighting specialist Speirs + Major, is referred to as 'the veil', acting as a latticed shroud to the building, diffusing the imposing architecture of the mall into the landscaped environment. Environmental benefits include natural shading from the sun on the building and solar roof panels to collect heat. The landscape features prominent 'gateways' to draw visitors into the complex when it is completed in 2014.

Place-making is also a key aspect of The LANDMARK luxury mall developed by Hongkong Land as part of a £640m redevelopment of Hong Kong's Central District. A zig-zag glass façade created by architects Aedas and Kohn Pedersen Fox informs the building's visual identity.

Partners of London-based design group Pentagram have developed branding in keeping with the luxury theme. The letter 'L' for LANDMARK containing intricate patterns badges the centre and appears on carrier bags, packaging and other promotions. Snapshots of Hong Kong inspired the red, gold and black branding and its pattern motif. But the strongest signposts are giant

posters juxtaposing images by British photographer Rankin with slogans to give The Landmark a street presence.

As global travel escalates, hotel and airport operators are similarly drawing on British expertise. Business hotel chain Yotel, for example, is collaborating with London architects SOFTROOM on hotels in New York and Singapore as part of a massive expansion programme, and Project Orange worked on the five-star Park Bangalore Hotel in India, also creating the hotel's Monsoon restaurant, i-Bar and Aqua spa.

A bigger project is the five-star Temple House hotel in Chengdu in southwest China. Designed by architects Make for the Swire Group and Sino-Ocean Land, the 100-bed hotel with 42 serviced apartments occupies a historic site housing ancient temples.

The design places cultural tradition in a contemporary context. Chengdu was a weaving district and the hotel's façade features interwoven brickwork on the lower levels of buildings set around spacious dropped courtyards. The idea is to create a tough outer shell around a soft interior. The temples have been restored and one will become a spa.

Commercial interiors require a creative touch appropriate to the project. Consistency is key to a global retail chain like adidas, while developments such as Hong Kong's LANDMARK and Chengdu's Temple House demand an individual identity. All need a visual language that speaks to the target audience, combining cultural sensitivity and cross-cultural collaboration.

Above: An adidas virtual footwear wall designed by StartJG. Above left: Interior of Lotte shopping mall in Seoul by Universal Design Studio.

**Retail remains a hard-nosed business with data at its heart.**

# World-class creative talent

*Britain offers a wealth of creative talent in areas ranging from architecture, interiors and product design to branding, advertising, graphics and digital communications.*

*The following pages include an alphabetical selection of the members of the Creative Industries Taskforce, with global experience in cultural developments, transport, healthcare, Global Sports and retail.*

Withdrawn 16 May 2019

The Olympic cauldron designed  
by Heatherwick Studio.





# ADCreative London

Delivering creative solutions for commercial challenges.



ADCreative is a communications and creative company working with some of the world's most famous brands.

Established in 1973, we have internal teams specialising in web, graphic, packaging, communications, both business to business and business to consumer - and retail design.

We work in many countries across the world, from Scandinavia, where we have a partner office, to Turkey, with major global businesses such as Henkel.

The work is across delivery of:

- graphic design
- digital apps for enterprise
- packaging
- branding
- print
- web
- retail

Our value and ability are demonstrated by the fact that we have been a contracted consultancy to Coca-Cola for over 15 years, repeatedly delivering many commercially successful projects, such as the London 2012 Olympics packaging shown above, with 15 million items across multiple countries.

Our core clients include:

- Coca-Cola
- Warner Bros.
- Kerry Foods
- Telenor
- Elkjøp
- Taittinger Champagne
- Luvata
- Marks & Spencer

Our core sectors are:

- FMCG
- Foods
- Retail
- Technology brands
- Aviation
- Industrial
- Entertainment
- Corporate communications
- Global financial investment

We offer a balance of commercial understanding and inventive thinking.

Put simply, we have the experience and the creative knowledge to deliver workable and successful solutions for your commercial challenges.



## Contact



### ADCreative London

Royal Victoria Patriotic Building, Trinity Road, London SW18 3SX  
Tel: +44 (0)20 8870 8743  
john@adcreative.co.uk  
[www.adcreative.co.uk](http://www.adcreative.co.uk)

# Adjaye Associates

Architecture of place and identity, celebrating light, materiality and form.



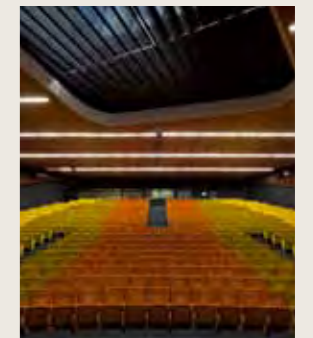
Adjaye Associates was established in June 2000 by founder and principal architect, David Adjaye OBE. Receiving ever-increasing worldwide attention, the practice's largest commission is the design of the Smithsonian Institution's National Museum of African American History and Culture on the National Mall in Washington D.C. Further projects range in scale from private houses, exhibitions and temporary pavilions to major arts centres, civic buildings and masterplans in Europe, North America, the Middle East, Asia and Africa. Renowned for an eclectic material and colour palette and a capacity to unfold cinematically, the buildings differ in form and style, yet are unified by their ability to challenge typologies and to generate a dynamic cultural discourse.

Completed works include: Two neighbourhood libraries in Washington DC (2012); the Moscow School of Management SKOLKOVO in Moscow (2010); The Nobel Peace Center in Oslo (2005); The Bernie Grant Arts Centre in London (2007); the Museum of Contemporary Art in Denver (2007); Rivington Place in London (2007); and the Idea Stores on Crisp Street (2004) and Whitechapel (2005) - two pioneering new libraries in the London Borough of Tower Hamlets.

The former was nominated for the Stirling Prize in 2006, received a RIBA Building Award in 2005 and has been exhibited at the VIII Venice Biennale of Architecture (2002 and 2005) and the São Paulo Biennial (2003).

Adjaye Associates believes that architecture presents opportunities for transformation - materially, conceptually and sociologically. Driven by the desire to enrich and improve daily life, the practice's buildings are designed to meet the diverse needs of the communities they serve. Inspiration is drawn from many influences around the world and the work clearly articulates this enthusiasm for issues of place and identity.

The buildings belong to yet diverge from their contexts, absorbing and animating difference rather than homogenising it. They are bold statements of a complex contemporary world and an unsettled territory of cultural experimentation. Private residences are places of urban retreat, while the civic buildings dissolve the idea of the institution. The emphasis on light, a distinctive material and colour palette, the play between positive and negative and the ability to turn constraints into compelling narratives, are critical themes.



## Contact

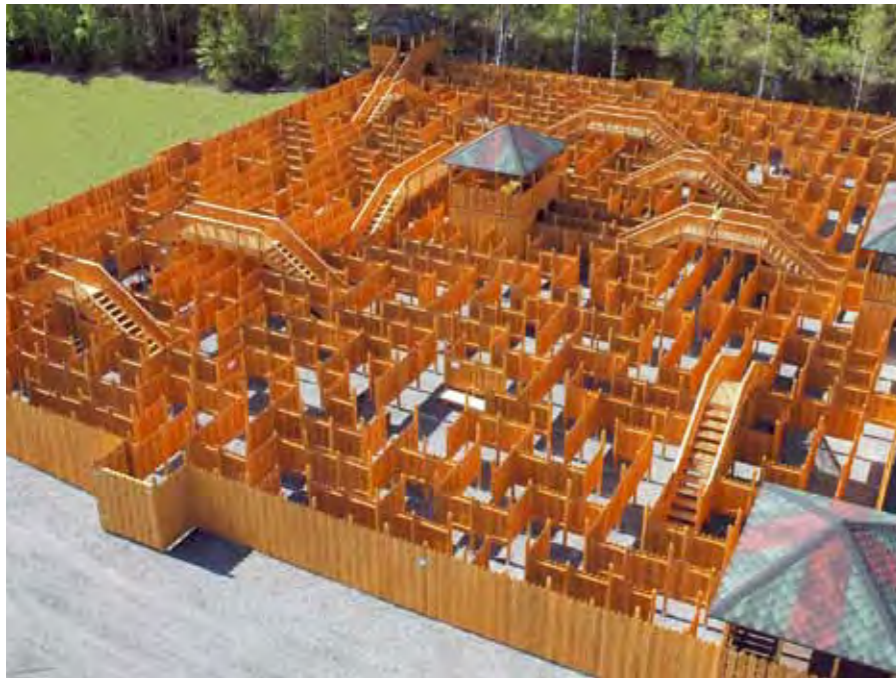
Adjaye Associates

### Adjaye Associates

Edison House,  
223-231 Old Marylebone Road,  
London NW1 5QT  
Tel: +44 (0)20 7258 6140  
gayle@adjaye.com  
[www.adjaye.com](http://www.adjaye.com)

# Adrian Fisher Design

The world's number-one maze company.



Adrian Fisher is recognised as the world's leading maze designer. His company Adrian Fisher Design Ltd is the world's foremost innovator and creator of mazes of all kinds, full of challenges, discovery and fun.

Adrian is renowned for his public art across a wide range of media, including vibrant mosaic, decorative paving and iconic structures. His commissions are ideal for keynote art within malls, atriums, airport terminals, rail stations, world-class hotels and resorts.

What characterises Adrian's creative leadership is his perpetual quest for innovation. He has pioneered most of the forms of maze construction that can be seen today. He revolutionised the maze as a visitor experience, converting the traditional solo puzzle into a sociable shared adventure with rich content, integrating electronic and social media. This has transformed the traditional idea of getting lost into state-of-the-art attractions, experiences and adventures, each with a compelling storyline.

Our 34-year portfolio can be found at the world's finest palaces, castles, visitor attractions, science centres, landscapes and city centres across 32 countries. Our 600 full-size mazes have set six Guinness world records, and won two gold medals for garden design.

Our custom-design approach makes each installation uniquely relevant to clients and

visitors alike, using materials such as hedges, mirrors, water, mosaic, structures, sound, lighting, electronics, cellphone apps, video mapping and special effects.

In the landscape, our Ultra Mazes combine traditional maze paths, hedges and barriers with towers, bridges, grottoes, tunnels, fountains and waterfalls.

Indoors, we have pioneered Mirror Maze Adventures, and most recently Water Ride Mazes and Dark Ride Mazes. Traditionally, water rides and dark rides follow single channels. Our innovation is to add maze junctions. What's exciting is that we give these choices far richer meanings. A turn left or right can explore an unknown world, move an adventure forwards, add to a running score.

By engaging the whole family or group of friends, a lively discussion occurs. With just moments between each decision, the ride delivers pace and energy. The storyline, thematic encounters and physical ride sensations are enhanced by a great sense of collective achievement.

Whatever your budget, our interpretations of the maze artform achieve an impressive financial performance. We are a full-service company, taking projects from creative concept to detailed design, fabrication, delivery and installation worldwide.



## Contact



### Adrian Fisher Design Ltd

Portman Lodge, Durweston,  
Dorset DT11 0QA

Tel: +44 (0)1258 458845

adrian@adrianfishermazes.com

[www.mazemaker.com](http://www.mazemaker.com)

# Air Design

Award winning international design consultancy specialising in branding, wayfinding and interiors.



Air Design is an award winning, multi-disciplinary, international design consultancy dedicated to bringing brands and messages to life, and making destinations and places better for users and owners alike. It is a boutique design practice with 20 staff based in London, and offices in Moscow and Shanghai.

Air's expertise lies in branding, communications, interior design and digital. The company has a niche specialism in wayfinding strategy and navigation system design, creating signage systems for large, complex places. These skills benefit Air's clients in the public sector, government, real estate, retail and corporate sectors.

Air began its life working solely in the UK, but now works internationally across Europe, Asia and the Middle East. Its clients include large public-sector organisations such as the National Health Service and Russian Railways (RZD), local governments such as Cardiff City Council and many of the world's leading residential, office and shopping-mall developers, including Westfield, Klépierre, Grosvenor, Land Securities, Shui On Land, Berkeley Homes, Morgan Stanley and Redevco. Air also works with The Crown Estate.

## Project examples

### RZD (Russian Railways)

Air recently designed the new navigation system for the Russian rail network RZD, the second-largest rail network in the world, carrying over 1bn passengers yearly, across 11 time zones.

From the early strategy phases through to designing and testing a detailed set of brand guidelines, the signage system will be used in large stations in Moscow to small halt stations in the Siberian wilderness.

The project is now being implemented across Russia and has already won an award for best multi-lingual wayfinding project.

### Shui On Land (Tiandi Hui, Wuhan, China)

Air has recently completed work on Tiandi Hui, a landmark shopping centre with over 100,000 m<sup>2</sup> of leasable floor space. The development features high-end retail, leisure facilities, offices, hotels and restaurants to make it one of the most exciting projects in the region.

Air developed the positioning strategy and name, designed the visual identity, advertising style and brandbook, and advised on the wayfinding and digital strategies.



## Contact



### Air Design

Building A, Flat Iron Yard,  
14 Ayres Street, London SE1 1ES

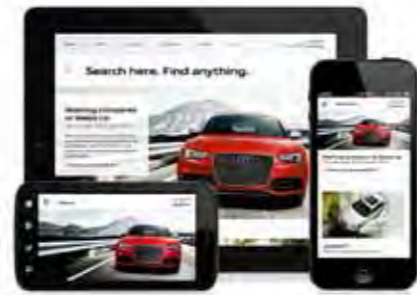
Tel: +44 (0)845 450 6575

us@airdesign.co.uk

[www.airdesign.co.uk](http://www.airdesign.co.uk)

# AKQA

The future inspires us.  
We work to inspire.



AKQA is an ideas and innovation company founded in 1995. Today, it is one of the most respected agencies globally, collaborating with some of the world's most forward-thinking brands to create the future, including: Audi, Barclays, Delta Air Lines, Nike and the World Gold Council. The changing media and technology landscape requires a new kind of agency with innovation at its core. AKQA works in partnership with clients to deliver vision, thought-leadership and highly effective, award-winning solutions that people want to share. We have over 1,500 employees around the world, with 11 offices across Europe, North America and Asia.

This year, we launched Audiusa.com, a re-imagining of what an automotive site should be. Taking innovation, design and function to new heights, the site unites cinematic car configuration; responsive, adaptive design; powerful search and dealer inventory. How brands interact with audiences through design and accessibility of their services and experiences is a critical point of market differentiation and value creation.

In the brutal world of professional football, there are millions of undiscovered young footballers who've slipped through the net. AKQA hacked the system and gave

these players another shot. We call it The Chance. Turning social networks into global scouting platforms, an audience of millions looked on as we tracked the finalists' progress. 150,000 players from 55 countries grabbed the lifeline. From these, 16 players burst from obscurity into a football world changed forever and The Chance is now recognised as an authentic entry point into the professional game.

What started as an assignment for a single app quickly grew into the most successful and well-respected airline mobile platform - Fly Delta. Customers can book flights, look up flight status, check-in or obtain their mobile boarding pass. With Fly Delta for iPad, customers can even explore the ground below them in-flight through Glass Bottom Jet™. Fly Delta has been downloaded more than 10 million times and its success has prompted Delta to embrace portability, and helped earn them the *Wall Street Journal's* Airline of the Year in 2012.

A recognised pioneer and innovator, AKQA has collected over 100 major awards in the last year, including nine 'Agency of the Year' titles. We are an ambitious company, and in 2012 began a new chapter in our history by joining the world's largest marketing group, WPP.



## Contact

# AKQA

### AKQA

1 St. John's Lane,  
London EC1M 4BL  
Tel: +44 (0)20 7780 4786  
info@akqa.com  
[www.akqa.com](http://www.akqa.com)

# Allen International

Strategic design consultancy focused  
on financial services.



Founded in 1992 by Michael Allen, managing director and chairman, Allen International's strength lies in the integration of our knowledge and experience in the areas of retailing and brand optimization. We deliver effective, inspiring design solutions which will bring the latest graphic and retailing concepts into your financial services environment.

Our vision is to be world leaders in financial services for strategic branding and retail design.

Our mission is to create cost-efficient design solutions based on robust strategies which result in increased profitability for our clients.

### OUR APPROACH

Having now worked for many banks around the world we understand that it is not just implementing a new brand or advertising campaign that will change the effectiveness of a banking operation. Rather, it is a number of components that have to work together, in unison, that will increase the profitability of the enterprise.

At the beginning must come the development of the retail design strategy for the branches. When this is agreed, it has to be expressed in branding across the three main media:

First, there is the corporate and brand architecture. This is the visual communication

of the offers, sub offers, products and services. This communication must be seamless across all channels, electronic, graphic and physical.

Second, there is the branch itself, where exterior image, space planning, interior ambiance, technology integration, brand image management, merchandising placement planning, retail training, in-branch communications, effective compensation schemes, modular systems (a kit of parts), must all operate to one end - the effective communication of any given offer, and the efficient delivery of products and service with the highest-possible return at the lowest-possible cost.

Third, is the media of communication. Offers and products need to be communicated to the market in ways above and beyond the brand and branch strategies. There is therefore the requirement for a communication strategy to convey to the relevant target audience that you have evolved into a full-service retail bank, and that what is now on offer is better and more desirable than the competition.

So whether you are a domestic brand or an international network, we will bring you the best of both worlds. Wherever you are we would love to work with you.



## Contact

alleninternational

### Allen International

Unit 13 Berghem Mews,  
Blythe Road, London W14 0HN  
Tel: +44 (0)20 7371 2447  
speaktous@allen-international.com  
[www.allen-international.com](http://www.allen-international.com)

# BAMM.tv

## Global production and distribution of broadcast music performances.

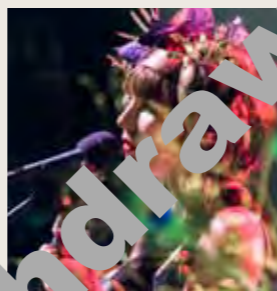


BAMM.tv is a full service, end-to-end content video production and distribution company, focused on live music performances. The firm specialises in the curation of emerging artists from around the world using its innovative production workflow. Artists, whilst retaining ownership and copyright of their own work, assign to BAMM.tv a global, royalty-free licence for the audiovisual output the company produces and streams, on behalf of business partners through its content delivery mechanisms. Artists are transparently and equitably compensated, and are not charged fees for their recording sessions with BAMM.tv. This global focus means that local artists, upon becoming part of BAMM.tv's content library, achieve widespread international recognition and an excellent finished product. BAMM.tv's USP is the ability to produce original, exclusive music content in any geographic region and play that content out to any device connected to the internet, either as a BAMM.tv production or on behalf of its business-to-business partners.

The company also has offices in San Francisco and Amsterdam. From London, BAMM.tv adds value to its overall output by developing its editorial message, creating programming formats, identifying new business development partners and refining the company's internal workflow.

BAMM.tv seeks to collaborate with telecoms and mobile operators, device manufacturers, content aggregators and IPTV systems. Instead of licensing major label content, businesses working with BAMM.tv benefit from a full spectrum of goods and services. These include: integrated business development objectives, specific targeting of diverse audience segments, curation of the most successful emerging artists, extensive planning for live productions, artistic flair in the post-production and remixing/remastering process, and transcoding and playout to consumers, administered through the company's purpose-built backend API and content delivery networks in five locations across the globe.

BAMM.tv's business partners are using the power of music to develop business objectives, such as increasing market share, up-converting to higher-revenue customers, and enhancing advertising and marketing messages through the company's productions. Creativity is thus enhanced by innovation and technology, providing an elegant solution to the complicated question of affordable, effective licensing of music content for digital distribution.



### Contact



#### Bricks and Mortar Media Ltd (BAMM.tv)

10 Norwich Street,  
London EC4A 1BD  
Tel: +44 (0)20 7558 8205  
info@bamm.tv  
[www.bamm.tv](http://www.bamm.tv)

# Banter Media

## Going beyond video production to provide a full media arsenal.



Banter Media started as a special-purpose vehicle for the feature film, *Ex Cathedra*, directed and produced by our managing director Liam Andrew Wright. This high production value ethos and style has stayed with the company throughout its life. However, since then we have evolved into a complete media, marketing and design studio with international clients including Suzuki, Converse, Motovudu and Travel Counsellors.

All of our work comes with a project management and quality service guarantee. We are committed to exceptional client service and put our customers first on all occasions. We live and breathe all elements of media production and we have a genuine passion for what we do. Our clients understand exactly what we mean by this. None of our projects feel like 'work' because this is what we believe we were born to do and we hope to portray this in the work that we create. We strive to go above and beyond on all aspects of what we do so that our clients know that the service they have received is something that no one else could have offered.

We offer a full service creative and project management solution for video production, design, photography and audio.

We handle multimedia contracts dealing with all aspects of production and across many sectors, including sports, travel, events, corporate and professional services.

We are also able to handle single elements of campaigns such as catalogue and brochure design or podcast video production with the same level of project management and quality-service guarantee.

We work well with other creative agencies as part of a larger team, as well as being set up to project manage larger campaigns from the top down. Our studio is based in Manchester, not too far from Media City. We have a state-of-the-art recording studio and small sound stage on site should this be required for projects.

Banter Media is the solution to your creative needs. Our services include, but are not limited to, high-value video production, video podcasts, marketing, graphic design, branding, illustration, photography, web design, audio recording, consultancy and creative project management.



### Contact



#### Banter Media Ltd

Hop Pole Studios, 128 Oldham Road, Manchester OL7 9AN  
Tel: +44 (0)161 339 3741  
hello@bantermedia.com  
[www.bantermedia.com](http://www.bantermedia.com)

# Barber & Osgerby

British designers of the 2012 Olympic Torch create classics of the future.



Internationally acclaimed designers Edward Barber and Jay Osgerby founded their London-based studio in 1996 after graduating from the Royal College of Art. Their multidisciplinary practice challenges the boundaries of industrial design, architecture and art, with collections for Knoll, Vitra, B&B Italia, Cappellini and Flos, as well as public commissions including the London 2012 Olympic Torch. They have lectured internationally and their work is held in permanent collections around the world, including the V&A Museum, London; the Metropolitan Museum of Art, New York; the Design Museum, London; the Art Institute of Chicago and the Indianapolis Museum of Art. Both are Royal Designers for Industry (RDI) and Honorary Doctors of Arts, and were both awarded OBEs in the Queen's Birthday Honours list for their services to the design industry. Alongside their eponymous studio, Barber and Osgerby founded Universal Design Studio in 2001, focusing on architecture, interiors and exhibitions, and MAP in 2012 to specialise in strategy-based industrial design.

In 2012, Barber and Osgerby were awarded the honour of designing the London Olympic torch, seen by a billion people during the relay and Opening Ceremony. Recognisable by its metal form

perforated with 8,000 circles, symbolising each of the individuals taking part in the relay, they produced one of the lightest Olympic torches ever. The perforations reduced weight, and ensured that heat from the flame was quickly dissipated. Tested to function in high altitudes, sub-zero temperatures and high winds, the innovative design sought to make the most of pioneering production technologies, and was the best-performing torch ever made.

With research and technology being at the forefront of Barber and Osgerby's design ethos, their most challenging projects have been the London 2012 Olympic Torch and the Tip Ton chair. The duo designed the award-winning Tip Ton chair with Swiss manufacturer Vitra in 2011 as a result of an investigation into school furniture, and how dynamic movement in a chair can aid concentration. It represents a new archetype for seating by allowing different sitting positions in a chair that has no moving parts, and which is lightweight, stackable, affordable and sustainable. The chair has proven to be a worldwide success and is held in the Art Institute of Chicago's permanent collection.



## Contact

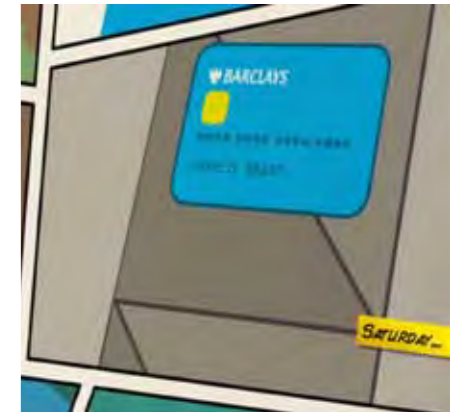
**BarberOsgerby.**

### Barber & Osgerby

37-42 Charlotte Road,  
London EC2A 3PG  
Tel: +44 (0)20 7033 3884  
mail@barberosgerby.com  
[www.barberosgerby.com](http://www.barberosgerby.com)

# BDA Creative

Creative agency specialising in branding and audience engagement for global brands.



BDA Creative began life as a branding and promo agency servicing commercial television. From the very start our role was to engage audiences and move them.

Initially this meant moving them emotionally and moving them to watch. But as broadcast brands have become more sophisticated, platform technology has diversified, and social media has required non-broadcast brands to think like broadcast brands and cultivate their own audiences, moving people has come to encompass moving your audience to trust, hold, engage, download, buy, experience and stay with your brand.

Consequently, what we do no longer depends on branding, cutting promos, making films or creating advertising campaigns, although we do all those things.

Our role is now to create a brand platform that gets, keeps and grows the audience, on a second-by-second basis and over the long term.

This role begins with us looking at a brand's business objectives, then analysing the audience (and if necessary, finding that audience). We then work out what the audience wants and how the brand and its products can serve them.

From there we build the brand promise or fresh product proposition (should they be needed) and finally, vitally, work out how best this message can be delivered.

This is because a brand platform doesn't just comprise the message you want to communicate; it also comprises the method or means by which that message is experienced.

We work with progressive brands that want to build their own audiences. In response, we go from the conceptual to branded content to experiential branding to the physical space. Our clients include some of the UK's most ambitious brands, such as Barclays, British Gas, GE, BBC, Sky and O2.



## Contact

**bda**

### BDA Creative

Phoenix Brewery, 13 Bramley  
Road, London W10 6SP  
Tel: +44 (0)20 7440 1070  
honor@bdacreative.com  
[www.bdacreative.com](http://www.bdacreative.com)

# BDP

**BDP is a major international practice of architects, designers, engineers and urbanists.**



BDP is an architect-led interdisciplinary practice which works closely with users, clients and the community to create special places for living, working, shopping, culture and learning.

Founded in 1961, BDP has grown to become a global top 10 employer of architects, with studios across the UK, Ireland, Netherlands, the MENA region, India and China. We work in countries all around the world and have leading track record in major sectors including health, education, workplace, retail, urbanism, heritage, housing, transport, leisure, public safety and energy utilities.

We combine expertise across disciplines, locations and sectors to deliver a truly integrated way of working - resulting in high quality, effective and inspiring built spaces.

Our work across the majority of sectors allows us to bring in creative ideas from each industry and encourage our teams to innovate. We have developed specialist expertise in almost all building types through our cross-sector experience.

We create outstanding places for people with inspirational design quality which are also efficient, economic and reflect the practical application of sustainability.

We strive to produce holistic concepts and co-ordinated solutions with consistent principles.

BDP brings together the major skills and specialisms required for the design of great buildings into a single, managed service. We believe that this combination of integrated teams, cross-sector expertise, creativity and enthusiasm results in a smoother process and higher-quality results.

A strong design philosophy underpins every BDP project and helps us to work as a cohesive team with a common purpose. We employ talented people with a passion for design and are committed to equal opportunities.

In our 50 years of experience we have received more than 500 industry accolades - including two nominations for the RIBA Stirling Prize - which are proof of the scale, quality and diversity of our work.

Our mission statement is 'to be a global leader in building design practice, providing excellence in design and service through partnership'.



## Contact

# BDP.

### BDP

7 Hill Street, Bristol BS1 5RW

Tel: +44 (0)117 929 9861

[martin.sutcliffe@bdp.com](mailto:martin.sutcliffe@bdp.com)

[www.bdp.com](http://www.bdp.com)

# Bell

**Award winning brands, marketing campaigns and corporate communication with global reach.**



Globally and locally, economies, businesses and societies are constantly changing; if you stand still, you're left behind. To create sustainable prosperity and wellbeing you need to transform your brand, your business, the way you communicate and the way you behave. It's no longer effective to market to people. Brands must communicate with individuals. Welcome to the age of the conversation.

Bell knows how to design, create and sustain brand conversations. We design award-winning brands, marketing campaigns and corporate communication. We use digital and integrated channels. We transform brands, business, behaviour and lives.

We're one of the leading strategic design agencies in the UK, and our international reach extends via strategic partnerships into Asia via Hong Kong, Singapore and Shanghai. Together, we have an impressive global pedigree.

UK Government clients work with us as a founding partner and lead agency of the UK's Creative Choice consortium. This enables us to work with specialists in other fields, on more complex projects. In addition, we're members of a consortium on the UK Government GPS framework.

We work with five very simple brand values:

**LISTEN:** We don't just hear you; we listen to you

**ASK WHY:** We research, gather insight and develop effective briefs

**MAKE IT SIMPLE:** We offer strategic, design-thinking and common-sense planning

**ADD LOVE:** We apply craft, attention to detail and care and exceed clients' expectations

**SET THINGS ON FIRE:** We transform, illuminate and add magic to your project

Examples shown on this page, clockwise from main image:

**Invest in Cornwall:** an integrated social media campaign to position the county of Cornwall as a serious business investment opportunity for potential non-EU foreign direct investors. This campaign exceeded all hard KPIs and won a 2011 Transform Branding Award: Transformation Of A Region. (bell-integrated.co.uk/portfolio-item/cdc)

**London 2012 Olympics:** a three-year safety campaign to ensure minimum injuries during the construction of London's Olympic Park. The Institution of Occupational Safety and Health (IOSH) reported in July 2012 that "... Innovative communication techniques [led to] an unprecedented zero fatalities during the construction phase of the Games..." (bell-integrated.co.uk/portfolio-item/olympic-delivery-authority-oda)

**CITB / Construct Your Future:** an online marketing campaign to raise awareness of the variety of careers available in construction. Only three months into the campaign hard KPIs have been exceeded, with qualitative benchmarks already much improved upon. (bell-integrated.co.uk/portfolio-item/construction-careers)

## Contact

# b.

### Bell Integrated Communications Limited

7th Floor, Alhambra House,  
27-31 Charing Cross Road,  
London WC2H 0AU

Tel: +44 (0)20 3475 6940  
[alan@bellteam.co.uk](mailto:alan@bellteam.co.uk)

[www.bell-integrated.co.uk](http://www.bell-integrated.co.uk)

# Black Sun

Leaders in corporate reporting.  
We build international competitive advantage through effective corporate reporting.



Delivering communication solutions for the world's biggest companies, we build reputations through international best-practice corporate reporting – a well-defined, consistent corporate story and a distinctive investment identity. We help build greater trust and confidence with the investment community and other important corporate stakeholders. We support our clients throughout with strategic advice, creative excellence and a rigorous delivery process.

Today, with change and convergence of global regulatory standards and competition for international financial capital intensifying, it is important your company's performance and strategies are articulated clearly. You are now faced with multiple and more demanding stakeholders; a challenging economic environment and the rapid evolution of communications within the online environment. You need to deal with more compliance issues, provide increased transparency and address sustainability. Together, we can address these challenges ensuring that you use your reporting and communications as an opportunity to better meet the needs of all your stakeholders.

We are at the forefront of the development of the Integrated Reporting Framework. Our strategic approach comes from working with the International Integrated Reporting Council (IIRC) that publishes an online resource illustrating how global organisations are best complying and reporting material information about their business model, strategy, performance, governance and prospects to diverse stakeholders. We actively engage in policy discussions with regulatory and professional bodies, helping to shape the future of best corporate communications; we have a dedicated Research and Strategy team and regularly publish in-depth market-leading research, white papers, and industry articles; we educate, support and collaborate through industry seminars and briefings.

With awards ranging from the most effective overall annual report (printed and online), to the winner of the Australasian Annual Reporting Award, and global clients including HSBC, Rio Tinto, Sage, Coca-Cola Hellenic, Singapore Exchange and Kazakhmys, we are the right choice for you to partner with. Why not call us and get a free assessment on your reporting.



## Contact



### Black Sun Plc

Fulham Palace, Bishop's Avenue, London SW6 6EA  
Tel: +44 (0)20 7751 0011  
chill@blacksunplc.com  
[www.blacksunplc.com](http://www.blacksunplc.com)

# Brandwave Marketing

Award-winning sports marketing agency.  
Driven by a genuine passion for sport.



Brandwave is an award winning, full-service marketing agency specialising in the sports market. Delivering on a global scale with some of the most successful brands in the industry, our work is driven by our genuine passion for sport and the outdoors. Inspired by our shared interests, we work closely with our clients to create effective and unforgettable campaigns, which can be seen all over the world.

The Brandwave team comes from a broad spectrum of sporting backgrounds; from enthusiastic amateurs to Olympic athletes... what makes us different is that we all share an unrelenting passion for sports. We love our work, we're happily obsessed with creating innovative, fresh and exciting new campaigns, and we're collectively proud to be part of an industry that actively promotes sports to a wider, global audience. We think the most important part of any marketing campaign is to really understand the mindset of the target audience. We can understand our client's target market, because we are their target market.

Our vast in-house expertise allows us to provide full creative, PR and strategic services to all of our clients - from inventing and delivering advertising and experiential campaigns, to creating content, websites

and movies, and devising and implementing global consultancy projects. Whatever the project we're working on we pride ourselves on our experience, reliability, and proven ability to consistently push the boundaries of sports marketing.

We build strong, long-term relationships with our clients, from Adidas to the Clipper Round the World Race, to GORE-TEX, The North Face, O'Neill and PUMA. We work as lead global agency, creating the overriding campaign, and dealing with local partners to ensure successful global implementation. We travel all over the world attending industry trade shows and meetings, supporting our clients and ensuring that we consistently remain at the forefront of the global sports market.

Sport has the incredible ability to unify people of different ethnic, religious, social and cultural backgrounds. It is the catalyst for social change, bringing together communities, cities and nations, all working to achieve a common goal. We're proud to be a part of how sport is communicated to and perceived by the world, and as long as sport continues to bring the world together, we will continue to tell the world about it. Follow us @BrandwaveTeam / facebook.com/Brandwave.



## Contact



### Brandwave Marketing Ltd

Unit M4, Hilton Park, East Wittering, Chichester PO20 8RL  
Tel: +44 (0)1243 550008  
vicky@brandwavemarketing.com  
[www.brandwavemarketing.com](http://www.brandwavemarketing.com)

# The British Museum

Supporting the development of cultural institutions across the globe.



The British Museum has been building its expertise in all areas of museum operations and development since 1753. Today, we are a world-renowned organisation at the forefront of best practice in museums. With a long history and a global collection, we can offer unique and extensive experience on all aspects of developing museums and cultural projects.

#### Capital projects

The British Museum offers comprehensive advice on developing new cultural projects, from concept and design to implementation and operation. This includes advising on building operations in areas such as facilities management, space planning, security strategy and logistics.

#### Museum management and organisational development

Planning for the future is an essential aspect of museum management. We can support effective strategic planning and advise on related areas such as governance, funding, policy making and institutional development. Our business planning team works on all dimensions of business planning for museum functions in the local context - from situational analysis and options appraisal, to detailed operational and budget planning. This can also entail developing Human Resources strategies and policies, advice on staff structure and the development of an institution's operating body.

#### Collections, content and curation

The British Museum provides advice on all aspects of collections management, including digital assets, collection management systems and photography, as well as on the collections, aspects of the operational planning of a new building and its facilities.

Our specialist curators work closely with the client and our interpretation team whose visitor-focused approach to exhibition design and interpretation supports the development of engaging, content-rich displays. The Museum's Public Engagement experts develop learning programmes for a variety of institutions, which maximise audience engagement with exhibitions and collections and support educational goals.

#### Conservation and scientific research

The Museum's team of over 75 specialist conservators and scientists brings an unparalleled range of expertise to new projects. They can advise on infrastructure and facilities development, as well as collection surveys, condition assessment methodologies and related project planning.

#### Training and capacity building

The Museum provides a range of training and development opportunities for museum professionals internationally. Training courses and workshops are

delivered by the Museum's staff and provide participants with theoretic and practical knowledge of all aspects of museum work, including museum leadership, management and governance; exhibitions interpretation and display; collections management and conservation.

#### Contact

The British Museum

#### The British Museum

International Engagement Department, Great Russell Street, London WC1B 3DG  
Tel: +44 (0)20 7323 8582  
lmoriarty@britishmuseum.org  
[www.britishmuseum.org](http://www.britishmuseum.org)

# Brody Associates

A globally renowned innovative creative agency specialising in digital, typography and identity.



BANK 24

tribeca  
ISSEY MIYAKE  
ATC DILASSEN

H. Stern

Hankook

Brody Associates is one of the world's most experienced and innovative creative agencies, established by internationally renowned brand strategist and Creative Director Neville Brody. Specialising in digital, typography and identity, Brody Associates collaborates, in a sustainable fashion, with a truly international roster of clients from independent to blue chip.

Our approach is skilled, knowledge-based, strategic and highly creative. A direct working relationship ensures our associate teams are deeply engaged with our clients from appointment to completion; the same core team sees a project through from beginning to end. Each commission is supported by in-house disciplines, such as project management and client support, to ensure a central spine within our method of approach, timeframe precision and managed control of your budgets.

Our carefully selected, agile and scalable teams are brought together based on the nature of the commission and the ambitions of the project. These teams are our family of personable, skilled, creative and passionate individuals who not only bring expertise in their respective fields, but are also specialists in key areas of that discipline, like mobile in our Digital

portfolio, or brand strategy in our Identity portfolio. Our approach is professional and human. Our clients like to work in this way too, and understand that this produces great outcomes.

Brody Associates works with clients from across Europe, Asia, Middle East, North and Latin America and Africa. A selection of our current and recent clients include: Christian Dior (Europe), BBC (Europe), Kenzo (Europe), Deutsche Bank (Europe), Issey Miyake (Asia), Converse (Asia and North America), Apple (North America), H Stern (Latin America), Nike (North America and Europe), Sony (Asia and Europe), Nikon (Asia), The Times of London (Europe), Hankook (Asia), TF1 (Europe), Chloé (Europe), Bugatti (Europe), Disney (North America), Cellcom (Middle East), Universal Pictures (North America), Dom Perignon (Europe), New York Times (North America), Polskapresse (Europe), Nokia (Europe), Thomson Reuters (Europe), ORF (Europe), Pathé (Europe), LG Electronics (Asia), Samsung (Asia), Red Bull (Europe), Daily Times of Nigeria (Africa), Accor Hotels (Europe), The Hashemite Royal Family (Middle East), Camper (Europe) and Microsoft (North America).



#### Contact

brodyassociates

#### Brody Associates

94 Islington High Street, Islington, London N1 8EG  
Tel: +44 (0)20 7704 2445  
hello@brody-associates.com  
[www.brody-associates.com](http://www.brody-associates.com)



# Brunswick Arts

International communications consultancy  
working with leading cultural organisations worldwide.



Brunswick Arts is a strategic communications consultancy dedicated to promoting and managing the reputation and interests of cultural and not-for-profit organisations across the globe. With offices around the world and multi-linguists in each territory we offer our clients a seamless international capability, while our in-depth knowledge and impressive range of contacts enable us to heighten, shift and reposition perceptions.

Our services include reputation management, strategy development, partnership building, advocacy and stakeholder mapping, profile raising, media relations and crisis management.

We are an intrinsic part of the leading corporate communications partnership, Brunswick Group. From this unique perspective we are also able to advise commercial organisations on how to harness the arts to help realise strategic objectives, enhance reputation and sustain legacy.

A selection of our current international work includes:

- Local, regional and international strategic positioning, issues management and media relations for **Qatar Museums Authority (QMA)**, the body that oversees

the development of all museums, cultural institutions and heritage sites in Qatar. QMA centralises resources and provides a comprehensive organisation for the development of museums and cultural projects, with a long-term ambition of creating a strong and sustainable cultural infrastructure for Qatar.

- Stakeholder engagement and strategic communications for the **LUMA Foundation**, France - an interdisciplinary centre for artistic production and research designed by Frank Gehry.
- Strategy development and media relations for the **British Museum, London** - a retained client for over 10 years.
- Profile raising and strategic communications around the major redevelopment of the **Wellcome Collection**, part of the Wellcome Trust, London - a cultural destination that explores the connections between medicine, life and art.
- Corporate communications and profile-raising for the international auction house **Christie's**.



## Contact

BRUNSWICK ARTS

### Brunswick Arts Consulting LLP

16 Lincoln's Inn Fields,  
London WC2A 3ED  
Tel: +44 (0)20 7936 1290  
rrich@brunswickgroup.com  
[www.brunswickarts.com](http://www.brunswickarts.com)

# Capita

We listen, create and deliver.



© Jim Stephenson

We are a specialist property and infrastructure business that delivers solutions and creates value for clients. We are a major business of Capita plc, the UK's leading provider of integrated professional support solutions.

We provide a unique blend of services for a multitude of global organisations, national governments and investors, helping them to transform and modernise their businesses, reduce costs and enhance services. We listen carefully in order to build a fundamental understanding of the challenges our clients face and the outcomes their customers want to see. We create unique solutions that cut costs, increase efficiencies and provide better customer experiences for them. And we don't just design solutions; we also deliver them to a defined cost and the highest possible standard.

We advise on your real-estate needs - whether you are an occupier and/or a landlord we can help with all your property requirements. We specialize in the management of prestige offices, retail property and national private and public-sector portfolios.

We deliver your projects - we can manage complex construction projects for you - on

time and within budget. We handle the whole project lifecycle, from planning and development to inception and delivery. We design the built environment - we are a multidisciplinary, integrated design consultancy offering everything from urban design and planning, environmental services and engineering to architecture, workplace strategy and ICT.

We engineer your infrastructure, transport and utilities - we design and deliver major civil engineering schemes and deliver world-class infrastructure - everything from traditional utilities and industrial projects to transport solutions for the urban environment.

We drive development and regeneration. Whether creating new communities from scratch, or transforming existing ones, we can help you with the complex issues of design, transport, planning, impact assessment, the environment and engineering, as well as associated economic, physical, social or environmental factors.

We protect your customers and manage your risks - we provide a comprehensive range of regulatory, health and safety, environmental, advisory and expert-witness services to protect your staff, customers and the general public.

We work in strategic partnership to transform your organisation - we can work in long-term partnership with you to deliver savings, generate income and improve services to your clients through the transfer of staff, budgets and responsibility.

## Contact

CAPITA

### Capita Property and Infrastructure

1 Proctor Street,  
London WC1V 6DW  
Tel: +44 (0)20 7492 0200  
kwock.wan@capita.co.uk  
[www.capita.co.uk/property](http://www.capita.co.uk/property)

# City ID

Unique design, information and wayfinding solutions to integrate people, movement and places.



City ID is a leading designer, innovator and pioneer in the fields of city identity, legibility, wayfinding and information design. The company has earned a global reputation for developing user-centered design and multi-modal information programmes in complex urban environments, combining both analogue and digital media.

With its multidisciplinary team and interdisciplinary approach, City ID has developed wayfinding strategies and implemented urban legibility projects throughout many UK cities and regions, and internationally in the UAE and USA.

City ID is credited as leading the development of the 'Legible Cities' agenda internationally. It led the creation of Bristol Legible City, including the development of the wayfinding strategy, which for the first time in the UK sought to improve people's experience of the city through the implementation of identity, information and transportation projects.

City ID's work on city legibility is cited as best practice by the Department for Transport and Communities and Local Government, the Commission for Architecture and the Built Environment (CABE), the Design Council, the Design Business Association (DBA) and Royal Town Planning Institute (RTPI). Many City ID project processes and outputs are also cited

internationally as best-practice and have been partly captured as a best practice model in a 'Legibility toolkit' for the European Union.

As design lead, City ID is currently directing a complex team in delivering a wayfinding project for New York City that is fast becoming the benchmark for other global cities. The map-based information system takes to New York City streets, both as a network of street signs, guiding pedestrians between and around neighbourhoods, and at CitiBike stations, helping riders to plan their trips. The system is now being expanded to develop products for the Select Bus Service, empowering passengers to plan journeys by revealing the multi-modal network, supported with real-time bus information. Working with numerous city partners and agencies, City ID is now developing a suite of printed maps for visitors.

City ID has mentored and advised cities and organisations in Belgium, Brazil, Germany, Ireland, Italy, Japan, Poland, South Korea and Spain. It has received the UK National Award for Planning Innovation, the DBA Design Effectiveness Award for Environments and the International Best in Book Awards from Creative Review, as well as numerous other accolades covering planning, design and business effectiveness.



## Contact

# City ID

### City ID

23 Trenchard Street,  
Bristol BS1 5AN  
Tel: +44 (0)117 917 7000  
info@city-id.com  
[www.city-id.com](http://www.city-id.com)

# Cogapp

Decades of digital media experience working with the best in world culture.



For more than 25 years, Cogapp has been helping world leaders in the cultural sector develop digital media programmes that work for their visitors and truly express the spirit of their organisations.

Founded in 1985, we have worked with almost every digital media technology, from the floppy disk to the iPad. Current projects include websites, interactive installations and mobile apps.

Many companies do similar things. What sets us apart is our experience of delivering demanding large-scale projects for prominent cultural organisations.

### Our ethos

Clients and their communities are at the heart of our practice. Whatever we do, our aim is to produce work that is well-conceived and beautifully executed; work that will enrich the lives of the people who use it and create exceptional long-term value for our clients.

To make this possible, Cogapp provides a complete service. We have experienced in-house teams for production, design, technology and user experience. Our in-house skills cover the vast majority of our clients' requirements, but where needed we can call on an extensive network of associates.

### Our clients

Over the years we have worked with clients from Tokyo to Seattle via Doha and Athens. Notable names include the British Museum, the BBC, MoMA, Manchester United, London 2012, Dorling Kindersley, Tate, Microsoft and the Metropolitan Museum of Art in New York.

### Our team

The Cogapp team currently features 35 friendly professional staff who share more than 200 years of high-level experience.

### User-centred design

User-centred design is key to our work and is literally at the heart of our business. Our in-house user-testing facilities are the centrepiece of our office layout. This reduces cost for our clients and helps us make sure that everything we produce gets maximum benefit from user insight.

### Innovation

Cogapp has managed to stay in the vanguard of technology over more than 25 years; an achievement we maintain by innovating in all aspects of our work; in design, technology and methods of working.

### Accolades and awards

Our work has won more than 30 awards. We were recently selected as one of the top 10 interactive design agencies by *Design Week* and listed as 'Ones to Watch' by *New Media Age*.



## Contact

# cogapp

### Cogapp

Lees House, 21-33 Dyke Road,  
Brighton BN1 3FE  
Tel: +44 (0)1273 821600  
office@cogapp.com  
[www.cogapp.com](http://www.cogapp.com)

# Crawley Creatures

International specialists in models and animatronics for museums, television, film and commercials.



For the past 30 years Crawley Creatures has been making animatronics and models for museums, film, television, commercials, visitor centres and exhibitions.

Early work producing key animatronic designs in the famous *Star Wars* films led to numerous projects worldwide. Specialising in computer-realistic animatronics as well as ultra-realistic creature models, prehistoric animals, figures and plant replicas, Crawley Creatures has been awarded for much of its animatronic design work, including the acclaimed BBC television and Discovery Channel series *Walking with Dinosaurs*. Several other prehistoric documentary series followed and the quality of work has been recognised with two BAFTAs, an Emmy, two Royal Television Society Awards and a Millennium Products Award for Innovation.

Creatures international museum work can be seen in Gondwana Praetorium in Germany, Oxford University Museum, touring exhibits with the National History, Warwickshire Museum and Tate Modern. The company's latest exhibits are soon to be unveiled at the new and dynamic visitor centre, Dinosauropolis, in Athens.

With a passion for scientific accuracy, models are constructed using a sound

knowledge of modern techniques, specialist materials and traditional craftsmanship. Scale and life-size models are produced in the studio by a team of highly talented sculptors, artists and technicians. Each model is made with painstaking attention to detail and biological accuracy which may feature complex and intricate skin, scales, carapace or shell structure, delicate feathers or hair. Models vary from static to lifelike animatronics with a range of dynamic yet subtle, smooth motion. With in-house 3D digital scanning and rapid prototyping technology, detailed models of any size, from tiny to enormous, can be produced from a scale maquette original.

Crawley Creatures has designed and made many models for a host of international companies advertising globally. These include the likes of Toyota, Volkswagen and Huggies. The company prides itself on having a personable, dedicated, team who work closely with clients to ensure that design briefs and concepts are met to the highest standards. Having worked with a wide range of countries, Crawley Creatures is well placed to do business with many international companies.



## Contact



### Crawley Creatures Ltd

Unit 8 Swan Business Centre,  
Osier Way, Buckingham MK18 1TB  
Tel: +44 (0)1280 815300  
info@crawley-creatures.com  
[www.crawley-creatures.com](http://www.crawley-creatures.com)

# CTN Communications

Creating truly innovative and inspiring communications through digital, video and events.



CTN Communications is a creative, digital and leadership communications agency headquartered in London. With a 20-year track record, CTN works predominantly with global businesses, international brands, public bodies and governments.

The agency aims to provide inspiring communications solutions for global audiences. We do this through our expert consultancy, ambitious creative production and groundbreaking use of the digital channels.

**Consult:** Our Consult team provides world-class strategic consulting on message development, communications and reputation, including PR and crisis management. We work with CEOs and leaders, helping shape and test their personal and corporate narratives. We help deliver legacies and lasting reputations.

**Create:** Our Create team brings ideas to life through inspiring video, television, live events, ceremonies, online experiences and webcasts. We exist to help clients tell their stories, shape perceptions and engage audiences. We do this through ambitious creative and a relentless drive to innovate. We aim to deliver our clients truly memorable communications with proven outcomes.

**Connect:** Our Connect team delivers the platforms, digital channels and technology to access audiences and drive global conversations. We connect brands and consumers, leadership teams and employees, companies and media, CEOs and investors, governments and public. In a connected world, we help deliver the technology that is shaping our digital futures.

CTN operates globally and has production hubs in the USA, Europe, Africa and Asia. In recent years we've created and staged live events in China, Africa, the Middle East and across Europe. Our consultants operate globally and our services have been engaged by clients in more than 20 countries.

In 2013, CTN staged the G8 Summit of world leaders in Northern Ireland, hosted by the UK Prime Minister. We managed all the production aspects of delivering the Summit, accommodating the leaders, their delegations and more than 2,500 accredited media. CTN also acted as host broadcaster, providing pooled television pictures and the facilities necessary to help domestic and international broadcasters cover the event.

CTN is always happy to discuss a communications need or challenge. We may just have the idea or solution you've been waiting for.



## Contact

**ctn**  
communications

### CTN Communications

114 St Martin's Lane,  
London WC2N 4BE  
Tel: +44 (0)20 7395 4460  
info@ctn.co.uk  
[www.ctn.co.uk](http://www.ctn.co.uk)

# Dalziel and Pow

A London-based creative design agency transforming brands through an integrated approach to design.



We have been designing for our clients for the past 30 years - developing brand environments and communications across all key touchpoints to make a retail experience effective and profitable. Our company is an integrated design consultancy, offering a full range of design services, from brand positioning, identity design and retail design, through to graphic design, photographic art direction and website design.

The key to our success is that we understand how customers interact with brands. We design with the customer in mind, driving brand awareness, product interaction and, ultimately, sales. Over the years we have built many close working relationships with clients all over the world, including Next, Samsung, Primark, John Lewis and Topshop. We pride ourselves on delivering highly effective creative solutions, on time and on budget. Customers and clients love what we do and how we do it.



## Contact

**DALZIEL + POW**

### Dalziel and Pow

5-8 Hardwick Street,  
London EC1R 4RG  
Tel: +44 (0)20 7837 7117  
info@dalziel-pow.com  
[www.dalziel-pow.com](http://www.dalziel-pow.com)



# deltatre

Changing the way fans watch sport forever.



There is a way to make sporting events come to life for audiences everywhere. Using innovative technology and creativity, the people at deltatre do exactly that. With staff in London, Turin, Manchester, Lausanne, Paris, Munich, New York, Portland, Mumbai and Sydney, deltatre has over 25 years' experience at the highest level of international sport. Always striving for the next level of interaction, we consider the future of global sport engagement to be multi-platform and social.

Working with sports federations, broadcasters, event organisers and media agencies, deltatre uses cutting-edge technology to make the greatest sporting events more immersive, collaborative and inclusive across every platform and on every device.

Conveying the drama as it happens is a complex and challenging task; deltatre's Onstage products enrich the experience for everyone, from those behind the scenes to the commentators and the viewing public. Among the organisations adding a new dimension to live stadium action using deltatre products is Premier League Productions, which appointed deltatre to provide on-screen and augmented reality broadcast graphics as well as a

commentator information system for international Premier League match and news programming.

For clients striving to engage their audiences with the next level of interaction, deltatre provides pioneering Online products that seamlessly integrate live video with statistics and social media, connecting audiences and changing the way they watch sport forever. Our fan-engaging online solutions are powering major award-winning sports websites and mobile applications around the world, including the International Rugby Board, UEFA, FIFA, STAR Sports India, Sky Sports, NBC Sports and the European Tour.

Finally, to complete the live experience and furnish clients with a full complement of technological solutions, deltatre answers the organisational and logistical challenges associated with sporting events using our Backstage family of products. Whether supplying a full-service Event Management System or deploying Digital Sport Production Vans to generate in-stadia graphics, deltatre has helped successfully deliver some of the most elite football events in the world.

Our full range of products and services transform sports fans from passive viewers to active participants, connecting socially and sharing the emotion wherever they are. By harnessing our experience, technical skills and passion for sport, deltatre keeps our clients one step ahead. (Images Left to Right: Sky Sports Ashes Event Centre, Premier League Production Graphics, EuropeanTour.com)

## Contact



### Deltatre

Media House, 3 Palmerston Road,  
London SW19 1PG  
Tel: +44 (0)20 8545 1500  
sales@deltatre.com  
[www.deltatre.com](http://www.deltatre.com)

# Design by Structure

Creative minds for ambitious brands.  
We're partners to businesses with growth ambitions.



# Designwerk

World leaders in strategic brand communications for the sports industry.



## 10 reasons clients partner with Structure.

**1. Impact.** Our work drives exceptional commercial outcomes for clients. We start our engagements by defining success and measurable KPIs. Our work increased leads for TelecityGroup by 64%.

**2. High-growth.** Our clients are from demanding, fast growing industries where compound annual growth rates are often in excess of 20%. We developed an award-winning brand for a leading SaaS provider.

**3. Cloud technologies.** We're experts in communicating the value of technology-led propositions, from smart cities to cloud technologies, to end-users. We are working with leading cloud service providers on proposition development and digital strategy.

**4. SME acquisition.** We are leading the digital marketing for the UK's flagship growth service, Growth Accelerator. 6,000 SMEs have signed up in year 1.

**5. Investors.** We work with leading private equity businesses and the businesses they invest in. We understand this relationship and the returns required by investors. Our work for private equity businesses has helped drive deal flow.

**6. Collaboration.** We often work in a supply chain as part of a consortia committed to

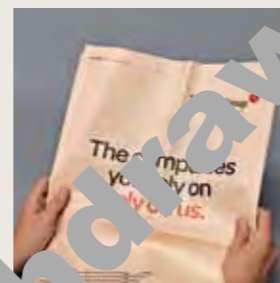
delivering success for clients. The Growth Accelerator consortia has helped 3,400 businesses increase turnover more quickly.

**7. Making markets.** We helped shape one of the world's largest infrastructure programmes, creating a UK market to supply the offshore wind sector. The GROW:OffshoreWind service has hit acquisition targets in under three months.

**8. Connected.** We leverage a network of leading solution providers in technology, social media and digital marketing that creates value for our clients. Identifying the company names of anonymous web visits has helped TelecityGroup's sales teams focus their follow-up activities more effectively.

**9. Digital brands.** We deliver integrated branding and digital solutions because brand interactions are increasingly happening online and mobile first. We have been recognised with Transform and Digital Impact Awards for the outcomes of both our branding and digital work.

**10. Insight.** We apply a research-based methodology that informs our approach to designing customer experiences for all destinations. Insight from UK manufacturers and supply chain prime contractors informed the design of the GROW:OffshoreWind service.



## Contact

### Structure

#### Design by Structure Ltd

34 Jack's Place, 6 Corbet Place,  
London E1 6NN

Tel: +44 (0)20 7247 2788

john@designbystructure.com

[www.designbystructure.com](http://www.designbystructure.com)

Designwerk is a world leader in strategic brand communication for the sports industry, working with some of the biggest names and brands in global sport.

We design a wide range of brand identities, publications, exhibition spaces and all forms of brand communication. Our clients include international federations, bidding cities, rights holders, marketing companies, sponsors, commercial partners and PR agencies.

Designwerk has developed long-term relationships with its clients, who include UEFA, TEAM Marketing, the America's Cup, The Premier League, the International Tennis Federation, the FEI, The Football League, Sportfive, Infront Sports and many more.

We have worked for leading sports brands around the world, including the America's Cup in the USA, CCTV-5 in China, TVP Sport in Poland, the FIFA World Cup, UEFA Euros, BBC Sport, ITV Sport, Sport+ in Nigeria, UAE Football League, Abu Dhabi Sports, the FIM Superbike World Championship (SBK) and the global UEFA Champions League.

Brand strategy and brand identity are two of our key areas of expertise. We believe in working closely with our clients to establish their key marketing objectives, then help them develop a strategy which will instantly connect with their target markets.

We create logos, complete identities, brand architecture, brand guidelines, marketing books and press packs, which form the basis of a clear consistent visual identity across all media.

Our specialist interior design team creates a wide range of temporary and permanent exhibitions and environments, seen at major sporting events, conferences, trade fairs, museums, congresses, hotels, exhibitions and promotional events.

Publications we design include bespoke coffee-table books, brand guidelines, detailed event manuals, marketing books, special promotional items and bid documentation material. The branding materials we create are utilised across several different media, including print, posters, security passes, apparel, signage, websites, i-Pads, Sony tablets, mobile and social media.

We also have a dedicated digital moving-image division that creates promotional and information films, logo animations, title sequences and on-screen graphics packages.

This is what one of our major clients thinks about us:

*"I work with a number of agencies across Europe, and I can happily say that Designwerk is the best and longest-standing partner UEFA has ever dealt with"*

Head of Special Football Projects, UEFA



## Contact

### Designwerk

#### Designwerk

Studio 405, Metropolitan Wharf,  
70 Wapping Wall, London E1W 3SS

Tel: +44 (0)20 7488 7572

sryder@designwerk.co.uk

[www.designwerk.co.uk](http://www.designwerk.co.uk)

# DrillBoard Worldwide

World-class expertise in the playing, supporting and business of soccer.



DrillBoard™ Worldwide is an international marketing, media and technology company with world-class expertise in the playing, supporting and business of soccer. Founded by CEO Tim Gentles, the firm is headquartered in London and has a US base located in Chicago.

Driven by the company mantra "Pioneers, Best in Class", DrillBoard specialises in combining British creativity and digital skills, with US marketing expertise, and harnesses the international appeal of European football to provide powerful solutions globally.

"A tremendous example of innovation"  
Microsoft

The company has particular expertise in helping organisations that are looking to enter the vast US soccer market, the largest, most diverse and most commercially competitive grassroots soccer market in the world. DrillBoard works both with companies offering soccer products or services and also those looking to associate themselves with the sport and the huge US soccer community.

DrillBoard combines excellent technical foundations, strong commercial acumen, deep market insight and a world-class team.

- DrillBoard technology has won a World Series Award at Cloud Computing World - acknowledged as one of the industry's highest

accolades, recognising the best of the best in cloud computing.

- Chairman Hank Steinbrecher organised the FIFA World Cup USA 1994 and as Secretary General of US Soccer led unprecedented growth of the sport in the United States.
- DrillBoard's lead football advisor is the only coach to have coached at each of the last seven FIFA World Cups and UEFA European Championships and has consulted for teams such as Barcelona, the Netherlands, Chelsea, South Korea, and Manchester City.

#### Case Study: Chicago Red Stars Co-branded Digital Sports Education

DrillBoard developed a co-branded version of our in-house revolutionary soccer coaching tool for the Chicago Red Stars to use at senior level and also provided a mechanism for the club to engage with local teams in the Chicagoland region. In doing so, DrillBoard created a powerful communication and marketing loop from the training field to the fan, which in turn allowed the club to expand its brand, position itself as a thought leader in technology and create closer ties with its fan base.

"I would recommend it to any coach, player or parent looking to take their game to the next level." Marcia McDermott, ex President, National Soccer Coaches Association of America



#### Contact

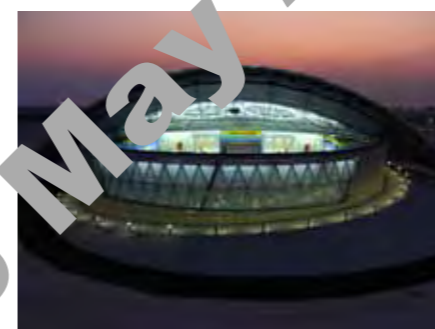
**DrillBoard™**

#### DrillBoard™ Worldwide

7 Coleherne Road,  
London SW10 9BS  
Tel: +44 (0)7749 611480  
coach@drillboard.com  
[www.drillboard.com](http://www.drillboard.com)

# ES Global

Staging, temporary structures, event overlay and project management.



ES Global provides innovative and creative solutions for music, sporting, corporate and hospitality events. Creating the right environment is vital for any live event. ES Global specialises in the delivery of dynamic stages, temporary structures, event overlay and expert project management. We ensure everyone is left with an unforgettable memory of your event, for all the right reasons.

Sustainability is a fundamental principle of the company business approach. We ensure that the impact of our design is evaluated throughout manufacture, delivery, construction and removal/reuse. Based in London, we are proud to be a local company and continue to build and develop relationships with local authorities, companies, suppliers and associations. At the same time, the vast worldwide experience of the team provides us with a wide-reaching global network, enabling us to be a local partner on an international scale.

Our knowledge and experience gives us an understanding of the often unique requirements of every conceivable type of event. At each stage of your project, our unique blend of invention and pragmatism ensures you get what you want, when and where you want it.

We seek to meet and exceed your expectations; we are dedicated to delivering on time every time, and to budget. Our keen attention to detail ensures nothing is overlooked.

Over the years our team and their skills have developed and adapted to reflect big changes in the market place. Our team is best placed to offer flexible, bespoke solutions every time. We are technically ambitious and continually strive to push the boundaries.

So whether you are looking for a temporary sporting venue whilst your new ground is being developed or an exciting new touring stage for a world-acclaimed musician, ES Global has the ability to take your vision and turn it into a reality. Our team thrives on challenges and to us, nothing is impossible.



#### Contact

**ESG**

#### ES Global Ltd

3 Vyner Street,  
London E2 9DG  
Tel: +44 (0)20 7055 7200  
info@esglobalsolutions.com  
[www.esglobalsolutions.com](http://www.esglobalsolutions.com)

# Event Communications

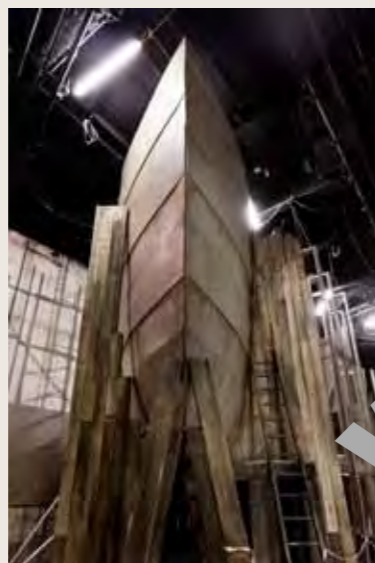
Creating world-class destinations worldwide.



Event is one of the world's leading design companies, recognised for creating and delivering innovative, involving and award-winning visitor destinations worldwide.

Event's collaborative approach combines the carried knowledge of over 250 projects and the varied skills of our team. We unite design excellence with the communication goals and storytelling ambitions of our clients in a manner that makes audiences - young and old - think, smile, connect and remember.

The 60-strong Event team has a store of insight, awareness and knowledge without parallel in the profession and a contagious drive and passion for all that it does. Since 1986, Event has been operating from studios in London and Dublin.



## Contact

# event

### Event Communications

India House, 45 Curlew Street,  
London SE1 2ND

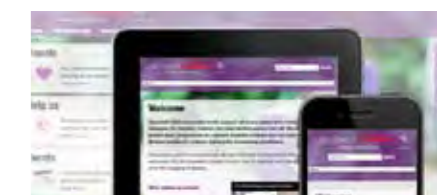
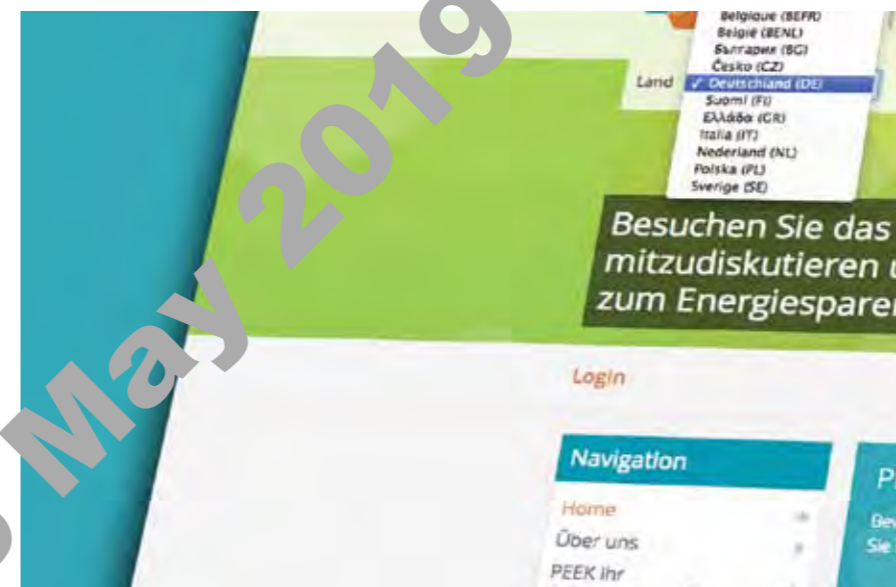
Tel: +44 (0)20 7378 9900

celestine.phelan@eventcomm.com

[www.eventcomm.com](http://www.eventcomm.com)

# ExtraMile Communications

Multilingual online marketing – your websites or emails in a language they'll understand.



ExtraMile Communications has a long history in multilingual, international email marketing and, in recent years, has brought that expertise to the world of multilingual websites. With an impressive client list that includes Apple Inc. (since July 2000) and the European Commission, the company's team understands the complexities of working with large organisations and global brands. ExtraMile will ensure that your brand values and message are relayed in multiple languages across the world without mistranslation or confusion.

Complex, multilingual work needs great tools and processes and ExtraMile's ISO-9001-accredited systems ensure your projects are managed from start to finish. The team brings its expertise in the international context to your work, checking the appropriateness, cultural implications and timing of website and email campaigns.

There are no concerns with changing business technology trends either - ExtraMile is in the forefront with HD imaging; responsive design emails and websites that adapt themselves to present equally well on computers, smartphones or tablets; and more.

A business case study - **SPICE3**  
"I have been extremely impressed with the service provision, communication and total professionalism of ExtraMile Communications.

The quality of service, focus and contribution to the SPICE3 project is exemplary".

Martina Beitke - Manager, Energy and Climate Policy - Cefic

ExtraMile Communications is one of the partners in the SPICE3 project - an EU-funded initiative designed to encourage SMEs in the chemical industry across Europe to be more energy efficient. ExtraMile provides the multilingual web platform that allows countries to share resources and initiatives, engage in online discussions and find funding opportunities.

Covering 14 language variants, this project incorporates facilities for translator access as well as instant translation for a variety of complex systems, such as an online discussion forum and a profiling system to evaluate companies' capabilities. The site features a responsive design, which is technically challenging where content in one language behaves differently from the same content in another language.

Apart from the technical challenges, ExtraMile has focused on the strategic development of the site plan, its content and translation in conjunction with the countries involved in SPICE3. All of this has been carefully managed to ensure a consistent approach throughout the project.

ExtraMile Communications can take your online communications into the multilingual, international dimension, speaking to clients and prospects in a language that they will understand.

## Contact

**EXTRAMILE**  
COMMUNICATIONS

### ExtraMile Communications Ltd.

14a High Street, Eccleshall,  
Stafford ST21 6BZ

Tel: +44 (0)1785 850774

info@extramilecommunications.com

[www.extramilecommunications.com](http://www.extramilecommunications.com)

# Factorydesign

Creating innovative passenger experiences, designing cabin interiors, consumer products and luxury goods.



Factorydesign is a multi award-winning creative design agency with studios and workshops in West London, delivering strategic solutions for consumer products and transport, including moving and static environments. Our experienced team of designers and engineers has a broad range of expertise, including research, design strategy, idea generation and innovation, through to design development and pre-production management. Our work spans many sectors and many countries, from transport to consumer products and luxury goods, with particular expertise in two markets.

We are aviation design specialists. We create passenger experiences through the design of cabin layouts and interiors and products, including seats for all classes, cabin features, monuments, lavatories and galleys, as well as integrating brands through colour, trim and finish. We design products for any commercial aircraft, with current activity on aircraft types such as A380, B787, A321 and A350, as well as business jets. Airline clients include: Etihad Airways, British Airways, Jet2.com, Singapore Airlines and Virgin Atlantic.

And we are consumer goods specialists. We identify genuine user insights and needs and create appealing, sustainable design solutions to meet these needs. We

focus on the point of interaction between the person and the object, combining connections that may be physical (ergonomic), intellectual (interface), emotional (style), performance (functional) and visual (aesthetic). We aim to make these interactions as appealing as possible. We combine this with project constraints and commercial ambitions to provide cost effective, financially viable solutions. Product clients include: Acco Rexel, Davidoff, Henkel, Ford Motor Company, Montblanc, Remington and Yamaha.

We help our clients to develop and market appropriate, novel design solutions that engage with and appeal to their customers to encourage sales and increase profit while improving the consumer's enjoyment of the product and their belief in the values of the brand. We understand brands and design products to support corporate and brand strategies. We make products better, better to use and better to sell.

We believe design is a journey not a destination, a strategy not a fixed solution.



## Contact

**factorydesign**

### Factorydesign Ltd

318 King Street,  
London W6 0RR

Tel: +44 (0)20 8748 7007

shout@factorydesign.co.uk

[www.factorydesign.co.uk](http://www.factorydesign.co.uk)

# Farrells

The UK's leading architect planners with offices in London, Hong Kong and Shanghai.



Farrells is considered to be the UK's leading architect planners, with offices in London, Hong Kong and Shanghai. For 40 years the practice has shaped the debate on urban design and believes passionately in the creation of the civic realm and the vital spaces in between buildings.

In the UK, building schemes include Embankment Place, the new Home Office HQ, the Royal Institution and the Deep Aquarium. Large-scale infrastructure planning and buildings dominate Farrell's work in East Asia, including Incheon Airport in South Korea, High Speed rail stations in Beijing and Guangzhou and the tallest building ever by a British architect in Shenzhen.

Completed masterplans include Newcastle Quayside, Brindley Place in Birmingham and West Kowloon in Hong Kong. Current projects in London include Earls Court, the Embassy Quarter in Nine Elms, Convoys Wharf and Mid Town in Holborn. Many of Farrells' projects have won international design awards and the company's architectural and urban design work is featured in publications worldwide.

Throughout his career, Sir Terry Farrell has championed and promoted placemaking and helped set the policy agenda for key strategic issues. He advises the Mayor of London on his Design Advisory Committee and the Department for Transport on high-speed rail (HS2). In 2008, he was appointed by the UK Government as Design and Planning Leader for the Thames Gateway - Europe's largest regeneration project. Sir Terry Farrell is currently leading the industry-wide Review of Architecture and the Built Environment, at the invitation of Culture Minister Ed Vaizey.



## Contact

**FARRELLS**

### Farrells

7 Hatton Street,  
London NW8 8PL

Tel: +44 (0)20 7258 3433

enquiries@terryfarrell.co.uk

[www.terryfarrell.co.uk](http://www.terryfarrell.co.uk)



# FITCH

**Bold thinking, seamless experience.**



FITCH is a global retail and brand consultancy. The consumer is at the heart of everything we do, and everything we do is the product of Bold Thinking.

For 40 years, FITCH has designed transformative consumer experiences for retail and brands, experiences which accelerate business success. We create seamless solutions by combining physical, human and digital elements of a brand for a unique experience signature. An integrated offer of strategy, design and implementation enables us to deliver a seamless expression of the brand at all touchpoints.



## Contact

# FITCH

### FITCH

121-141 Westbourne Terrace,  
London W2 6JR

Tel: +44 (0)20 7479 0900

gavin.clark@fitch.com

[www.fitch.com](http://www.fitch.com)

# FLUX

**Conceive – Design – Deliver.**



FLUX has designed, produced and delivered projects for a diverse range of 'blue-chip' clients, global brands and government organisations.

FLUX produced the Royal Gala Opening of St Pancras International Railway Station in London by HM The Queen – three days of events for 6,000 people. Seven hundred tons of equipment were installed over a month at the same time as the building contractors were completing the eight-year, £800m refurbishment.

FLUX produced the eight-minute 'Handover Ceremony' for London 2012 at the closing of the Beijing 2008 Olympics. This featured a red London bus driving into the Bird's Nest Stadium and opening to reveal Jimmy Page, Leona Lewis and David Beckham to the sound of Led Zeppelin's 'Whole Lotta Love'.

In 2010, FLUX produced the 40th National Day Event for the Sultan of Oman and the Omani government, with a crew of 1,200, including 1,000 Omani schoolteachers, and a cast of 12,500 Omani schoolchildren and 40,000 individual 'props'.

As part of the London 2012 Olympics FLUX produced the 69, two hour, back-to-back "Evening Celebrations" as the daily ending to the Olympic Torch Relay. Over a million people came to the shows, and the Relay was televised daily on the BBC and had its own daily BBC weather forecast.

FLUX work with clients to conceive, design and deliver an event.

FLUX specialises in large and complex 'one-off' events in challenging environments, where extensive, often global, media coverage means there is no margin for error.

FLUX is very experienced in the management of multiple stakeholders at the highest level and in dealing with statutory and government authorities over highly sensitive, detailed and often unique issues.



## Contact

# FLUX

### FLUX

3 Candid Studios, Angel,  
London EC1V 1NQ

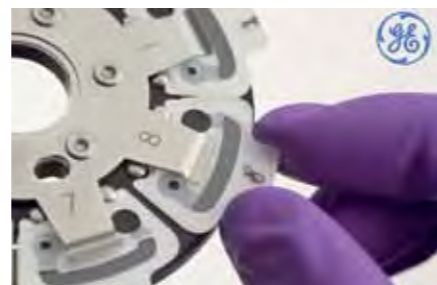
Tel: +44 (0)20 7837 0999

john@fluxevents.com

[www.fluxevents.com](http://www.fluxevents.com)

# fst Marketing

We partner our clients to deliver inspirational ideas and creative.



fst stands for free-spirited thinkers. We are an international, integrated creative agency with the sole purpose of building, nurturing and adding value to your brand.

We work closely with our clients to fully understand their business and their market, before thinking collaboratively to develop insight, strategy and ideas. These ideas are then turned into inspiring creative, which we deliver using a wide range of on- and offline media.

We are discipline neutral, meaning we can tap into whichever skillset is particularly relevant to the project in hand. It also means we can provide end-to-end creative services, and that is precisely what we do for a wide range of companies in many different international markets.

We create and deliver content. By devising inspiring creative strategy and collateral, we provide our clients with market cut-through and genuine return on investment.

Our breadth of offering includes:

**Branding:** brand strategy, brand identity, refreshing brands, brand audits, brand engagement, brand workshops

**Marketing:** marketing plans, campaign logistics, project management, strategic input

**Digital:** tv advertising, radio advertising, mobile applications, web applications, motion graphics, animation video, video film production, banners, mobile, viral / social media, search (ppc & seo), e-marketing, on-line campaigns, online planning

**Design:** incentives, campaign launches, event management, product materials, press advertising, staff engagement, launch programmes, pop & pos material, product packaging, corporate brochures, sales literature, pitch proposals, business development toolkits, product launches

We're ready to be your creative business partner.



## Contact

**fst**  
your creative  
business partner

### fst Marketing Ltd

Regatta House, 67-71 High Street, Marlow, Bucks SL7 1AB  
Tel: +44 (0)1628 498500  
Info@fstthegroup.com  
[www.fstthegroup.com](http://www.fstthegroup.com)

# FutureBrand

The creative future company.



We are the creative future company. Our job is to help you create the future for your brand and business.

Future brands are always built on a powerful idea. This is grounded in an understanding of commercial objectives and business insights, customers and markets. And it comes to life across every aspect of the brand experience.

We have positioned and revitalised many of the world's most recognisable brands, including: American Airlines, London 2012, Nespresso, UPS, Bentley, ABInBev, Barilla, Intel, McKesson, Nike, Unilever and MasterCard.

Our approach is simple. We understand your present brand, create a compelling future brand vision and deliver it in reality to turn you into a future brand.

### Brand Strategy:

Analytics  
Positioning  
Purpose & values  
Brand architecture  
Naming  
Innovation

### Brand Experience:

Brand identity & design

Packaging  
Internal engagement  
Digital service design  
Retail and branded environments  
Employer branding

Recent examples of our work include London 2012, American Airlines and Nespresso.

For **London 2012**, we created a compelling brand strategy and a kit of parts for the Look of London 2012, setting out to inspire the UK and the world to push beyond its personal best, celebrating the extraordinary festival of human endeavour that would be the London 2012 Olympic and Paralympic Games.

We recently worked with **American Airlines** to re-imagine their look and feel to better represent its comprehensive, long-term modernisation efforts. FutureBrand developed a new logo, livery, visual style and tone of voice that honours the airline's heritage while capturing the timeless spirit of modern America.

We have been working with **Nespresso** for over 12 years in everything from product and packaging design to retail experience and loyalty, having re-launched the brand as 'the ultimate coffee experience'. As global brand guardian, FutureBrand informs every aspect of the Nespresso brand experience,

from product innovation to its AAA sustainability programme.

## Contact

**FutureBrand**

### FutureBrand

2 Waterhouse Square,  
140 Holborn EC1N 2AE  
Tel: +44 (0)20 7067 0010  
nsykes@futurebrand.com  
[www.futurebrand.com](http://www.futurebrand.com)

# Grant Associates

Designing sustainable environments that connect people to nature and people to place.



Grant Associates is an award-winning international landscape architecture consultancy specialising in the creative and ecological design of urban and rural environments. The company was founded by Andrew Grant in 1997 to explore the creative possibilities of sustainable landscapes and the enhanced connection between people and nature. Grant Associates is involved in a number of forward-looking projects throughout the UK, Europe and Asia, working with some of the world's leading architects and designers. Recent projects of note include the Gardens by the Bay in Singapore, Royal Botanic Gardens, Sydney and Wimbledon All England Lawn Tennis Club, London. Grant Associates is a Private Limited Company based in Bath, England and is registered with the Landscape Institute. We have a regional office in Singapore.



## Contact



### Grant Associates

22 Milk Street,  
Bath BA1 1UT  
Tel: +44 (0)1225 332664  
info@grant-associates.uk.com  
[www.grant-associates.uk.com](http://www.grant-associates.uk.com)

# Graven

Legendary creativity builds strong brands.



© Renzo Mazzolini Photography



© Renzo Mazzolini Photography



© Renzo Mazzolini Photography

© Gerry O'Leary Photography

For almost 30 years our multi award-winning design studio has been helping to build some of the world's biggest brands for clients including BBC, British Airways, Carlson, Harris Tweed, Missoni, National Australia Bank, NCR, Pernod Ricard, Shell, Standard Life, TSYS and Volkswagen AG.

We were one of the first UK design studios to strategically integrate brand thinking and communications into the design of interior environments. Today we are industry-leading experts creating successful and pioneering retail, leisure and corporate environments for organisations, including those in banking & finance, hotels & leisure and luxury goods, and across both public and corporate sectors.

Using our bespoke process we model brands to meet the needs of boardrooms and customers, improve relationships and optimise performance at many levels. We also provide a non-confrontational space where we work with professional teams to plan the evolution of brands and businesses and deliver the operational environments – the visual images, words, messages, experiences and tangible evidence of brands delivered through products, processes or services – consistently and systematically, time after time.

Our projects include updating the world's oldest continuously used brand, Harris Tweed, to ensure the world's only cloth with a protected

provenance continues to flourish and provide economic benefits from its birthplace in a Hebridean croft to catwalks in New York, London, Paris and Milan.

Working with Missoni and Carlson Rezidor we created Hotel Missoni hotels in Edinburgh and Kuwait. With the BBC we created interior environments for BBC Scotland HQ – the world's first facility with all aspects of programme-making and broadcasting under one roof.

With service provider Access and Glasgow City Council, we helped re-design service provision, saving £73m.

We're evolving the British Airways Galleries lounge brand and implementing it at airports worldwide. We're also developing the Radisson Blu hotel brand – delivering hotels in Chicago, Mall of America, Philadelphia and Minneapolis and new concepts in the USA and Europe.

We also create place brands, including 'Stoke-on-Trent World Capital of Ceramics', and we work with ambitious start-ups, such as Clyde Valley Tomatoes, to revive a national market garden region, and Martha's, a prototype roll-out for a fast, fresh dining concept.

Wherever they are, large or small, our clients trust us to work with them around the world to help them build their brands, connect with customers and grow their businesses.



© Renzo Mazzolini Photography

## Contact

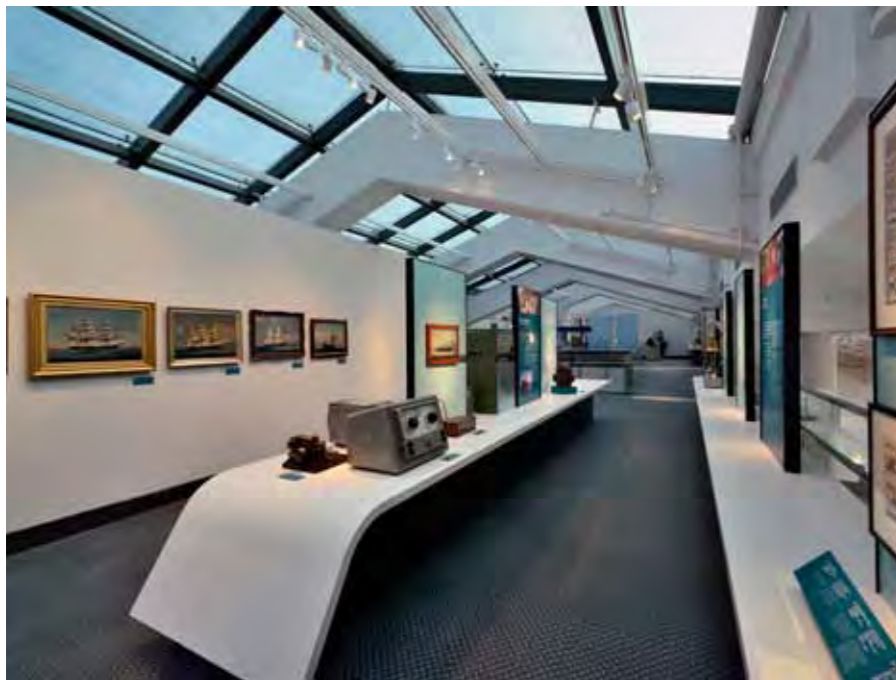
# Graven

### Graven

175 Albion Street,  
Glasgow G1 1RU  
Tel: +44 (0)141 552 6626  
info@graven.co.uk  
[www.graven.co.uk](http://www.graven.co.uk)

# Haley Sharpe Design

Innovative exhibition design for the world's leading museum and heritage attractions.



For 30 years, our dedicated teams have been delivering exceptional museum, gallery and heritage projects. With well over 500 completed schemes, Haley Sharpe Design (hsd) is the natural choice when seeking integrated exhibition planners, designers and implementers. We bring imagination and outstanding project co-ordination skills to every project and, as a result, our clients have won numerous prestigious awards.

With offices in the UK, North America and Southern Africa, we have a wide global reach. No project is too far. hsd-designed museums and attractions can be found throughout the Middle East, Africa, the Far East, Europe and North America.

Our clients include the Smithsonian Institution in Washington DC, where we have provided integrated design, content planning and project management services for gallery redevelopments such as the Living on an Ocean Planet gallery at the National Museum of Natural History, Systems at Work Gallery at the National Postal Museum and the forthcoming American Enterprise exhibition at the National Museum of American History.

hsd provided full exhibition design services for the revamped Hong Kong Maritime Museum, which opened in early 2013. Working collaboratively with architects P&T Group, our services included gallery planning, creative

exhibit development, graphic styling and environmental and security solutions. Galleries were specifically articulated to appeal to target audience segments, including tourists, specialist interest groups and higher education learners.

We are proud to be working with the National Music Centre, Canada NMC to create a state-of-the-art venue which will provide a home for the nation's musical narrative. Located in a striking new destination at the heart of Calgary's revitalised East Village, the NMC's exhibit zones have been devised as 'stages', and will be strongly immersive, encouraging learning and participation.

HSSA (Haley Sharpe Southern Africa) has a diverse portfolio offering masterplanning, research and design. Projects span the leisure, heritage and tourism sectors, including a visitor attraction at a Zulu royal palace, a multi-purpose tourism centre at Qunu in the Eastern Cape adjacent to the Nelson Mandela National Museum and a new website to promote the South African Liberation Heritage Route <http://www.liberationheritage.co.za>

So, be it a new suite of exhibition galleries or interpretation of a major historic site, hsd's international team brings impeccable credentials and exceptional creative thinking to each and every project.



## Contact

hsd

### Haley Sharpe Design Ltd

11-15 Guildhall Lane,  
Leicester LE1 5FQ  
Tel: +44 (0)116 251 8555  
info@haleysharpe.com  
[www.haleysharpe.com](http://www.haleysharpe.com)

# Hawkins\Brown

The practice has won a string of major commissions and awards.



Having been in practice for 25 years, Hawkins\Brown is among the generation of UK architects now hitting a mature stride and deservedly seeking an international profile. The firm has won a series of major commissions and awards, including being shortlisted for the prestigious RIBA Stirling Prize with the redevelopment of Park Hill flats in Sheffield.

Hawkins\Brown believes that the design of buildings and urban space is not simply the creation of abstract form-driven objects or landscapes. It is fundamentally a social art where the role is to interrogate briefs and engage with people. Responding to the need to find new ways of working overseas, Hawkins\Brown is actively seeking to collaborate with local practices.

Their work for the University of Oxford and University College London has led to higher education projects in Abu Dhabi and China. Designing three Crossrail Stations in central London has translated into masterplanning Sanhe Station (above) as part of the Metro extension in Chengdu, China. Cultural and museum buildings in Seoul and Riyadh stem from Hawkins\Brown's involvement over many years in working with artists and designing facilities for the arts.



"...Hawkins\Brown is fascinated by people. The firm's expanding repertoire encompasses projects for artists and art lovers, biochemists and buskers, commuters and councillors. The buildings are unfailingly disciplined and dignified, yet they also have a social and contextual resonance that actively engages with people and surroundings. Often there are choreographed moments of spectacle and surprise... at other times the architecture is quieter, yet always highly considered. A supporting backdrop to the dynamics and nuances of daily life. But in all Hawkins\Brown does, whether designing, building, collaborating, partying, mentoring or teaching, people are at the heart of it."

Catherine Slessor, Editor of *The Architectural Review*

## Contact

Hawkins\Brown

### Hawkins\Brown

159 St John Street,  
London EC1V 3TN  
Tel: +44 (0)20 7336 8030  
rogerhawkins@hawkinsbrown.com  
[www.hawkinsbrown.com](http://www.hawkinsbrown.com)

# Heatherwick Studio

Heatherwick Studio: Olympic Cauldron, London 2012.



© Getty images



Heatherwick Studio was invited by Danny Boyle to design the Olympic Cauldron for the London 2012 Olympic and Paralympic Games. Given that the Games only lasted a few weeks and the cauldron could never be re-lit, the studio's approach was to give London's cauldron a meaning that went beyond its identity as a physical object.

Instead of trying to reinvent the shape of a bowl of flame mounted on a column, the studio started looking for an idea that would relate more directly to the phenomenon of countries around the world gathering together in pursuit of sporting achievement.

It's idea was that each country would bring a unique object to the ceremony and these pieces would come apart again so that each country could take home their section of the cauldron as a national memento of the event.

Each of the 204 copper pieces had the approximate size of an A3 sheet of paper and were attached to stems 8.5m high. Since every element had its own gas supply, igniter and burner head, and was individually operated by pivots and levers, the cauldron was a sophisticated device with more than a thousand moving parts.

The rods were set out in 10 rings and attached to 10 waves of movement. In the tradition of British engineering, this mechanism was precision-machined and assembled in the north of England and the copper pieces were hammered by hand from sheets of flat metal using traditional craftsmanship.



© Getty images

## Contact

Heatherwick studio

### Heatherwick Studio

356-364 Gray's Inn Road,  
London WC1X 8BH  
Tel: +44 (0)20 7833 8800  
studio@heatherwick.com  
[www.heatherwick.com](http://www.heatherwick.com)

# HH Global

The global marketing services company with a creative and innovative approach.



HH Global is a global marketing services group specialising in the execution of print, digital and retail media.

Providing services to brands and retailers, both directly and via their nominated agencies, HH Global delivers a seamlessly integrated customer brand experience and a greater measurable return on marketing investment (ROMI).

With offices across Europe, the US, Latin America, the Middle East and Asia-Pacific, HH Global delivers for some of the most successful and challenging brands in the world and is a market leader in the co-ordinated, leveraged, management of global marketing supply chains to unify and synchronise all customer touchpoints across print, digital and retail media.

The HH Global proposition includes: marketing technology; media asset management; creative production; artwork management; transcreation and adaptation; marketing procurement; production management and marketing fulfilment.

HH Global works with some of the world's most prestigious and well-respected brands. The company's in-house creative teams execute campaigns for brands and agencies across all media, markets and languages.

These can be offered as standalone services or as part of a wider campaign.

Using its HHub technology platform, the company ensures that brand campaigns and assets are activated and distributed consistently, whenever and wherever clients need. It also enables every person involved in the process to have compete visibility of what is happening at all times, which in turn ensures that brand management is fully controlled.

Management of the process continues through to production, which ranges from traditional print through to all forms of digital and online media, as well as active support in integrating these as clients require.

HH Global also looks to adopt new technologies and innovations when it recognises how they can support a client's business. Examples of this are near field communications technology (NFC) as part of the company's brand-protection solutions, and its recently developed Lidd™ technology, designed specifically for retail food packaging.

HH Global has over 20 years' experience of marketing services, an impressive international presence, teams of creative professionals across the world and handles thousands of client requests across major global brands, on time and on budget with exceptional results.



## Contact



### HH Global

Sutton Park Road, Sutton,  
Surrey SM1 2AE  
Tel: +44 (0)807 669 263  
hvo@hhglobal.com  
[www.hhglobal.com](http://www.hhglobal.com)

# Holmes & Marchant

The agile brand design consultancy.



We are Holmes & Marchant - an international, full-service brand design consultancy, part of MSQ Partners Group with offices in the UK, Asia and the USA. MSQ Partners is a single, privately held group of 15 marketing services agencies, with 650 people across multiple global markets.

Established in 1967, we are a top 10 brand agency in the UK and work across every brand discipline, applying strategy and creativity to product, packaging, identity, retail environments, employee engagement, social and digital brand management.

We are particularly experienced in the transportation sector (e.g. signage and wayfinding), place and location branding and international brand packaging. Examples include work for Hong Kong's mass transit system, Belfast and Merck:

In Hong Kong, we developed an identity for MTR's Lantau and Airport Railway, which included the branding of the Airport Express line, as well as the extension to Tung Chung.

We created the brand for Belfast, one of the world's most infamous cities, as it was going through enormous positive change - our task was simply to help Belfast face the world again.

Working with Merck, we developed the brand identity and pack architecture for Diabion, a treatment for Type 2 diabetes, which was rolled out globally.

We can extend the execution of our brand development work into areas across the full communications mix, from advertising to PR to sales promotion/activation, working in partnership with our group colleagues.

We are agile. What this means is that in order to deliver the best work we encourage fresh thinking through a non-formulaic process; allowing businesses and other organisations to make better brand-related decisions that are carefully thought through, based on stronger insights, and come with a higher success rate.

People are at the heart of what we do; our people and our clients are our best resource. We believe in working together and have an inclusive approach to not only our clients, but with their suppliers and our micro-network agency partners as well. Creativity, strategy and management in branding and design are our core craft skills that we put to good use for our clients. Great design is good business.



## Contact

**holmes&marchant**

### Holmes & Marchant

90 Tottenham Court Road,  
London W1T 4TJ

Tel: +44 (0)20 7291 8400

info@holmesandmarchant.com

[www.holmesandmarchant.com](http://www.holmesandmarchant.com)

# Honour Branding

Creating memorable brand experiences for the aviation and hospitality industries.



Honour is a strategic branding and design consultancy with specialist expertise within the airline, travel and hospitality sectors.

As brand experience people we help brands to innovate and differentiate, whether this is a world-class airline lounge, or a chic budget hotel or a new aircraft interior. We focus on the consumer's interaction and relationship with the brand at different stages in the journey or process - using a fusion of environmental, branding and service design to create a cohesive and memorable brand experience.

We have a collaborative approach to projects, working with a range of specialist consultants, designers, architects and technicians to bring to life our clients' vision. Working with many clients across the globe, Honour is able to deliver local solutions with global impact, ensuring cultural sensitivities are considered with knowledge and respect.

We have worked as brand guardians to Saudi Airlines since 2010. Honour was invited to define their brand and create a binding theme across the customer experience. Our work has covered a refresh of their corporate identity and every customer touchpoint from website to check-in, and new cabin interiors to airport lounges.

Honour has also worked with Etihad Airways since 2008 as part of a consortium of design agencies creating their new onboard product and cabin experience, for their new aircraft fleet, due to start delivery in 2014. Honour's specific role is to provide strategic direction and design management to help realise the airline's vision to be the best in the world.

Thomson Airways engaged Honour's services to develop the long-haul customer experience for their new Boeing 787 aircraft and current fleet. This scope extended from soft furnishings to catering and even identifying new retail opportunities. The output resulted in new naming and identities for the cabin brands, and the creation of a new visual language for implementation across the rest of the customer journey.

As the world's largest provider of flexible workspace, Regus approached Honour to create a 'drop in' lounge concept to be installed across its network of 3,500 business centres. Targeted at the flexible mobile worker, Honour created a professional business environment with a gym-style membership and flexibility of space to meet the various workspace needs.

Other clients include: Air Canada, Bentley, Boeing, British Airways, bmi Delta, Kenya Airways and McDonalds.



## Contact

**HONOUR**  
THE BRAND EXPERIENCE PEOPLE

### Honour Branding Ltd

1 Sekforde Street,  
London EC1R 0BE

Tel: +44 (0)20 7107 2500

mike@honourbranding.com

[www.honourbranding.com](http://www.honourbranding.com)

# Illustrious Company

## 3D immersive soundscapes.



Illustrious is collaboration between two of pop's most iconic figures, Martyn Ware (Human League and Heaven 17) and Vince Clark (Erasure, Depeche Mode, Yazoo), who have jointly sold over 110 million records. Using their vast compositional and production knowledge, they create pioneering soundscapes for cultural projects and major events.

#### What we do:

Illustrious is the world-leading 3D immersive composition and soundscape production company, creating sound treatments to fit any brief and any shape or size of space.

Illustrious has been creating complex and exciting soundscapes for 12 years and has produced over 63 immersive works across the globe.

#### What is 3D Sound?

It is the art of creating emotionally engaging and authentic soundscapes, which replicate the real three-dimensional sound world we all inhabit. It brings height, depth and breadth to play, which immerse the listener. It is universally understood and connects with all ages, cultures and ethnicities.

#### Major Events:

- We can stream sound, live in 3D, from stadium to live site / fan zones, so a stadium atmosphere can be experienced

by people watching in parks and public areas where the event is being shown.

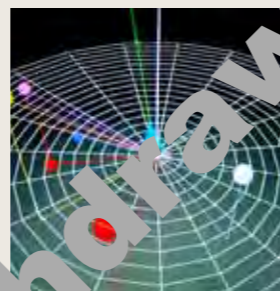
- We can help with wayfinding and moving large groups of people through ingress and egress.
- We can enhance the spectator experience by engaging them from the moment they arrive in the area, and not just when they enter the stadium.

#### Cultural installations:

- We have created many soundscapes to enhance architecture, public spaces and heritage sites. We have extensive contacts within the arts and work with poets, writers, musicians, artists, and sound historians etc. to create original and dynamic sound installations that function independently or as an accompaniment to other cultural content.

#### Who we work with:

- Venues and stadiums
- International major events
- Architectural collaborations
- TV and film
- Museums
- World heritage
- Galleries
- Retail
- Sonic branding



#### Contact



#### Illustrious Company

33 Princess Road,  
London NW1 8J5

[martyn@illustriouscompany.co.uk](mailto:martyn@illustriouscompany.co.uk)

[www.illustriouscompany.co.uk](http://www.illustriouscompany.co.uk)

# Industry

## Our brand, communications and digital services help organisations build a brand advantage.



Industry is a strategic brand consultancy run by an experienced team. We help organisations build a brand advantage by focusing their resources on delivering a compelling proposition to market.

Our experienced team has worked for many of the world's leading brands like Vodafone, HSBC, Tata Steel and the BBC, as well as strong regional brands such as China Light & Power and Commercial Bank of Qatar.

Our clients want to build a strong relationship with customers. We help them by working through every stage of the branding process, from market analysis and the definition of a clear positioning, through to the development of their brand identity.

In Asia, our team worked on national infrastructure projects, including the design of the branding and wayfinding systems for Hong Kong's MTR and Airport Express and the Land Transport Authority of Singapore. These brands have played an important role in defining the identity of the cities they serve.

In the Middle East, we helped Commercial Bank of Qatar to cement its position as a regional leader and realise its strategic aspirations. Our rebrand programme

covered every level of the customer experience and introduced the latest signage and advertising technologies, alongside a new look and feel for every customer touchpoint, from credit cards and ATMs to branding of national sport events, and the creation of a sonic brand, motion graphics and printed marketing materials.

Through our transformational digital work, we not only create new online experiences across web and mobile, we also provide a roadmap for our clients to develop digital services, altering the way that they interact with customers for the better.

Our brand-led approach to communications enables clients to build their profile and maximise synergies across channels. These integrated campaigns help our clients build their brand into an asset with enduring value.

Industry works internationally, and is based in London's creative quarter with access to many of the world's leading creative support services and production companies.

Our experience of working abroad and in multiple languages means that we can bring a global perspective to your brand challenge together with exceptional expertise and know-how.



#### Contact

## industry

#### Industry

14-15 Newbury Street,  
London EC1A 7HU

Tel: +44 (0)20 7796 1165

[more@industrybranding.com](mailto:more@industrybranding.com)

[www.industrybranding.com](http://www.industrybranding.com)

# Jane Wentworth Associates

International leaders in brand  
for the cultural sector.



Established in 2003, Jane Wentworth Associates is an international brand consultancy that helps cultural organisations define what they do, how they do it and why they do it. We enable our clients to be more visible, more focused, and more engaging, propelling them forward to make the greatest possible impact.

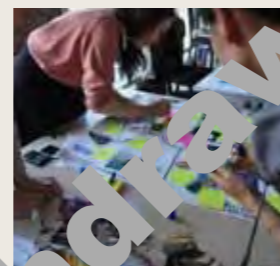
We are passionate about the vital role culture and heritage can play in creating a destination, transforming people and society, and building revenue and global reputation, and we think that brand has the power to transform culture.

For us, brands are about much more than simply creating a logo. They are built by revealing the big idea at the heart of everything you do. An idea, driven by a sense of purpose, that will inspire communications, motivate employees and drive every decision. Because we think that this idea has to come from within the organisation, our process is built from the inside out, with all staff and stakeholders contributing to our analysis and helping us build compelling arguments for the future.

As cultural specialists we speak the language of our clients while also sharing our collective business experience. Our core London team works with a large network of international associates and partners, making us highly connected and allowing us to build the best team for each client.

Our areas of expertise include:

- Brand review & research
- Brand & communications strategy
- Brand identity
- Naming & brand architecture
- Staff engagement & internal communications
- Tone of voice
- Retail strategy



## Contact

Jane Wentworth  
Associates

### Jane Wentworth Associates

9 Rosebery House,  
70 Rosebery Avenue,  
London EC1R 4RR

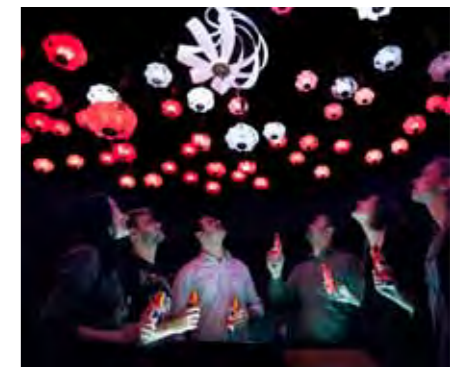
Tel: +44 (0)20 7278 8700

jo@janewentworth.com

[www.janewentworth.com](http://www.janewentworth.com)

# Jason Bruges Studio

Innovative artworks that create engaging spaces  
which connect people with their environment.



We are interested in the way spaces are used over time, how they can be transformed and how they can be made to respond to the way they are used.

Our design studio and in-house workshop is based in Old Street, London, the hub of the creative and digital industry in Europe.

We are a multi-disciplinary team of creative architects, lighting designers, electronic engineers, programmers, visualisers, industrial designers and mechanical engineers. We are supported by an experienced, high-calibre management team, to develop and deliver bespoke projects worldwide.

We are currently working on a number of global projects: a public artwork for a new development in Toronto, Canada; and a New Media Lounge at San Diego International Airport. In London we recently completed an interactive resources project for Tate Modern art gallery, a distraction piece for Great Ormond Street Hospital for children on their route to surgery and a number of artworks for the London 2012 Olympics.

We bring environmental awareness and technical skill to the direction of all of our creative projects. Our vision, passion and desire to find groundbreaking creative solutions are clearly evident in our work.

Jason Bruges Studio prides itself on offering excellent client services, including: initial consultation on feasibility concept design; detailed design; design consultancy; research and development; visualisation; product development; prototyping; full production; production management; and installation and commissioning. Clients are encouraged to make studio and workshop visits to see the creative ideas for their project come to life.



## Contact

JASON  
BRUGES  
STUDIO

### Jason Bruges Studio

Green Mews, Beviden Street,  
London N1 6AS

Tel: +44 (0)20 7490 4590

info@jasonbruges.com

[www.jasonbruges.com](http://www.jasonbruges.com)



# John McAslan + Partners

Architects and masterplanners.



John McAslan + Partners is a leading architectural practice based in London, with offices in Manchester, Edinburgh and Doha. An extensive portfolio of international award-winning projects includes work in the infrastructure, hospitality, commercial, residential, education, cultural, heritage, urban design and landscape sectors.

The practice's most recent success has been the acclaimed transformation of King's Cross Station in time for the London 2012 Olympics, which has won more than 20 international awards. We have an established reputation for the imaginative regeneration of historic buildings - notable examples being the redevelopment of the historic Stanislavsky Factory in Moscow, the British Embassy in Algiers and the restoration of the Iron Market in Port-au-Prince, Haiti. Our international portfolio also includes twin residential towers in Istanbul and 16 projects in Doha, Qatar, including key landmark buildings such as a Cultural Forum, the first Mandarin Oriental hotel to be constructed in the Middle East, a Park Hyatt hotel, a mosque, a school, heritage museums and a residential complex.

We have a growing Russian portfolio, with several major projects currently on site, including a significant commercial development in St Petersburg and

two major schemes in Moscow - the redevelopment of the historic Bolshevik Factory site and a 19-storey office building. Our recently completed Olympia Business Park in Moscow has won numerous awards - offering class 'A' office accommodation, it is home to the Russian HQ for BMW.

John McAslan + Partners has a growing reputation for substantial infrastructure projects and has completed 10 stations for Delhi Metro. We are currently working in Bangladesh with the Dhaka Transport Co-ordination Authority as lead architect design consultant for Dhaka's new metro line.

Other notable international projects include a current masterplan for the Royal British Columbia Museum in Victoria, Canada, a significant redevelopment of the British School in Rio de Janeiro and a luxury residential complex in Latvia, as well as a new community settlement west of Nairobi, the Kigali Memorial Centre in Rwanda and school projects in Malawi and Uganda.

The practice has won over 50 international awards, including 18 RIBA Building of the Year Awards and three European Union prizes for cultural heritage, and has been named Architectural Practice of the Year on a number of occasions.



## Contact

### JOHN MCASLAN + PARTNERS

#### John McAslan + Partners

7-9 William Road,  
London NW1 3ER  
Tel: +44 (0)20 7756 8515  
rtoday@mcaslan.co.uk  
[www.mcaslan.co.uk](http://www.mcaslan.co.uk)

# Jones Garrard Move

Designing value for transport brands on the move.



Jones Garrard Move specialises in creating successful, award-winning vehicle interiors, exteriors and total systems that add value for transport operators and manufacturers around the world.

Led by Michael Rodber (pictured above), who boasts 35 years experience in transport design, including working for Porsche AG in Germany and Ford Motor Company, Jones Garrard Move strives to create the travel experiences to give people that important "Feelgood Factor" - a crucial element in any brand's strategy to cement and sustain that vital relationship between passenger, operator and manufacturer.

Our transport industry know-how enables us to identify the heart of a problem, accurately analyse the requirements of an executive vision and empathise with the needs of the passenger to synthesise the best-possible solution at all levels in the operation.

Stylish and innovative ideas are developed from a combination of an evidence-based approach and creative imagination. Our design management processes enable us to control the development of concepts - integrating human factors and engineering using tools such as 3D CAD, simple full-size test rigs and fully finished mock-ups - to create the right manufacturing specification and final

production solutions. Solutions that delight passengers and stakeholders from the start and for many years in service.

Michael has led his team on rail, automotive and airline projects in Europe, the Far East and the USA. Over the many years of working for international clients we have gained massive experience in how to successfully communicate with and understand clients across the hurdles of distance, language and culture.

The team built up an excellent relationship with the Hong Kong operator, MTR Corporation, working on more-or-less every one of its transport projects - trains, buses and trams. Working with US company, BE Aerospace, breakthrough innovation was delivered for British Airways with the "Cradle" seat. This was the start of a winning partnership that went on to design aircraft seating for Air New Zealand, American Airlines, Delta and SAS.

Some of our significant transport projects include:

- The high-speed Eurostar train exterior for France, Belgium and UK railways
- The high-speed AVE train exterior for Spanish railways
- The Airport Express and Disney train interiors for MTR Corporation in Hong Kong

- The Stockholm metro train interiors and exteriors for Storstockholms Lokaltrafik, Sweden
- The Denmark/Sweden Øresund Link terminal area
- The "POD" people mover vehicle and system for British Airports Authority
- Luxury train seating for CETEC, China

## Contact

jonesgarrard | **MOVE**

### Jones Garrard Move Ltd

7 Beaker Close,  
Smeeton Westerby,  
Leicestershire LE8 0RT  
Tel: +44 (0)7802 380 252  
michael-rodber@jonesgarrardmove.com  
[www.jonesgarrardmove.com](http://www.jonesgarrardmove.com)

# KBW

**Narrative Immersion that drives business today and builds the brand for tomorrow.**



In a world of unprecedented change our 'Magnetic North' is the power of Narrative Immersion to engage, to inspire and to make things happen.

Narrative, because the shortest distance between a brand truth and a human being is, and always will be, a story. And Immersion, because things really start to happen when you use physical, broadcast and online spaces to engage the senses and invite people into your brand.

We work in the most exciting 'space' in marketing communications, ever growing in its possibilities, operating at the intersection of human interactions, arts and entertainment, and new technologies.

It's an area taken to a new level by the inspirational experiences of London 2012. We were proud to be part of it and it has helped open our eyes to the full range of possibilities of what we can do.

Led by Trevor Kirkpatrick and Nick Barnes, formerly senior colleagues at Saatchi & Saatchi, we combine creative and technical experts from consumer advertising, graphic and product design and multimedia production.

Whatever the project, however big or small, our common aspiration is to harness the power of Narrative Immersion to help our

clients succeed - relevant, compelling stories that engage audiences to drive business today and build the brand for tomorrow. Invariably, the brand with the best story wins.

At London 2012, we used the power of Narrative Immersion to inspire millions of people to think about the mobility choices they make every day: good storytelling - simple insightful dialogue, strong characterisation, engaging plots - brought to life in immersive environments: physical spaces designed to ignite the senses and invite people into the BP brand.

"KBW proved to be an excellent partner. They understand BP, understand what's needed to engage public and business audiences and have shown themselves capable of delivering an amazing showcase programme." [Jo Merlini, Head of Mobility and Operations, BP London 2012 Partnership].

In addition to our wide-ranging work for BP around the world, KBW's other international clients include distinctive Narrative Immersion projects on behalf of HSBC, AXA, Pitney Bowes, Micro Focus, Linde AG and Masdar Future Energy Company.



## Contact

**KBW LTD**

2 Hat & Mitre Court,  
London EC1M 4EF

Tel: +44 (0)20 7336 8546

trevor@kbwdesign.com

[www.kbwdesign.com](http://www.kbwdesign.com)

# Keith Williams Architects

**Multi award-winning architects, masterplanners and designers.**



Since its foundation in 2001, Keith Williams Architects has become one of the UK's leading architectural and masterplanning design firms, with an exceptional reputation for the creation of high-profile, innovative, sustainable buildings. Working across many sectors, the firm's projects have been much awarded and its strategic masterplans for major cities have demonstrated new visions for the way in which future urban centres can be shaped.

Recipient of more than 35 major design and construction awards for its built projects, Keith Williams Architects has twice been nominated for the Stirling Prize and has twice won the BD Public Building Architect of the Year Award.

Keith Williams Architects works internationally across a broad range of sectors, with projects in Austria, Canada, Denmark, France, Germany, Ireland, Italy, Norway, Pakistan, Southeast Asia, Sweden, and Switzerland.

Based in the company's London studio, Keith Williams as founder and director of design, personally initiates and oversees the design of all aspects of the firm's projects, which, working with technical director Richard Brown, are developed and implemented with the support of the practice's highly motivated and talented senior architectural staff. The firm's projects are developed with some of

the world's most innovative engineers and specialist designers.

The company's specific expertise centres on the following sectors:

- City masterplans
- Cultural buildings including theatres, concert halls + opera houses, art galleries, museums and libraries
- Civic buildings including town and city halls
- Trade exhibition halls
- Offices + commercial buildings
- Universities
- Residential towers
- Private residential projects
- Sustainable design

Keith Williams considers the pursuit of excellence in architecture and design as an holistic universal and practical endeavour, a principle that allows his office to work comfortably at any scale from the design of an everyday object such as a bench or chair, through major buildings of varying complexities, sizes, types, and locations, to the masterplanning of city quarters. For Williams, great design combines both intelligent strategy and precise detail to create the most dynamic and appropriate outcome in each specific case.

Keith Williams Architects has been successful in numerous high-profile architectural competitions, both national and international, and its work has been published worldwide, culminating in the first monograph on the firm's work, *Keith Williams: Architecture of the Specific* which is published by Images Publishing of Melbourne, Australia.

## Contact

**keith williams architects**

### Keith Williams Architects

17-21 Emerald Street,  
London WC1N 3QN

Tel: +44 (0)20 7841 5810

studio@keithwilliamsarchitects.com

[www.keithwilliamsarchitects.com](http://www.keithwilliamsarchitects.com)

# Kinneir Dufort

Award-winning experts in new product design and development, creating success globally.



Kinneir Dufort is an award-winning expert in the field of new product development; integrating user research, innovation, design development and engineering for international clients and global markets, with a specialism in the healthcare sector.

We have over 35 years of experience in helping businesses and organisations of all sizes to discover, create, develop and realise successful new products, packaging, brands and user experiences that make a difference.

Working with some of the world's largest corporations, as well as small and medium-sized enterprises and start-ups, Kinneir Dufort has built its reputation on delivering market-leading design solutions in the healthcare, consumer, scientific and business-to-business sectors. This richly diverse sector experience has driven the growth of our integrated process, which also combines expertise in the areas of digital user interface design, electronics and software technology development and advanced, state-of-the-art prototyping.

The healthcare sector is an area of particular strength at Kinneir Dufort, marked by the success of the 'HandiHaler' dry powder inhaler design for the global pharmaceutical company Boehringer Ingelheim, which first demonstrated the power of design in making medical devices not just easier to use, but more appealing, safer and more economic in production.

Kinneir Dufort's increasing involvement in healthcare-related projects led us to formalise our quality systems and obtain ISO 9001 and ISO 13845 accreditation, and align ourselves with FDA guidelines for risk management, usability and human factors engineering (ISO 14971, 62366 & ANSI HE.75), further confirming the company's commitment to achieving excellence in the medical device development field.

By taking a holistic approach to research, innovation and design, Kinneir Dufort has developed a deep understanding of user needs and the ability to translate those into opportunity areas and so design solutions. As an example of this, our work in the field of diabetes care has helped to produce a range of multi award-winning products for Roche Diagnostics, including the Accu Chek-branded Aviva Nano, Mobile and Fastclix.

Kinneir Dufort's uniquely in-depth process and team capability bring together user understanding, design and technical know-how. This combined with internationally recognised quality systems have proven to be highly sought after, not just by clients in the healthcare sector, but across a wide spectrum of business globally.



## Contact



### Kinneir Dufort

5 Host Street,  
Bristol BS1 5BU  
Tel: +44 (0)117 901 4000  
hello@kinneirdufort.com  
[www.kinneirdufort.com](http://www.kinneirdufort.com)

# Land Design Studio

We tell stories in cultural and commercial spaces.



Land Design Studio is a cross-disciplinary design consultancy in London that has been creating museums, exhibitions and brand experiences since 1992. This experiential design involves telling stories in cultural and commercial spaces through the integration of architecture, narrative, scenography and communication media, often in collaboration with eminent architects. Land's expertise involves the complete process from conceptual master planning through to the final commissioned installation. The practice has delivered more than £100m of exhibitions funded by the National Lottery within the UK and has also built a reputation for investigating and embedding award-winning digital media into many projects.

Land has designed many International touring exhibitions for the Natural History Museum London, including 'Ice Station Antarctica' and in 2013 'Scott's Last Expedition'. Working for the Foreign & Commonwealth Office they designed the 2005 UK Expo pavilion in Aichi, Japan, which won numerous awards, including a D&AD Yellow Pencil and an Art Director's Club New York Gold Award. Another important international project was the interpretation programme for the highly acclaimed 'Gardens by the Bay' in

Singapore, which was in collaboration with landscape architects Grant Associates and architects WilkinsonEyre.

Current work in progress includes a heritage visitor centre for the 16th-century St Elmo fort in Malta, which is a World Heritage site funded by the ERDF, and most recently the visitor experience design for a high-profile pavilion for Milan Expo 2015.

Clients include: The British Museum, V&A, Natural History Museum, National Maritime Museum, Imperial War Museum, the Foreign & Commonwealth Office, Christie's London & New York, Eurostar, AEG Europe, National Parks Singapore, Miraikan Tokyo, Ministry of Tourism & Antiquities Jordan, National Media Council UAE, Heritage Malta and Grand Harbour Regeneration Corporation Malta.

Land's creative director Peter Higgins lectures extensively abroad and collaborated with London's Central Saint Martins College, where he is now Visiting Professor, in developing a highly successful MA course titled 'Narrative Environments'. In 2009, Peter was awarded an RDI (Royal Designer for Industry) for his work in interior design. He has an active interest in how cultural institutions may enhance the concept of urban placemaking.



## Contact

Land

### Land Design Studio

5 Spring Grove Rd,  
Richmond TW10 6EH  
Tel: +44 (0)20 8332 6699  
Info@landdesignstudio.co.uk  
[www.landdesignstudio.co.uk](http://www.landdesignstudio.co.uk)

# Landor Associates

Inspiring change and enhancing business performance through powerful brand stories.



Landor Associates is a global brand and communications company. We tell powerful brand stories that inspire change, helping companies enhance their performance and engage with their customers.

Founded by Walter Landor in 1941, we pioneered many of the research, design and consulting methods that are now standard practice in brand communications. Walter built Landor over time to create the first truly international branding and design firm with 25 offices in 19 countries including in Asia, Europe, the Middle East and throughout the USA.

As the world becomes better connected across borders, global storytelling is an increasingly important part of what we do. Sometimes the same story based on a universal truth works well across cultures. In other instances, our role is to help our clients modulate their story to better connect with different cultures.

Creativity is at the heart of what we do and we pride ourselves in striving for absolute excellence. We've created brand stories for, amongst others, BP, Procter & Gamble, British Airways, Kraft, Gulf Air, Tata, Mediclinic, Pick & Pay, ComCity, BMW, M&S, Citi and Aeroflot.

Landor's full suite of services includes everything from brand strategy & architecture, visual identity & logo development through to opportunity mapping and digital & mobile content development.

Working with Landor there are four key things you should know about us: Firstly, we are an ideas company, not a design agency. Secondly, we help you inspire passion for the brand. Thirdly, we make the strategy process accessible; we believe that it doesn't have to be lengthy and complicated. Lastly, we do this with you, not to you.

As part of WPP, we also partner with our sister companies, including research firms, consultants, ad agencies, public relations firms and marketing specialists to offer a seamless experience to our clients.



## Contact

# Landor

### Landor Associates

Level 7, 2 More London  
Riverside, London SE1 2AP  
Tel: +44 (0)20 7880 8447  
eimear.hunter@landor.com  
[www.landor.com/london](http://www.landor.com/london)

# Lumsden

We design unique retail environments for museums, galleries and visitor attractions worldwide.



We consider ourselves to be unique in the design marketplace because of our highly acclaimed retail design work for museums, galleries and visitor attractions.

Lumsden is a highly acclaimed design agency, based in the City of London, with proven experts in the following specialisms - retail design, branding and graphics, merchandise system design, retail strategy and visual merchandising. As part of a collective network of like-minded people, we also undertake design consultancy projects including interactive technology, product design, online retail and merchandise strategy.

One of our most recently completed projects was commissioned by Warner Bros. to design the 640sqm of retail store which completes the Warner Bros. Studio Tour - The Making of Harry Potter in the UK. The objective of the store design was to provide a seamless and engaging continuation of the Studio Tour, where guests can buy Harry Potter-related products in an environment which enthalls them. The financial success of the retail space is unprecedented, with sales and profits achieving considerably higher levels than the projected financial targets. The store has been described by an industry insider as "Setting the bar for visitor attraction retail in every way".

Other major cultural clients include the British Museum, as well as the Albertina and Belvedere museums in Vienna.

The British Museum is one of the world's greatest cultural institutions, housing an astonishing collection of exceptional and ancient treasures from every chapter of history. Our brief to design the British Museum's six main shops has ensured that it now has a retail offer aimed specifically at their multiple target markets. Our commission from the Albertina and the Belvedere was due to our highly acclaimed designs for Tate Modern and because of our demonstrable sensitivity to historic architecture.

Lumsden Design has also been recently commissioned by Universal Studios to design their Brand Store, to be located at the Universal Orlando Resort, Florida in 2014. The new concept will be rolled out in the company's sister resorts around the world (Hollywood, Singapore and Japan).

Our clients include:  
Museums: Science Museum, London Transport Museum, V&A, Natural History Museum, Albertina (Austria), British Museum, Wellcome Collection, National Museum of Scotland, Belvedere Museum (Austria), RMN (France)

Galleries: Tate Modern, Dulwich Picture Gallery, National Gallery of Denmark

Visitor Attractions: Merlin Entertainment Group, Warner Bros., Universal Studios (USA)

## Contact

# Lumsden Design

### Lumsden Design Studio

Floor 2, 2A Luke Street,  
Shoreditch, London EC2A 4NT  
Tel: +44 (0)20 7739 8572  
callum@lumsdendesign.com  
[www.lumsdendesign.com](http://www.lumsdendesign.com)

# Make Architects

## Reputation for design excellence.



Make is an award-winning studio of architects and designers committed to designing buildings, spaces and places which are as striking and innovative as they are socially, economically and environmentally responsible. Founded by Ken Shuttleworth in 2004, the practice has studios in London, Beijing and Hong Kong.

Make is a different kind of architectural practice. An employee-owned business, it has created a studio environment where preconceptions do not limit innovation and creativity is not stifled by hierarchy. These values create a stimulating and energetic working atmosphere in which Make's teams can focus on producing exciting, groundbreaking buildings that will enhance the lives of all who use them.

Make's design teams have an exceptional range of talent and have acquired considerable professional experience designing advanced, complex and iconic buildings. When approaching a new project, whatever the context, size or scope, they embark on a meticulous, in-depth design process. Applying a fresh questioning attitude and a 'hands on' approach, they see every project as a unique challenge and an exciting opportunity to develop the most dynamic and efficient buildings. The process starts with listening to the client,

understanding their needs and aspirations and then producing design-led solutions which are tailored to its context and the needs of the end user.

At nine years old, the practice has completed notable developments which include the Copper Box for the London 2012 Olympics; The Cube, a mixed-used scheme in Birmingham; and four Oxford University buildings - Kennedy Institute of Rheumatology, Nuffield Department of Medicine Research, Oxford Molecular Pathology Institute and Old Road Campus Research. Internationally, Make's projects include the Weihai Pavilion, Pinnacle One office scheme and Temple House hotel in China; Oasis at Golden Sands resort in Malta; and Hewa Children's Hospital in Kurdistan. Current projects range in scale from private houses, residential towers and office developments to sports facilities, hospitals and urban masterplans.



### Contact

# make

#### Make Architects

13 Fitzroy Street,  
London W1T 4BQ

Tel: +44 (0)20 7636 5151

info@makearchitects.com

[www.makearchitects.com](http://www.makearchitects.com)

# Malcolm Reading Consultants

## Expert design consultancy specialising in architectural competitions and heritage masterplanning.



We are the leading independent organiser of international design competitions based in the UK. We have over 18 years' experience of running open design competitions, as well as private invited competitions – both highly effective ways of achieving exceptional design for our clients.

We also specialise in heritage masterplanning and feasibility/proof-of-concept reports, where a client needs to convince internal or external stakeholders of a project's viability or test a development strategy.

Associated services include writing the brief, which in our experience is critical to the success of a project. While the architect's sketch on the napkin is often talked about, in reality it's the clarity of thinking in the brief that determines the best outcome.

Malcolm Reading Consultants (MRC) has an excellent track record of giving strategic advice to clients at the early stages of projects. We understand the governance structures and procedures that clients need to put in place to manage the highly complex teams now required for world-class projects.

The company has helped organisations as diverse and high profile as the British Antarctic Survey, the Taiwan Land Development Corporation, the Mumbai City Museum, the Library of Foreign Literature

in Moscow, NATO and a number of leading Oxford Colleges.

We devised and ran the design competition for the UK Pavilion for the Shanghai Expo 2010. This project brought the designer, Thomas Heatherwick, to international attention and won an Expo Gold medal and the RIBA's Lubetkin Prize. It was also credited with changing the Chinese perception of the UK to that of a modern, creative and advanced technological nation.

We have also advised on some of the leading heritage projects in the UK, including St Martin-in-the-Fields, winner of the European Union's prestigious Europa Nostra award.

Malcolm Reading trained as an architect and founded MRC in 1996. Since 2005, he has been a Trustee to Historic Royal Palaces and is currently Chair of the Tower of London UNESCO World Heritage Site Consultative Committee. He is also a Fellow of the Royal Society of Arts and an honorary Fellow of the Royal Geographical Society.

A great believer in the power of design to act as an inspiration and to change perceptions, he is supported by an energetic professional team with backgrounds in architecture, urban design, law and journalism; and with both commercial and public-sector experience.



### Contact

MALCOLM  
READING  
CONSULTANTS

#### Malcolm Reading Consultants

Fourth Floor, 10 Ely Place,  
London EC1N 6RY

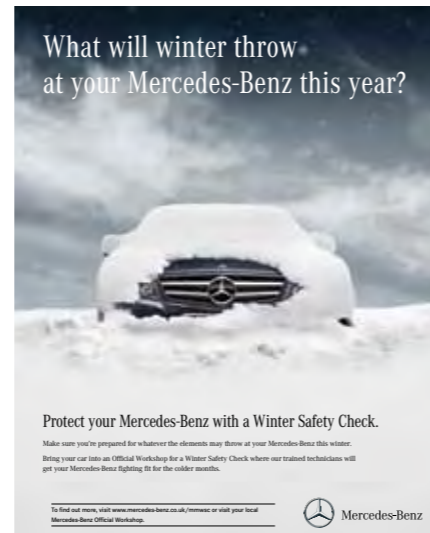
Tel: +44 (0)20 7831 2998

david.hamilton@malcolmreading.co.uk

[www.malcolmreading.co.uk](http://www.malcolmreading.co.uk)

# MBA

## Building global brands for business success.



'If you were looking to invent a modern agency, the shape you'd choose would perhaps be much like that of MBA,' *Campaign* magazine - the industry bible - recently wrote about MBA

One of the 'World's Leading Independent Agencies' and headquartered in London, with a regional hub also in Miami for the Americas, MBA creates digital and socially driven communications across the globe for the digitally integrated world.

MBA achieves this through its unique approach of Brand Action - combining the art of insightful thinking and creativity with the science and technology of rigorous and glorious delivery. This has allowed MBA to drive the business success of many international brands over the years such as Mercedes-Benz, Accor Hotels, British Airways' Avios, Embraer Executive Jets, Yahoo, Inmarsat and many more.

MBA founder and CEO, Stephen Maher, regularly speaks on behalf of the UK marketing and digital communications industry - on trade missions to China, the US and South America, as well as in the UK, such as at British Olympic Business Summit at Lancaster House last year. Stephen is also chairman of the Marketing Society - the

leading global network of marketers - and sits on the boards of BAFTA and the IPA.

Some of MBA's recent international campaigns (shown on these pages) include helping aircraft manufacturer (and Brazil's third-largest exporter) Embraer to create a global luxury brand to rival the large, established players of Cessna and Gulfstream. Work includes MBA's much acclaimed webfilm and social media activity to launch its new Legacy 500 jet with a spoof Hollywood trailer featuring brand ambassador Jackie Chan. Embraer now has the fastest-growing market share in the sector and their Phenom 100 model is the best-selling executive jet in the world. Other successes include the launch of British Airways' Avios travel rewards programme into South Africa through innovative digital and social activities to a great reception in 2013, and the continued growth in customer satisfaction scores for Mercedes-Benz and in the sales of leading global language-learning ebusiness Rosetta Stone.

And with the continued growth at MBA of other clients such as Amazon's LOVEFiLM, international money exchange eetailer FairFX and state-of-the-art kitchen appliance manufacturer Sage by Heston Blumenthal, MBA expects their successful formula of

Brand Action to continue to perform on the world stage.

MBA would love to help even more world-class companies realise their ambitious plans and help their brand and global brands for business success through the power of digital and social communication.

### Contact



#### MBA

St Martin's Courtyard,  
11 Slingsby Place,  
London WC2E 9AB  
Tel: +44 (0)20 7309 7200  
info@mba.co.uk  
[www.mba.co.uk](http://www.mba.co.uk)

# Metaphor

## Creating leading design, masterplanning and interpretation for museums, landscapes and cities worldwide.



### About us

Metaphor are storytellers, masterplanners, designers and architects. We work all over the world and at every stage in the design process, from the display of a single object to the masterplan of a city quarter. We help our clients at every step of the way, from finding the vision to working on income streams.

### Our approach

Metaphor has devised a unique approach to masterplanning. We blend an understanding of the hard issues of space planning, visitor routes, business planning, operations and security with the soft issues of vision, content, audience, branding, communications and web presence.

By drawing on a broad range of in-house skills, we look at everything from the overarching vision to the events programme and the map in the visitor's hand. As the project develops, our understanding of the hard and soft issues unfolds together. This approach works at all scales, from small museums to historic landscapes and city quarters.

### Our clients

Many of Metaphor's clients are major cultural institutions with international reputations. We are experienced in working with big international teams, and have worked around the world - from Abu Dhabi, Cairo, Singapore and South America to Santa Barbara, California. Clients have included:

- The Grand Egyptian Museum, Cairo: Metaphor was the lead designer and masterplanner for this new national museum, which included 25,000 sqm of exhibition displays for up to 75,000 Pharaonic objects, including the treasures of Tutankhamen.
- Sur-i-Sultani, Istanbul: As part of Istanbul's preparation for its role as 2010 European Capital of Culture, Metaphor created a strategic vision for Sur-i Sultani, which wraps around Topkapi Palace and is a main feature of the city's World Heritage Site.
- The Olympic Museum and Campus, Lausanne, Switzerland: We created an integrated physical and content masterplan and exhibition design.

Metaphor also regularly delivers international seminars and workshops for global museum practitioners. Our workshop topics include 'Creating Great Visitor Experiences', 'Selling History: Building Cultural Tourism' and 'Story, Content and Vision', to name a few.

### Contact

**metaphor**

#### Metaphor

Lymehouse Studios, 30-31  
Lyme Street, London NW1 0EE  
Tel: +44 (0)20 7485 9756  
info@metaphor.eu  
[www.metaphor.eu](http://www.metaphor.eu)

# Metaphorm Architects

Award-winning architecture, urbanism and design.



Metaphorm Architects is a London based, award-winning practice founded by Dr Joseph Watters and Andrew Tong. Our projects range across the residential, cultural and commercial sectors, including pilot schemes for affordable housing, performing arts venues and office buildings. In addition, the practice has been involved in large-scale regional and urban studies, in London, Cambridge, Shanghai and Hong Kong.

The firm's design methodology is based from inception to completion on the analytical and research-orientated examination of scenarios and design options, and we develop economic studies, financial analyses and cost models to complement many architectural and urbanistic projects. Customised software is used for a variety of projects and stages, including the aerodynamic analysis of high-rise buildings, and the real-time simulation of town planning proposals.

Our response to clients' briefs has frequently resulted in pioneering, innovative approaches, evidenced by a number of granted and pending patents for building structures and product design. This was also recognised by the UK Trade & Investment who invited the firm to represent the UK at the Leading Edge in Shanghai, a showcase

demonstrating British innovation. Moreover, Metaphorm's substantial contribution to Cambridge Futures, an unprecedented collaborative research project in partnership with Cambridge City Council, the University of Cambridge and others, investigating and informing the urban development of Cambridge, was a key factor to the city's urban change. The project's success and wide-reaching influence was recognised with the Royal Town Planning Institute Award for Innovation.

Other recent awards include the New London Architecture Award for Best Residential Development 2012, finalists for the national Housing Design Awards 2012 and the international Brick Awards 2012.

Abroad, we were engaged in the urban regeneration of the central business district in Shanghai and in the development of Hong Kong's harbour front through commissions by publicly listed developers and government statutory bodies. Our work supported municipal government stakeholder engagement efforts, helped to secure planning and funding, aided inter-departmental dialogues and ministerial consultations, and facilitated communications with international investors and property developers. Our work for

Shanghai was exhibited at the city's Urban Planning Museum.

Both company founders completed all their studies in architecture at the University of Cambridge. Dr Watters is a registered architect in the UK and Germany, and a member of the RIBA. Through the Cambridge Institute he has taught architecture at postgraduate level on both sides of the Atlantic.

## Contact



### Metaphorm Architects

49-59 Old Street,  
London EC1V 9HX  
Tel: +44 (0)20 7490 8986  
info@metaphorm.com  
[www.metaphorm.com](http://www.metaphorm.com)

# Morris Hargreaves McIntyre

Never underestimate the market's intelligence. We don't.



Morris Hargreaves McIntyre is the largest cultural strategy and research agency in the UK. Based in Manchester, and with branches in Australia and New Zealand, we employ 40 full-time staff in our offices and a further 13 researchers in the field. We are renowned for using market insight to make a real difference to the organisations we work with.

Our clients are mostly cultural, heritage or charitable organisations. These clients include some of the world's leading museums, galleries, theatres and arts centres, as well as heritage bodies and charities such as Action Aid, BFI, British Museum, Chester Zoo, Eden Project, National Trust, Shakespeare's Globe, Southbank Centre, Tate, Qatar Museums Authority and 92Y, to name but a few.

"It revolutionised and revitalised our company. We feel like a bottle of Fanta, given an almighty shake, with the cap ready to blow!"

Simon Ferry, Artistic Director, Centrepoint Theatre, New Zealand

We have professional project management resources and qualified statisticians and are members of the Museums Association, UK Evaluation Society, Market Research Society, Chartered Institute of Marketing, Association of Qualitative Research and Visitor Studies

Group. We are acknowledged as being at the forefront of insight into cultural sector audiences. Beyond offering research services we have made a serious contribution to the sector's knowledge, publishing widely, presenting our case studies at conferences internationally, and creating powerful models of visitor behaviour. This work has enabled us to help the organisations we work with better understand their visitors and potential markets and to refine what they do.

"Their highly intelligent and insightful reports have had a major effect on the way we think about our visitors."

Xerxes Mazda, Head of Learning & Audiences, British Museum

Most importantly of all, we are passionate about understanding cultural consumers, getting to the heart of the issues that matter to your organisation and making practical recommendations.

We measure our success by the impact we have on the organisations we work with. We were therefore delighted to have won the 2013 RAR Award for best Market Research Agency of the Year, voted for by our clients.

All projects are different, but the value we add is constant.



## Contact



### Morris Hargreaves McIntyre

50 Copperas St,  
Manchester M1 1HS  
Tel: +44 (0)161 839 3311  
inray@mhminsight.com  
[www.mhminsight.com](http://www.mhminsight.com)

# Mother

The world's leading independent creative network.



Mother is an independent creative agency with offices in London, New York and Buenos Aires. It works with a variety of international clients including Coca-Cola, Stella Artois, Acer Intel, Bertolli and Becks. It was named Agency of the Decade by *Campaign* magazine in 2010.

Mother's famous creative work has made it the destination brand for clients who place a premium on creativity over network convenience. The agency creates ideas that have the power to travel across channels and markets.

Mother creates work that has cultural impact; work which doesn't add to the commercial noise, but cuts through it by resonating with people's lives. The agency was behind Coca-Cola's successful Olympics campaign that ran in over 100 worldwide markets, making Coke the highest ranked among all Olympics sponsors.

The agency created the GREAT campaign for the Office of the Prime Minister, which increased tourism and inward investment for the UK. It recently helped pharmacy and beauty brand Boots triple their ROI and gain £285 million profit as a result of Mother's ongoing 'Here Come the Girls' campaign.

The agency's charity work is world renowned. With Gucci and Beyoncé Knowles Carter, Mother created the Chime for Change brand, which supports health education and justice for young women around the world. It also works closely with Elton John on his AIDS Foundation and supported Amnesty International in creating the Secret Policeman's Ball at New York's Radio City Music Hall.

The company employs 220 people in London, 150 in New York and over 50 in Buenos Aires. It remains one of the world's few independent creative networks.



## Contact



### Mother

The Biscuit Building,  
10 Redchurch Street,  
London E2 7DD

Tel: +44 (0)20 7012 1999

[newbusiness@motherlondon.com](mailto:newbusiness@motherlondon.com)

[www.motherlondon.com](http://www.motherlondon.com)

# Moving Brands

Creativity for a moving world.



### Who we are

We're a global, independent company made up of world-class strategists, consultants, designers, storytellers and innovators.

We're designed to deliver creative excellence in partnership with our clients because we're:

#### Global

We've worked seamlessly with different business cultures on every continent, always with a future-focused, long-term perspective.

#### Independent

Established 15 years ago, we are still owned by our founders. Our independence means we're not compelled to sell you something you don't need.

#### Custom built

We don't have a formulaic process into which you have to fit. We build the right team of talent around your specific needs.

#### Experimental

We've always explored, experimented and prototyped emerging methodologies and technologies that deliver business opportunities. For instance, we achieved the world's first internet broadcast, led the way in designing identity systems and pioneered 3D printing.

#### Award winning

Cannes Lion, ADC, AIGA, EDA, D&AD, Red Dot

### What we do

We work with worldwide businesses to design and transform their brands for success in the moving world.

We have five areas of expertise to help you succeed:

#### CONSULTING

We work with you to identify and deliver new opportunities for your brand, culture, communications, products and services. See our HP case study: [mbsha.re/HP](http://mbsha.re/HP)

#### BRANDING

We work with you to define and position your brand, and create identities fit for the moving world. See our Swisscom case study: [mbsha.re/Swisscom](http://mbsha.re/Swisscom)

#### EXPERIENCE DESIGN

We design experiences that are people-engaging and brand-relevant. See our Infosys case study: [mbsha.re/Infosys](http://mbsha.re/Infosys)

#### STORYTELLING

Collaborating with you, we write the story at the heart of your brand, product or service and define ways to share it with the people you need to reach. See our Coyote case study: [mbsha.re/Coyote](http://mbsha.re/Coyote)

#### CONCEPTING AND PROTOTYPING

We experiment with ideas for products,

services and tools, assess their viability and rapidly prototype those that will deliver business opportunities for our clients and ourselves. See our iO case study: [mbsha.re/iO](http://mbsha.re/iO)

We're different because we have:

- The experience to define and tell a brand's story.
- The skills to design brand experiences that engage people.
- The expertise to create systems that tie the story and experiences together.

## Contact



### Moving Brands

7-8 Charlotte Rd,  
London EC2A 3DH

Tel: +44 (0)20 7739 7700

[viivi.pitkanen@movingbrands.com](mailto:viivi.pitkanen@movingbrands.com)

[www.movingbrands.com](http://www.movingbrands.com)



# New Moon

A seriously creative film production company that is more strategic than most.



Since its creation in 1996, New Moon has been commissioned by countries, cities and some of the world's biggest brands to tell their stories to audiences across the globe.

With an emphasis on sport and country branding, New Moon's films continue to influence the most challenging audiences.

Richard Williams of The Guardian described New Moon's work as 'the finest union of sport and film since Leni Riefenstahl's Olympia', Lord Sebastian Coe acknowledged New Moon as his favorite Creative Agency in an Evening Standard interview and the Observer listed New Moon's Founder, Caroline Rowland, as one of the 10 most influential people in bringing the Olympic Games to London. Former London Mayor, Ken Livingstone described New Moon's films as having 'won the Games for London'. These films have since been immortalised in several books, including 'Perfect Pitch'.

Since London's historic Olympic Bid, New Moon has gone on to work with no fewer than 9 further sports bids, 3 countries and more than a dozen global corporations, to tell their stories on an increasingly competitive world stage.

New Moon's role as a strategic creative partner has evolved to include the development of campaign narrative through to film production for clients as diverse as the Sochi 2014 Olympic Winter Games, Qatar 2022 FIFA World Cup, PyeongChang 2018 Olympic Winter Games, London 2017 IAAF World Championships, Istanbul 2020 Olympic Bid and Lima 2019 Pan American Games. New Moon has become the 'go to' sport and country branding film maker with nearly 80% of its client base coming from outside the UK.

New Moon is best known for its end product - film. But New Moon is at its best when working with clients to cover the entire brand story-telling process, developing narrative strategy from script to screen.

New Moon has won countless awards but, more importantly, has ongoing relationships with companies, governments and sports federations and administrators around the world.

Whether making sports bid films, working with Dubai to exploit film as a way of repositioning the brand post-economic crisis, developing and producing the films

to support PyeongChang's successful bid to host the 2018 Olympic Winter Games or producing films for Beijing 2008, the New Moon team are passionate to engage a global audience in the world of culture and sport at the Beijing Olympics, engaged and precise in their relentless pursuit of excellence at every stage of the creative process.

## Contact



### New Moon Television Ltd

63 Poland Street,  
London W1F 7NY

Tel: +44 (0)20 7479 7010

caroline.rowland@new-moon.co.uk

[www.new-moon.co.uk](http://www.new-moon.co.uk)

# Pagefield Communications

Bespoke, integrated, experienced.



Pagefield is an award-winning independent communications consultancy. Founded in September 2010 by Mark Gallagher (senior partner/founder), the agency formally launched with Her Majesty's Diamond Jubilee River Pageant in 2012, which was broadcast to an international audience of two billion. Pagefield now has a permanent team of 26, with over 40 clients. Our Advisory Board is chaired by Sir Christopher Meyer and comprises some of the best networked and most experienced campaigners, including Penelope, Viscountess Cobham and Dame Sue Tinson.

Our aim has been to create a company that combines the broad experience of a big agency with the bespoke approach of a smaller consultancy. We offer the professionalism of a large firm, alongside the energy and client-focus of a true independent.

We deliver integrated and flawless campaigning, applying a holistic approach to the often compartmentalised disciplines of public affairs, regulatory affairs, public relations, media and reputation management. We are able to address any communications need for clients across all sectors and territories - be it a hard-hitting public affairs campaign, a high-profile media launch, or discreet advice during a crisis.

Our success was acknowledged recently when *PR Week*, the key title of the communications industry, gave Pagefield its prestigious New Consultancy of the Year 2012 award. This was echoed by the Holmes Report's New Consultancy of the Year 2013 (EMEA) award and the agency has since been shortlisted for the CIPR Outstanding Consultancy of the Year Award 2013.

Pagefield Diplomat is the international practice of Pagefield. It specialises in representing overseas governments in the UK - both in the media and in parliament. We provide senior strategic media and political counsel to embassies in London and to government departments in their home countries seeking to promote better bilateral trade and cultural links, or position their countries as destinations for business, investment and tourism. Our approach is based on innovative ideas, rigorous analysis and the flawless execution of our campaigns. We are delighted that we have recently been selected to work with the Falkland Islands Government on a public relations and media services campaign. We also currently provide corporate PR and PA support to HS1 - owners of the high-speed rail line connecting London to Europe - and strategic communications for Sime Darby, the leading global producer of sustainable palm oil.



## Contact

Pagefield

### Pagefield Communications Ltd

The Courtyard Studio,  
18 Marshall Street,  
London W1F 7BE

Tel: +44 (0)20 3327 4050

enquiries@pagefield.co.uk

[www.pagefield.co.uk](http://www.pagefield.co.uk)

# PearsonLloyd Design

Crafting unforgettable experiences through research-led design.



PearsonLloyd is an award-winning, London-based design consultancy that is passionate about the craft of industrial design. The studio has been commissioned across a wide variety of disciplines, including furniture and product design in workplace, transport, healthcare, hospitality and urban environments.

The particular combination of clear thinking, aesthetic sense and technical skill has enabled PearsonLloyd to work with an impressive roster of international brands, including Knoll, Steelcase, Sony, Virgin Atlantic and Artemide. Showing the breadth of disciplines they work across, recent projects include: Business Class seat and cabin for Lufthansa, tackling social issues in emergency medicine with the UK Department of Health, urban design for the City of Bath and furniture projects for Bene, Walter Knoll and Tacchini. The studio supports a collaborative approach in its work, working closely with clients to embrace the restrictions imposed by product type, function, material, process, market, client and everything else that defines a brief.

At the heart of PearsonLloyd's work is the relationship between people, product and place, and this can be observed through the way their solutions seek to identify and challenge the shifting patterns of behaviour in contemporary life. Innovative thinking, combined with beautiful and efficient designs, has led PearsonLloyd to become designers of international repute.

Over the past 15 years, PearsonLloyd has won numerous awards, including the distinction of Royal Designers for Industry by the Royal Society of Arts in 2008. Its designs regularly receive accolades, winning Red Dot design awards on a yearly basis, amongst many others. The ideas from the company's work continue to influence the design industry, and Tom and Luke were recently named in the top 50 designers 'Shaping the Future' by *Fast Company* Magazine in New York.



## Contact

**PearsonLloyd**

### PearsonLloyd Design

117 Drysdale St,  
London N1 6ND

Tel: +44 (0)20 7033 4440

kelly.pollard@pearsonlloyd.com

[www.pearsonlloyd.com](http://www.pearsonlloyd.com)

# PharmiWeb Solutions

Digital engagement in pharma and healthcare.



PharmiWeb Solutions is a hybrid technology and creative services business with a pharma and healthcare focus. We offer digital solutions designed to increase engagement with healthcare professionals, patients, carers and consumers. We work with many of the world's leading pharmaceutical companies (such as GlaxoSmithKline and Bristol-Myers Squibb) to develop engaging, scalable solutions.

From simple but effective product websites, through to complex, international multi-language, multi-brand closed-loop marketing programmes, and on to patient education or physician support solutions - we deliver. And everything we create is designed to integrate seamlessly into our customers' business processes and IT environment, to deliver the maximum benefits for the organisation and its stakeholders.

With an installed base in over 30 countries, across Europe, the USA, Latin America and Australia, PharmiWeb Solutions smoothly manages the complexities of international markets for global brands.

Our full range of digital capabilities is supported by a robust technology platform, including software, web and SaaS solutions developed by our multi-disciplinary software development team, or sourced from world-

class partners such as Microsoft. On top of this, our talented creative team wraps everything we do in world-class UI/UX and design.

Our market approach is driven by 'right channel' strategy and planning and informed by our pharma sector expertise. We apply our detailed knowledge of the major therapy areas to develop an in-depth understanding of all relevant audiences and dynamics.

As an innovation and technology-led business, we aim to develop solutions to meet the needs of our customers now and in the future. For example, our evolving PharmiWeb Healthcare Ecosystem - a framework of predictive and personalised healthcare products/services - connects physicians and patients to help improve communication, adherence and wellbeing.

We have an expanding international base - with offices recently opened in New York City and Melbourne, and network partnerships to provide additional global reach. Together with our head office multi-lingual team, this ensures that we can offer excellent service to our clients, irrespective of where they are based. And they seem to agree. In our recent customer satisfaction survey, 94 per cent of respondents rated us as good or excellent. We're working on the 6 per cent.



## Contact

**pharmiweb SOLUTIONS**

### PharmiWeb Solutions

Radius Court, Eastern Road,  
Bracknell, Berkshire RG12 2UP

Tel: +44 (0)845 548 2020

paul@pharmiweb.com

[www.pharmiwebsolutions.com](http://www.pharmiwebsolutions.com)

# Photolink Creative Group

An integrated creative agency taking best-practice marketing to a global audience.



Founded in 1975, Photolink Creative Group is a global marketing and creative agency specialising in high-volume artwork, creative content production, brand development and brand marketing strategy for consumer brands and retailers.

Based in Manchester, London and Mumbai, the Group boasts an international workforce of expert producers, designers, brand marketing specialists and strategists, who possess a wide breadth of industry experience. Moreover, Photolink's ability to integrate these internationally spread teams on any given project has made it a key partner to the world's most successful brands.

Flexing creative resources and expertise between Manchester and London enables the Group to offer a range of bespoke services that greatly reduce the logistical, strategic and creative production burdens for large-scale retailers including Tesco, John Lewis, Argos and Shop Direct (Littlewoods, Very and Isme).

Photolink's strategic understanding of effective retail marketing, gained over 35 years within the British retail sector, is also helping multinational corporate-wear group Kwintet rejuvenate the appeal of a number of pan-European brands within its portfolio, including iconic French chef-wear brand Bragard. The Group's expertise is travelling beyond the Continent as well.

Operating a seamless catalogue production workflow between design teams in Manchester and artworking teams in Mumbai allows Photolink to provide a high-quality service and product at lower operating costs which translates into significant cost efficiencies for clients in the UK, Europe and the US. Return on investment is also guaranteed by quicker turnaround times and the option of web-ready formats created alongside any print-ready artwork.

In addition to providing expert artworking resources to the wider Group, the Mumbai team provides design, photographic and motion-graphic expertise to a growing list of global consumer, automotive and lifestyle brands, including Cadbury, FIAT, the Tata Group, Vogue and GQ, helping to grow Photolink's international influence.

International scope and an ability to reinvent itself - acquiring the right talent with the right skills at the right time - has enabled the company to build a solid reputation as one of the most reliable and resourceful creative suppliers to the global retail industry today.

This ongoing development of core skills and industry-relevant services continues to drive the success of the Photolink Creative Group and its clients worldwide.



## Contact

photolink  
creative  
group

### Photolink Creative Group

The Old School House, Thirsk Street, Manchester M12 6PN

Tel: +44 (0)161 273 7551

charles.haworth@photolink.co.uk

[www.photolink.co.uk](http://www.photolink.co.uk)

# PinkGreen Creative

A strategic communications agency delivering intelligent, creative solutions for international brands.



EXCHANGE  
INFORMATION FOR  
INTELLIGENCE

TRADINGFOREXCHANGES.COM

THOMSON REUTERS

EXCHANGE  
RISK FOR  
REASSURANCE

TRADINGFOREXCHANGES.COM

THOMSON REUTERS

We work with businesses who want to sharpen their communications. Be that bit smarter. That bit fresher. That bit different. Our proven track record shows how our approach has helped clients increase revenue, attract new customers and grow market share - on both a national and international scale. Our clients all come to us for the same thing - results.

Through brand strategy, global marketing communications and digital experiences - our business is turning the ordinary into the extraordinary, making the complex, simple and the corporate, friendly.

### Brand Strategy

We will live by your values. We'll see the world with your vision. And create a clear proposition that matches messages to audiences and engages both internally and externally.

We do this by:

- Gaining insight through in-depth research and an audit of your brand
- Finding your position within the competitor landscape
- Articulating your vision and values into audience-specific messages
- Building a strong foundation on which your brand can emerge and evolve in an ever-changing marketplace

- Injecting personality and energy into your brand if it has become tired and lost its spark

### Marketing Communications

We will see the business objective from your viewpoint. We'll look at your business from all angles. We'll sit in your chair and put ourselves in your shoes. Then we'll help you walk all over your competition.

We do this by:

- Inspiring internal audiences through integrated employee engagement campaigns
- Arming your teams with the critical tools they need to sell your products and services - and increase revenue
- Strengthening relationships and retaining existing customers through targeted communications that speak directly to them as individuals
- Raising your business profile and attracting new customers through high-impact external marketing campaigns
- Finding the big idea that makes people stop and take notice

### Digital Experiences

We develop, build and manage digital experiences that bring your business to life online, ensuring that people remember you: when others are a virtual memory.

We do this by:

- Designing and developing innovative websites and campaign microsites that work hard and are easy to manage
- Ensuring everything we do is responsive, secure, compliant and works seamlessly across all channels
- Driving engagement with new customers through relevant branded content marketing
- Integrating social media into every digital aspect we deliver
- Producing evocative film and intriguing animation that brings character to the corporate world

## Contact

pink.green.

### PinkGreen Creative Ltd

2-3 Northbrook Street,  
Newbury, Berkshire RG14 1DJ

Tel: +44 (0)1635 521 855

hello@pinkgreencreative.co.uk

[pinkgreencreative.co.uk](http://pinkgreencreative.co.uk)

# Populous

Global leaders in sports stadia and entertainment design.



Populous is the global award-winning sports and entertainment architecture practice that specialises in creating environments that draw people and communities together for unforgettable experiences.

Over the past 30 years, the company has completed more than 1,000 projects around the globe, with construction value exceeding US\$20 billion. It has worked with 24 Major League Baseball franchises, 30 NFL franchises, 80 professional and civic arena clients, 40 soccer and rugby teams, 120 colleges and universities, 40 convention and performing arts centre clients, 29 equestrian clients and more than 30 major events.

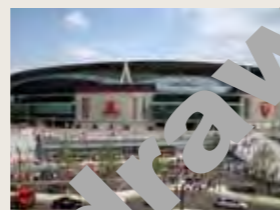
Populous has designed some of the world's most famous and recognisable sporting and entertainment venues, including the Sochi 2014 Fisht Stadium, London 2012 Olympic Stadium, Sydney 2000 Stadium, Yankee Stadium, Nanjing Sports Park, Wembley Stadium, Emirates Stadium, Soccer City, Royal Ascot, Silverstone Circuit, the O2 Arena and the redevelopment and roof of the Centre Court at Wimbledon, as well as working on overlay design for events including Super Bowls and the Olympic Games, among others.

As the world's leading sports architecture practice, Populous Sport's tradition of

innovation has transformed the way people have experienced events for years. We seek to come alongside clients and help them to develop a brief that will meet, if not exceed, their expectations and then work together to turn it into a reality. Our world-class specialist teams combine technical expertise with unparalleled commercial acumen in their own field, to design facilities that not only create once-in-a-lifetime memories for players and spectators, but generate ongoing financial success by maximising revenue opportunities and continually attracting new audiences.

Currently, the company is working on a wide variety of projects globally such as the 2014 FIFA World Cup in Brasil, the Rio 2016 Olympics, new stadia for Olympique Lyonnais and the French Rugby Federation, and several projects in Russia around the 2014 Winter Olympics and the 2018 FIFA World Cup.

Populous has 500 employees in offices around the globe (Kansas City, London, Brisbane, Singapore, Hong Kong, New Delhi, Auckland, Rio, Denver, Knoxville and New York) that enthusiastically embrace the expertise they uniquely claim – drawing people together around teams, athletes, events, places, commerce, industry and ideas they wholeheartedly embrace and adore.



## Contact

**POPULOUS**

### Populous

14 Blades Court, Deodar Road,  
London SW15 2NU

Tel: +44 (0)20 8874 7666

info@populous.com

[www.populous.com](http://www.populous.com)

# Priestmangoode

Leaders in global travel and transport design.



Priestmangoode is the leading global travel and transport design consultancy. With offices in London and Qingdao, China, Priestmangoode has over 25 years' experience in transport, aviation, hospitality, branding and product design.

By approaching all projects from a product design standpoint, Priestmangoode has a core understanding of designing with the user at the heart of every brief. Importantly, is able to draw on its experience from different industry sectors to deliver new innovations on projects right through to production and installation.

Priestmangoode works on a wide range of projects around the world, predominantly in the aviation and transport industries. The studio has created award-winning aircraft interiors for many of the world's leading airlines and aircraft manufacturers, including Airbus, Boeing, TAM Airlines, Thai Airways International, Swiss Airlines, Malaysia Airlines, Turkish Airlines, Lufthansa, Qatar Airways and many more. Amongst other projects, Priestmangoode is currently designing the new generation of E2 commercial jet aircraft for the Brazilian manufacturer Embraer.

Work within the aviation sector ranges from cabin design to branding and designing the complete passenger journey. A recently completed project was for Thai Airways

International's new budget offering, Thai Smile, for which the London-based studio worked on everything from naming and branding to livery design, cabin interiors, uniforms, service items, graphic items and digital platforms. Priestmangoode's unique ability to cover the entire range of the travel experience, from home to destination, means it is expertly placed to deliver holistic design solutions that enhance the passenger experience.

Priestmangoode also has significant experience in the rail industry, working on interior as well as exterior design of projects ranging from trams, metros and intercity trains to high speed and long-distance sleeper trains. Since 2008, the studio has been working with China's CSR Sifang, one of the world's largest rolling-stock manufacturers and the largest manufacturer of electric locomotives. During this time, this prolific partnership with the CSR Sifang design and engineering departments has produced the CRH 380A - EMU 380, the Very High Speed Test Train and the Cinova CHRH 6 - EMU 200, which are now in operation in China and considered some of the most iconic train designs today.

In August 2013, Priestmangoode director Paul Priestman was appointed global creative director of CSR Sifang.



## Contact

**priestmangoode**

### Priestmangoode

110 Crawford Street,  
London W1H 2JD

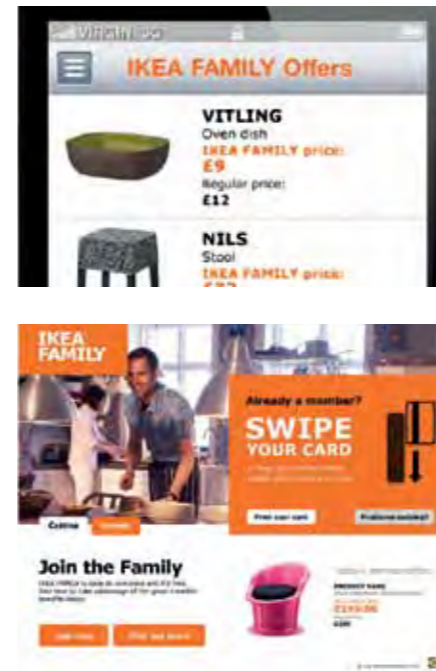
Tel: +44 (0)20 7935 6665

kirsty@priestmangoode.com

[www.priestmangoode.com](http://www.priestmangoode.com)

# Quant Marketing

Adapting global loyalty propositions to local markets in today's connected world.



We're an international CRM and Loyalty agency, combining strategy with communication programme design and delivery. We create persuasive customer and brand propositions and engagement programmes.

Other services offered: CRM consultancy, communication planning, data analytics & modelling, campaign management, market research, customer experience design, customer facing applications, database design and management and data & campaign tool integration.

**IKEA FAMILY** - inspiring millions to furnish their homes

Quant has been working with IKEA since 2004, starting with proposition development for the IKEA FAMILY Loyalty programme. Since then it has helped IKEA launch the programme in 11 countries, supporting them with technical infrastructure, communication programme design & implementation, CRM consultancy and analytics to help maximise ROI, customer insight & segmentation and customer-facing applications such as the in-store kiosk.

IKEA FAMILY is the biggest retail customer loyalty programme in the world, with 70 million members. Quant holds over 15 million of these. It's all about enabling customers to get more from IKEA and more of the things they

like about it. Members get highly customised vouchers and exclusive offers in-store; communications are tailored by lifestyle, shopping behaviour, value and with localised offers. Campaigns are highly targeted, featuring dynamically generated content and reacting to behavioural triggers.

**adidas all in** - A new vision for customer engagement and loyalty

As one of the world's most innovative and globally competitive brands, adidas needs a loyalty programme that will ...

- Increase revenue and profits
- Recruit new consumers and create brand advocates
- Gather consumer insights and research
- Build long-term consumer value and drive consumer centricity in the business
- Differentiate adidas from its competitors

We recognised that adidas doesn't just have customers, it has fans. Some are into sport, others see the label as a fashion statement. Quant devised and researched a new type of consumer engagement concept to recognise all customer types and provide adidas consumers with a highly personalised experience. Rewarding and recognising every customer at every touch point using adidas' unique product

portfolio, media content and exclusive access to brand ambassadors and events: Quant:

- Defined the core proposition and led its research and refinement for consumers and key stakeholders across Europe and Asia.
- Ensured that the key drivers and benefits of the programme would appeal globally while allowing customisation for local markets.

## Contact



### Quant Marketing

7th Floor Alhambra House,  
27-31 Charing Cross Road,  
London WC2H 0AU  
Tel: +44 (0)20 7836 5656  
rebecca@quantmarketing.com  
[www.quantmarketing.com](http://www.quantmarketing.com)

# Rose

Selling the best of British design around the world since 1999.



## ALL GLOBAL



We are experts in creating, evolving and developing world-class brands. Our partners have nearly 50 years' collective experience of helping international businesses build brands that connect more successfully with their audiences.

We specialise in brand strategy, brand architecture, naming, brand creation, evolution and development, implementation (across a multitude of advertising and marketing media and platforms such as print, editorial, digital, online, ticketing, merchandising, event branding, exhibition graphics, uniforms, vehicles, signage and environmental applications), brand guidelines and brand guardianship.

Our client list includes: All Global, Bahrain EBD, BAFTA, Bletchley Park, D&AD, Deutsche Bank, Hay Group, Irish Post, Mediacom, NFL, The Old Vic, RIBA, Royal Mail, Slaughter and May, Tate, TFL, Unilever, V&A and Wave Inc.

The above images feature two of our most recent international projects. Based in the US and UK, All Global is one of the most respected and well-established healthcare research businesses in the world, and part of the WPP Group. With a proliferation of competition in their market place, they asked us to rebrand them, clearly differentiating them from their competitors and reaffirming their position as market leaders.

We are also brand guardians to Wave Inc., based in Delhi. With a growing profile as one of the major players in Indian real estate and commercial property development, Wave was behind the largest commercial land transaction in Indian history. They invited us to join their major project team on the resulting 152-acre development - Wave City Center.

Our role in this ambitious, landmark project has been to create a brand strategy for the entire city that is helping underpin every key decision throughout the project development. We have also defined naming conventions for streets and buildings; created the identity for the city and devised a set of flexible brand assets and implementation guidelines for the many third-party agencies and consultancies that will be working across it. We are currently in the process of creating the initial benchmark applications that will set the bar for all future implementation.

Our work has been recognised by more than 60 international creative awards. We are currently ranked in the top 25 creative branding agencies in the world\* based on international awards won, and in the top 10 in London for customer satisfaction.\*\*

\* Design Week Creative Survey 2012

\*\* The Drum UK Design 100 2013



## Contact

# Rose

### Rose Design (UK) Ltd

The Old School,  
70 St Marychurch Street,  
London SE16 4HZ  
Tel: +44 (0)20 7394 2800  
info@rosedesign.co.uk  
[www.rosedesign.co.uk](http://www.rosedesign.co.uk)

# Saffron

Transforming brands and businesses with clarity of thought and courageous ideas.



Saffron helps transform brands and businesses with the clarity of rigorous thinking and the courage of bold ideas.

We started Saffron in 2001 with a simple but compelling vision: to build a brand consultancy as strong in its strategic thinking as it was in its creativity. We believe that great brands that capture people's imagination and make a difference to their lives are built on a powerful mix of IQ + EQ.

The IQ part is the rational, evidence-based analysis - the fundamentals without which the brand simply couldn't function. The EQ part is the emotional and more intuitive, judgment-based understanding - the insights that can propel a brand from simply being in the race to winning it. We see it as our job to help our clients find the right mix.

Twelve years on Saffron is one of the world's leading brand consultancies, punching above its weight against the world's largest and longest-established firms.

Saffron was born into an age of globalisation - the rise of the emerging markets and the general flattening of the world's economies relative to each other. We have therefore deliberately built a global business that operates as one seamless company across

all of our offices - bringing the very best of our experience and our thinking to all our clients wherever they are situated.

As a result we are at home anywhere. We're experienced in helping companies and institutions from emerging markets build national and international brands that are authentic and reflect their culture. We're also adept at helping established brands from developed markets respond to the increasingly competitive global environment, helping them win in their battles for customers, talent and reputation.

So whether they are repositioning or refreshing their brand, reinvigorating their internal culture or launching something new, we help our clients with creative thinking and our tailored techniques of brand strategy, brand expression and brand experience.

Saffron's team brings a wealth of experience in advising some of the world's best-known organisations on developing some of the world's highest-profile brands. Our clients come from many different sectors, businesses large and small and from all over the world. They have one thing in common: they want to achieve something extraordinary. So do we.



## Contact

# Saffron

### Saffron

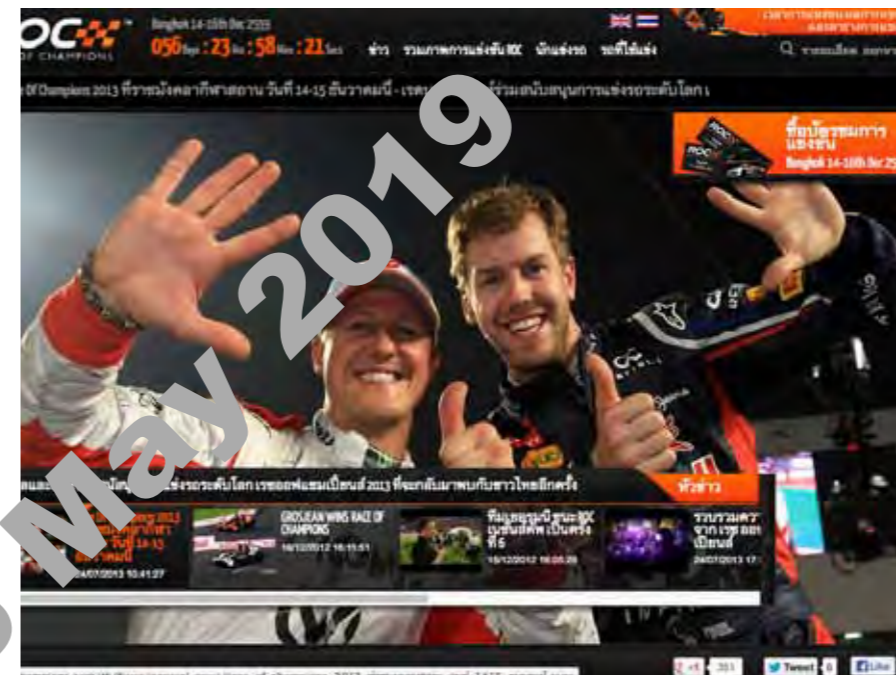
3 Holford Yard, Cruikshank Street, London WC1X 9HD  
Tel: +44 (0)20 7087 3460

hello@saffron-consultants.com

[www.saffron-consultants.com](http://www.saffron-consultants.com)

# Sagittarius Marketing

Established. Trusted. Respected. Achieving remarkable results for international brands for 17 years.



Sagittarius Marketing is a digital marketing agency that provides digital marketing solutions to international and UK-based clients to develop, promote and champion their brands. With offices based in Kent and London, the agency has a young, vibrant, dedicated and talented team.

Founded in the 1970s and specialising in multi-lingual, multi-currency websites since 1996, Sagittarius has a long history in creative technologies. From its beginnings as a printers and creative design house to the technology powerhouse it is today, the longevity of the agency's history allows a trust in the skills, the products and services they provide to their clients.

Sagittarius's comprehensive range of digital services includes:

- Global eCommerce
- Website design and build
- User experience design
- Conversion optimisation
- Mobile and responsive
- Search engine optimisation
- Pay per click
- Social media campaigns

Sagittarius also supports its clients with:

- Complete integrated marketing
- Brand management

- Mobile marketing
- Targeted response email
- Viral marketing
- Online and offline advertising
- Exhibition design

Sagittarius is proud to be a Microsoft Partner and Sitecore Certified Solutions Partner, providing the latest and greatest technology solutions to its clients.

With all of these skills within one agency, the Sagittarius team have over 280 years' combined experience, knowledge and expertise in the marketing agency arena. These combined skillsets, experience and knowledge enable Sagittarius to integrate the latest technologies with care and creativity to meet business targets, position brands and set their clients apart from the competition.

Sagittarius has a strong track record in building multi-channel online marketing programmes and has experienced huge success in developing brand engagement and ecommerce websites for national and international brands including Tesco, Pantone, Brake Bros, Rizla Suzuki, Eurotunnel, Ski Weekends, Race of Champions and TUI Travel.

With recent awards and accolades for client work, including a British Interactive Media Award in 2012 for the Headspace

Meditation project and more recently recognition from WireHive100 as one of the top 5 fastest growing agencies, Sagittarius is constantly striving to push the technology and development boundaries, learn new skills and provide an ever-increasing customer base with the latest and greatest products for their clients and prospects.

## Contact

### Sagittarius Marketing LLP

36 High Street, Ashford, Kent TN24 8TE

Tel: +44 (0)1233 467800

hello@sagittarius-marketing.com

[www.sagittarius-marketing.com](http://www.sagittarius-marketing.com)

# SE10

## Industrial-strength PR.



SE10 is an international PR agency that specialises in industrial business-to-business communications. Unlike most agencies, SE10 is staffed by former journalists and is led by ex-editors of international construction magazines. This writing pedigree and understanding of business media allows us to turn complex subjects into insightful and interesting articles that reach a targeted audience.

With offices in the UK, US and Asia, SE10 works across international borders to generate stories and place them with business and trade press. Its staff work with media channels and have distributed stories in dozens of languages.

We provide public relations and other writing-related services and can handle everything from speech writing to strategy and newsletters to news conferences.

Our range of services includes:

- Company magazines (writing and design)
- In-house graphic design
- Internal communication and newsletters
- Media buying
- Speech writing
- Media monitoring
- Brochure writing
- Crisis management
- Event planning
- Award entries
- Proofreading



### Contact



**SE10**  
 1 Sekforde Street,  
 London EC1R 0BE  
 Tel: +44 (0)20 7107 2000  
 osullivan@se10.com  
[www.se10.com](http://www.se10.com)



# Serious Games International

## Using video games, science and technology to create engagement and solve business problems.



Serious Games International (SGIL) uses games technology to create engaging business solutions that add value and guarantee ROI. The company was set up last year as commercial and public-sector organisations were increasingly realising the important role that games-based applications have to play in creating effective training programmes for employees, corporate simulations and innovative methods of distributing information. Applying gameplay techniques has proved to be an effective means of conveying information that engages users more fully and increases their knowledge retention.

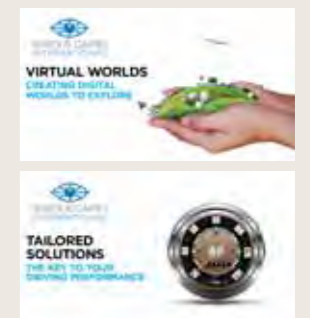
Differentiating itself from other serious games-based providers SGIL is unique in that it harnesses heavyweight games industry experience alongside senior academics, combining to create world-class solutions. Recruiting an impressive senior management team with vast experience in the games entertainment industry, the team has worked on a variety of high-profile titles, including *Dr Who*, *Harry Potter* and *Formula 1*. Their experience, coupled with extensive academic research in games-based learning, is making a significant impact with corporate and public-sector organisations, including JLR,

Nissan, BAE, BT, Shakespeare's Birthplace Trust and TK Maxx.

Working across multiple sectors, SGIL has developed a diverse suite of products for the military, emergency services, healthcare, retail/tourism sectors. It has expanded into international markets including Singapore, the USA and India where it has developed a Virtual Experience Centre enabling EU companies to do virtual business with India.

Innovation is at the heart of SGIL does and the company is leading the way by offering an innovative technical-led solution which covers the total spectrum from Innovations such as 3D Avatars, Augmented Reality, Simulations, Games Based Learning and Virtual Worlds, all add value and guarantee ROI.

Global revenues in this market are predicted to reach over US\$2.5 billion by 2015 and SGIL's ambition is to become the market leader, creating jobs, nurturing talent and providing opportunities for school and college leavers, putting the Coventry and the surrounding region on the map and contributing heavily to the UK economy.



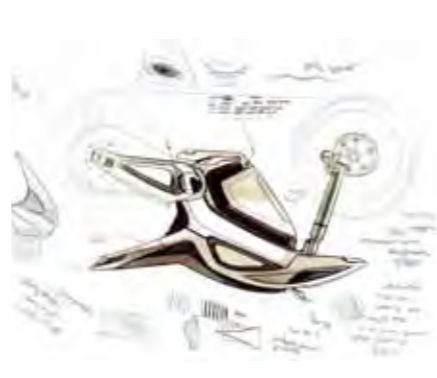
### Contact



**Serious Games International**  
 Coventry University  
 Technology Park, Unit 7,  
 Cheetah Road, Coventry CV1 2TL  
 Tel: +44 (0)2476 158 222  
 info@seriousgamesinternational.com  
[www.seriousgamesinternational.com](http://www.seriousgamesinternational.com)

# Seymourpowell

Making the future real.



Seymourpowell is one of the world's leading design and innovation companies. Founded in 1984 by Richard Seymour and Dick Powell, the London-based group of award-winning designers has produced some of the 'milestone' products of the last two decades. The company is now part of Writtle Holdings. Seymourpowell currently employs 95 people, combining a design studio, research centre, materials library and prototyping workshop.

The firm has a unique holistic approach to design and innovation, which combines in-depth experience and up-to-date intelligence about people, markets and businesses. Seymourpowell has the ability to forecast and interpret the vital implications of behaviours and work out future scenarios to give its clients the confidence and reassurance they are making the right decision.

Seymourpowell is skilled in exploiting ideas that create real value and always looks to move clients forward creatively, believing that brilliant new products and experiences come from a clear understanding of the emotional and functional needs of real people. This is coupled with an understanding of what can and cannot be technically produced, viewed through the lens of trends and emergent behaviours.

Logic and opportunity need to be fused with creativity to bring an idea to life, and make it real, irresistible and compelling. We always start and end with people. For us, innovation is the successful exploitation of new ideas. This is what we do.

Seymourpowell is not just a company of visionary thinkers, but future 'doers'. Ultimately, Seymourpowell is about making things better: better for people, better for business and better for the world.

Specialisms include design innovation, transportation design, ethnographic user research, strategy and new product development (NPD), trends and forecasting, product design and development, 3D structural design and 2D graphic design.



## Contact

**seymourpowell**

### Seymourpowell

327 Lillie Road,  
London SW6 7NR

Tel: +44 (0)20 7381 6433

Nichola.Rinks@seymourpowell.com

[www.seymourpowell.com](http://www.seymourpowell.com)

# Skylab

Digital strategy, websites and social media generating revenue for businesses, governments and sport.



Skylab is a digital innovation agency with a BAFTA Award-winning heritage. We are expert in the creation of digital strategies and the production of websites, apps, social media, online video platforms and many other digital assets that work in all languages and across all devices, such as mobile, tablet, laptop, desktop and connected TVs.

We work with businesses, brands and governments who require digital strategies and solutions that deliver on both a national and international scale.

We often provide digital R&D services for clients to help them invent the future. We also act as digital guardians for clients, providing advice on how to create, monetise, protect and grow your digital inventory, in order to hit organisational objectives.

We are 'unashamedly commercial' and are often asked to employ disruptive tactics to help move, shape or fundamentally disrupt markets. We will help you transform and grow, with revenue generation being at the very heart of our thinking.

Our heritage includes clients such as the BBC, Bank of America, Adidas, Dunlop, SAB Miller, William Hill, the Home Office, Vodafone, Toyota, Tesco, Universal Music, Reuters, Barclays, FIFA, UEFA and the International Olympic Committee.

Within the sport sector, our clients include clubs such as Manchester United, Manchester City and Lancashire County Cricket Club; national governing bodies such as British Swimming and Badminton England; organisations such as the Clipper Round The World Yacht Race and ParalympicsGB and also world federations such as the Amateur International Boxing Association which oversees boxing in nearly 200 countries.

#### Testimonials:

"Their unashamedly commercial strategies and solutions are truly innovative and have successfully driven awareness, engagement, participation and revenue for both new and existing revenue streams."

Jane Nickerson, Chief Operating Officer, British Swimming

"In creating the official website for the Clipper Round The World Yacht Race, Skylab has successfully delivered a world-class solution through innovative creative thinking and cutting-edge design and technology. The website has elevated the Clipper brand and provided tremendous value for race sponsors. Clipper's online presence now sits comfortably alongside some of the biggest sporting brands in the world."

William Ward, Chief Executive Officer, Clipper Ventures PLC



## Contact

**skylab**

### Skylab Ltd

386A Cooper House,  
Third Avenue, Manchester  
M17 1JE

Tel: +44 (0)161 877 0004

hello@studioskylab.com

[www.studioskylab.com](http://www.studioskylab.com)



# Smyle Creative

Smyle designs and delivers memorable, creative, brand-focused live events and media.



Smyle's rare setup ensures that brands and audiences get the experience they deserve, in the most efficient way.

In-house teams and equipment provide clients with a unique combination of services, including:

- Event & project management
- Event logistics
- Technical production
- Scenic design & construction
- Graphic & digital design
- Digital & online services
- Video production & animation
- Content creation

Smyle sets high standards - everyone at Smyle is ambitious for their clients, their projects and themselves. A team ethic embodies everything they do, they are in it together, professional in their approach, passionate about what they do, proactive in their relationships and proud of the work they deliver for like-minded clients.

Smyle also has extensive in-house equipment, enabling them to cover most set, AV and lighting requirements for the events they produce.

Smyle's excellence has been recognised within the industry over the years, but most recently through winning:

#### 2013 C&IT Excellence Awards

- The Grand Prix - 'best of the best'
- Agency of the Year

- Best UK Conference
- Technology & Telecoms Event of the Year
- Automotive Event of the Year
- Most Sustainable Event for the Sustainable Events Summit

#### 2013 Event Awards

- Production Agency of the Year

#### Business Events Canada - Annual Vision Awards

- Partner Organisation of the Year

Smyle is obviously proud of its awards but more importantly they show how the company can consistently provide a fully integrated creative solution for equipment, event management and media.

With a pedigree in creating innovative bespoke live events and the most inspirational guest experiences, Smyle's recent projects include the global launch of the BlackBerry Q10 & Z10, the Intel Sales Summit - an EMEA event for 800 delegates which Smyle has created and delivered for Intel over the last eight years and the World Islamic Economic Forum, a three-day event for 1,500 delegates including 18 heads of state.

Other clients include:

- BMW Group
- Cisco
- Peugeot
- Netgear

- Citroën
- Roche Pharmaceuticals
- Vodafone
- YouTube
- Thomson Reuters
- Red Bull
- BBC Worldwide
- Salesforce

Smyle is proud to be certified by BSI in ISO 20121 - 2011 for sustainable events management and is also the founder of the Sustainable Events Summit, which was supported by Mayor of London Boris Johnson.

#### Contact



#### Smyle

The Lockhouse, Mead Lane,  
Hertford, Hertfordshire  
SG13 7AX

Tel: +44 (0)1992 535 535

rob@smyle.co.uk

[www.smyle.co.uk](http://www.smyle.co.uk)

# Softroom

Softroom delivers large-scale international schemes, primarily in the retail and hospitality sectors.



Softroom was founded in 1995 and is led by two directors, Christopher Bagot and Oliver Salway. Key projects include the Virgin Atlantic Heathrow Clubhouse, Mumbai Airport CIP Lounges, Westfield London food courts, Yotel hotels and the Sackler Centre for Arts Education at the Victoria and Albert Museum.

Recognised internationally, Softroom have received many accolades during its career, including the RIBA Stephen Lawrence Prize and a 'Building of the Year' award from the Royal Fine Arts Commission.

The standard-setting 2,500sqm Virgin Atlantic Clubhouse, completed in 2007 to a budget of £11m - and repeatedly voted 'best airport lounge in the world' - played a key role in defining the reputation of an iconic global brand, as well as that of Softroom.

A year later in 2008, Softroom began consulting to hotelier Yotel. Working with local developers, in partnership with local consultant delivery teams, Softroom helped to ensure consistency across Yotel's growing portfolio. It initially worked with the company to create an award-winning US\$315m, 700-room property in Times Square, New York, that opened in 2011, providing co-ordinated design input for all elements of the project. The current expansion programme of Yotel

will see a chain of properties opening globally over the next few years, with the first 600-room property in Asia, Yotel Singapore, opening in 2018.

Paris-based Unibail-Rodamco is the leading listed real-estate company in Europe and the third-largest in the world, with a €30 billion portfolio that includes 82 shopping centres, out of which 57 receive more than six million visits per year each. Unibail-Rodamco employed Softroom to advise on the design of the foodservice environments within their retail centres across Europe.

This relationship built upon Softroom's experience of working with Australian property developer Westfield's £1.5-billion 'black-label' mall in West London, where Softroom created the centrepiece 6,000sqm, 1,000 cover cafe court. For Westfield, Softroom also created the equivalent zone, known as the 'World Food Court,' of their retail mall by the Olympic Park in Stratford, East London, the largest urban shopping centre in the European Union.

Another of Australia's leading property developers sealed the practice's links to the country. QIC Global Real Estate instructed Softroom to design 1,000 cover food precincts within dominant regional shopping centres in both Canberra and Melbourne.



#### Contact



#### Softroom Ltd

1-2, 3 Murphy Street,  
London SE1 7FP

Tel: +44 (0)20 3006 9222

softroom@softroom.com

[www.softroom.com](http://www.softroom.com)

# Sportsworld

Sportsworld is an event services company, established in 1980.



Sportsworld provide three core event services: Hospitality, Sponsor Services and Bespoke Events.

With over 30 years experience in **hospitality**, operations and fast-turnaround ticket requests for corporate, individuals and concierge services. We create market, manage and deliver world-class hospitality events. Sportsworld have been officially appointed by the All England Lawn Tennis Club (AELTC) for the last 22 years to provide official VIP Hospitality with top class tickets for the Wimbledon Championships. **Sportsworld's Fairway Village** is an official VIP hospitality facility for the event.

Our **Sponsor Services** division specialises in the design and delivery of international hospitality programmes for sponsors and corporations at World Cups, Olympic Games, Commonwealth Games and European Championships.

Services include:

- Strategic consultancy and knowledge transfer
- Development and implementation of marketing and brand activations

- Intelligent hospitality programme design and architecture that delivers against corporate and/or sponsorship objectives

- Full-service programme operations and implementation

- Special event production from concept / theme development through to execution

The Sponsor Services team has been Official Partner/Sponsor programme management and tour operators at 15 Olympic and Winter Games, seven FIFA World Cups, seven Commonwealth Games and official hospitality and tour operators at six Rugby World Cups to name but a few.

Sportsworld's **Bespoke Events** team manages, implements and executes corporate events, no matter how large or small, all over the world. Events have ranged from hosting board members of a company for their AGM in India over four days, to running a programme of conferences and gala dinners in Marrakech for more than 300 people, as part of a company incentive scheme.



## Contact

**SPORTSWORLD®**

### Sportsworld

TUI Sport London Office,  
4th Floor Tuition House,  
27-37 St George's Road,  
Wimbledon SW19 4EU  
Tel: +44 (0)20 8971 2966  
[www.sportsworld.co.uk](http://www.sportsworld.co.uk)

# Stage One

Partner to the world's most visionary companies.



Innovation is inherent in virtually every project that Stage One delivers. Working across the globe within the events, theatre and architecture industries, we find ways to realise the creative visions of our clients, no matter how extreme.

Building on our reputation as worldwide automation experts, we now partner some of the world's most visionary companies, collaborating with them to make their ideas a reality. From engineering Thomas Heatherwick's stunning London 2012 Olympic cauldron; to flying scenery and performers over stadia; or developing new composite panel manufacturing techniques for architecturally complex structures - we have been helping our clients achieve stunning results for over 25 years.

Over 70 per cent of our business is from outside the UK, which led us to establish offices in Australia, Qatar and the Russian Federation. International projects include ceremonies for every Summer and Winter Olympic, and Paralympic Games since Athens in 2004, all of which have used our skills in diverse and unexpected ways - from the 18m-high Cycladic head that rose from a lake for the Athens opening ceremony and the vast flown projection surfaces of the Vancouver Winter Games;

to the London 2012 Olympic cauldron, one of the most complex pieces of bespoke engineering that we have ever built.

We also collaborate with architects and designers from across the world to manufacture structures such as Chanel's Mobile Art Pavilion. Designed by internationally renowned architect Zaha Hadid, this touring pavilion visited Hong Kong, Tokyo and New York and now resides in Paris. Since 2009, we have constructed each of the Serpentine Gallery summer pavilions: demountable structures that have become a highlight of the London art scene and the global architectural calendar.

Our ability to offer creative understanding, original thinking, rapid prototyping, innovative engineering and diverse manufacturing capabilities means we are ideally placed to respond to unique commissions. For the world's most creative people, we are the innovative partner who can make their visions come to life like no one else.



THE QUEEN'S AWARDS  
FOR ENTERPRISE  
INNOVATION  
2013

## Contact

**STAGEONE**

### Stage One Creative Services Ltd

Hangar 88, Marston Business Park,  
Rudgate Lane, Tockwith,  
York YO26 7QF

Tel: +44 (0)1423 358001  
enquiries@stageone.co.uk

[www.stageone.co.uk](http://www.stageone.co.uk)

# StartJG

## The Multi-Channel Brand Agency™.



StartJG is an independent, integrated creative agency specialising in brand, environment and interaction design: we transform brands in a multi-channel world.

Our role is to bring businesses and customers closer together, to give our clients the competitive advantage. We do it by delivering seamless customer experiences - cross-channel, cross-media - because today's customers are connected; their whole lives are multi-channel.

We've been in the business for nearly 18 years, originally as two separate companies. Start was founded as a brand and digital agency in 1996, and merged with environment specialists JudgeGill in 2007, to form StartJG.

Today we employ around 200 people, and have offices in London, Manchester, Dubai and Hong Kong working across Europe, Russia, the Middle East and Asia. Our multi-skilled team has expertise in traditional channels and pioneering new technologies, and includes creatives, designers, writers, strategists, programmers, producers and project managers - some of the best in the industry.

Our brand work involves delivering relevant differentiation with exquisite craft. We see environments as the ultimate brand expression, and drive loyalty by building them around the way we want people to feel. In our interaction

work, we focus on designing compelling service experiences that surprise audiences and invite participation.

Across every discipline, great ideas, brilliantly executed, are at the heart of our approach - it's ideas that differentiate organisations, create value and hit home with customers.

We're proud of our international reach, and work collaboratively across countries, channels and disciplines. We're also proud of our continued independence - it makes us a smart alternative to giant mega-groups and networked agencies, and keeps us agile, passionate and fun.

Our client list includes some of the world's best-known businesses, including Barclays, Samsung, adidas, Fred Perry, Bentley, Wedgwood, Costa, Virgin, Dubai Airports, Essar, Air Asia, Suning, Intel and The Ritz Carlton.

We also work with brilliant third-sector organisations like Oxfam, Cancer Research UK and Comic Relief, and public-sector bodies and government departments such as the Departments of Health and Work and Pensions. We value our relationships with all of them, and have worked with some for a decade or two.

StartJG Group businesses include ad-agency Hometown, artist representation agency Breed and Connected Retail, the multi-channel software technology company.



### Contact



#### StartJG

Unit 4.01, Tea Building,  
56 Shoreditch High Street,  
London E1 6JJ

Tel: +44 (0)20 7269 0101

info-uk@startjg.com

[www.startjg.com](http://www.startjg.com)

# tangerine

## Groundbreaking innovation and design that makes consumers happy and businesses profitable.



Since 1989, tangerine has inspired some of the world's most demanding users of design. Our work improves customer experience, raises brand value and delivers rapid return on investment.

We work in insight research, design, design strategy and innovation strategy. Our deep and broad sector experience has brought benefits to retailers, service providers and manufacturers, spanning transportation, construction, consumer electronics, health and retail.

tangerine has offices in London, Seoul and Porto Alegre.

#### Future thinking for HHI

Hyundai Heavy Industries (HHI) was struggling to compete and set themselves apart from key competitors in the heavy industrial construction vehicle world market. tangerine was tasked with setting a brand strategy in the trade market (B2B) and also to help set a vision for the future for HHI that would make them stand out among competitors and change customers perception of the brand.

tangerine worked with HHI to communicate a strong empowering brand strategy and visual marketing presence at all its trade activities, in Asia.

The tangerine team was then asked to design a set of futuristic models that dramatically reinvented the layout and design of a forklift truck, excavator and wheel-loader. The result is a futuristic range of concept vehicles, which have attracted much attention both within the trade itself but also from the media! These models have successfully driven sales and marketing leads for the HHI sales team.

#### SKT Imagine retail stores

SK Telecom (SKT) is one of South Korea's largest telecom service providers. They invited tangerine to work with them to launch a new retail offer to customers of products and services across a wider range than their main subscription service offer.

tangerine created a complete brand strategy for a new retail identity for SKT. This involved coming up with the 'big idea' for the retail concept, the name of the brand 'IMAGINE', colour, logo, advertising slogans, brand application guidelines, patterns (CMF), staff uniforms, store interior and exterior design. The 'discover more' slogan was inspired to encourage consumers to engage on new levels with SKT products and services offered.

Tangerine designed two stores for SKT 'Imagine', for the Korean market. The first was a 'pilot' store which proved so successful

that SKT went ahead and opened a permanent store in Seoul.

Other clients we are proud to work with include: Huawei, Chosun Media, Sindoh, Toyota, Nikon, LG, Samsung, Cathay Pacific and Asiana.

### Contact

## tangerine

#### tangerine

Unit 9 Blue Lion Place,  
237 Long Lane, London SE1 4PU

Tel: +44 (0)20 7357 0966

mail@tangerine.net

[www.tangerine.net](http://www.tangerine.net)

# The Edge Picture Company

We open eyes and change minds.



The Edge is a highly focused, specialist agency with over 20 years' experience. We combine film-making expertise, story-telling skills and technical knowledge to produce films that look fresh and inspire positive change.

Clients trust us to have great ideas, execute them well and deliver on time. In turn we create exceptional films, empowering the client and turning communication plans into reality. We do this for businesses and governments all over the world, working hard to find the solution, for the right budget and most importantly for the audience.

Our approach always starts with the question: How can we make this special?

We keep our ideas fresh using innovative, strategic thinking to come up with the best answer, employing the best talent and the latest technologies to deliver films that work for your audience. There's over 60 of us - a tight-knit team based in London's Covent Garden, with a second office in the Middle East and production teams across the world.

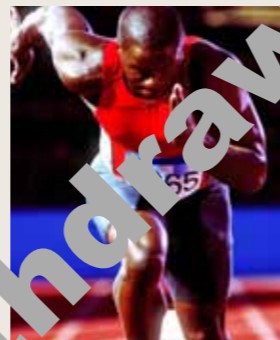
We have an unrivalled track record of working across many industries. Clients include: The Abu Dhabi Urban Planning Council, Al Khaleej Gas, Arriyadh Development Authority, BIG Lottery Fund,

British Airways, Emirates Steel, Qatar Foundation, Saudi Aramco, Serco, Shell and Syngenta, to name a few.

The best judges of our films are the intended audience, but a bit of recognition is always nice! We're pleased to have been acknowledged as the leading corporate film production company by the principal bodies in our industry. The New York Festivals International Film Awards have awarded us 'Production Company of the Year' for the last seven years, and in the annual survey of our industry - undertaken by *Television Magazine* - we have been voted the 'Peer Poll' winner by our competitors for the last 14 years.

We're committed to supporting employee engagement practitioners through partnerships with Melcrum and The Employee Engagement Task Force - providing insight, evidence and advice on a range of engagement topics. We also value the part we play representing the UK's creative sector and the voice of the SME, as an active member of the UK Trade & Investment's Middle East Task Force.

**We're passionate. Dedicated. We love what we do.**



## Contact



### The Edge Picture Company

20-22 Shelton Street,  
London WC2H 9JJ  
Tel: +44 (0)20 7836 6262  
ask.us@edgepicture.com  
[www.edgepicture.com](http://www.edgepicture.com)

# Tinopolis Group

Award-winning media producer and distributor in multiple genres, partner of various industries.



**Tinopolis Group** is one of the UK's leading independent media groups, having produced and delivered over 50,000 hours of broadcast and online programming; in factual, entertainment, drama, sports and children's genres. The Group distributes content to 170 broadcasters in 200 countries.

Headquartered in Wales, Tinopolis has production bases in London, Oxford, Glasgow, Cardiff, Leeds, Los Angeles and Washington DC. The group also has offices and representatives in the Middle East, Singapore, China and Indonesia.

Companies in the Group include **Sunset+Vine, Firecracker Films, Mentorn Media, Daybreak Pictures, Pioneer Productions, Fiction Factory, Video Arts, Passion Distributions, Tinopolis Interactive, Ffatti Film, BASE Productions** and **A. Smith & Co.**

Acknowledged as creative leaders in various genres, Tinopolis-owned companies continue to win awards and critical acclaim for their output; including 10 Emmy Awards, 16 IDEA Awards, and numerous BAFTAs.

**Sunset+Vine** produced the London 2012 Paralympic Games coverage for Channel 4 in the UK (for which Channel 4 won a BAFTA). Sunset+Vine is also the host broadcaster of the Glasgow 2014 Commonwealth Games.

The company is **British Telecom's** appointed production partner for Premier League football and Premiership Rugby Union, which ranks as one of the most valuable production contracts any independent producer has won in recent years.

**Video Arts** has achieved the coveted **ISO 9001** quality standard for the 12th successive year, an international certification held only by 5 percent of British companies. The company serves customers in 50 countries and produces learning content in 40 languages.

**Pioneer Productions** is highly regarded as a producer of blue-chip documentaries and factual programming for **Discovery Channel** and **National Geographic Channel**. It is known for creatively turning applied science and technology in manufacturing, construction, medical sciences and natural phenomena into engaging television programming.

**Firecracker Films** is renowned as the innovative producer of high-quality visual-style branded content; combining cultural influencers and celebrities from the worlds of design, music, film and fashion with brands such as **Jaguar, FedEx, Nissan, Vodafone**, and **Johnnie Walker**.

Tinopolis also provides consultancy services for digital platforms and systems for mobile and tablet applications, games and digital campaigns.

Regular clients include: **Discovery Channel, National Geographic Channel, BBC, HBO, ESPN, Channel 4, Oprah Winfrey Network, Scripps Network, Fox Network, MTV, Jaguar, Coca-Cola, Diageo**, 25 years with **Gillette/Procter & Gamble**, seven years with **Toyota** and 16 years with the **Dubai Racing Club**.

## Contact

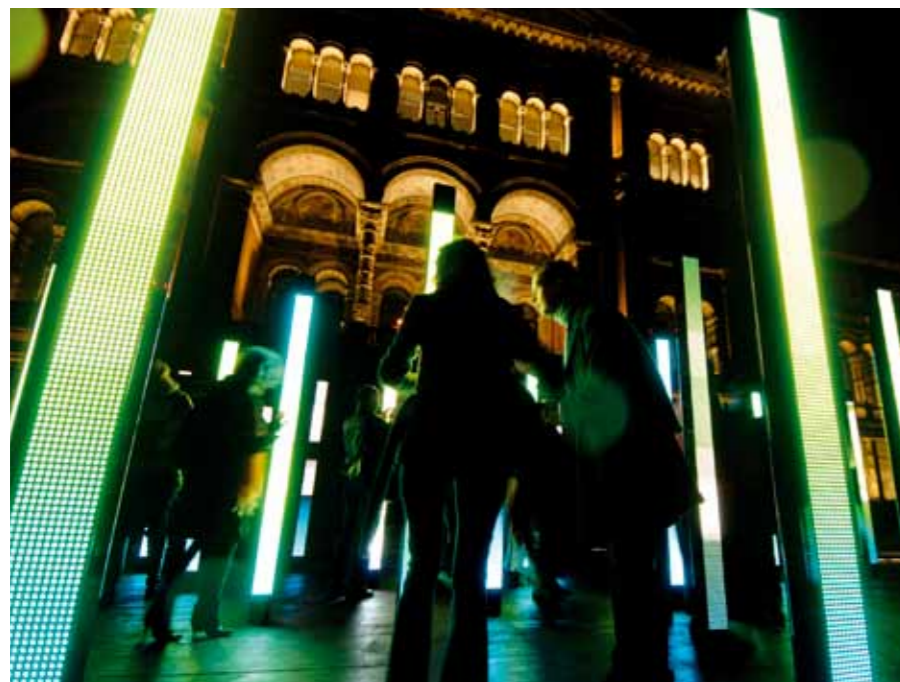


### Tinopolis Group

Tinopolis Centre, Park Street,  
Llanelli, Carmarthenshire  
SA15 3YE  
Tel: +44 (0)1554 880 880  
info@tinopolis.com  
[www.tinopolis.com](http://www.tinopolis.com)

# United Visual Artists

Multi-disciplinary practice, working at the intersections of sculpture, architecture, performance and installation.



United Visual Artists (UVA) was founded in 2003 by Chris Bird, Matt Clark and Ash Nehru and now comprises three divisions, (UVA, Artisan and d3 Technologies), whom together form an agile and innovative creative organisation. Over the last 10 years the UVA group has developed and delivered multiple international large-scale creative and technologically challenging projects.

**United Visual Artists** UVA is an art practice that uses design processes to combine a wide range of disciplines, including sculpture, installation, live performance and architecture. The studio has an open approach to collaboration, uniting diverse skills to continuously evolve new technologies and materials, which in turn suggest new artistic directions.

UVA's lines of enquiry include the tension between real and synthesised experiences - the questioning of our relationship with technology, and the creation of phenomena that transcend the purely physical. In all its work, it aims to distill complexity down to its essence.

Commissioners of note include: 2012 Olympic Delivery Authority - UK, The Creators Project - Global, Federation Square - Australia, National Maritime Museum - UK

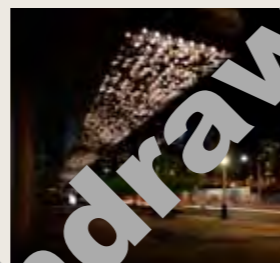
Royal Academy of Arts - UK, Serpentine Gallery - UK, Victoria & Albert Museum - UK, YCAM - Japan, Chalhoub Group - Dubai, Wilkinson Eyre Architects - UK.

**Artisan** was established in 2012 as an industry facing, service-oriented brand that focuses on commercial experiential projects. Artisan specialises in immersive and spatial art direction and design, utilising light, video, kinetics and form. Artisan is where the digital and the physical meet.

Clients of note include: - Leo Burnett - USA, Red Hot Chili Peppers - World Tour, Jay-Z Blueprint III - World Tour,

**d3 Technologies** develops d3, an integrated software toolkit for video, LED and lighting productions and installations. The d3 Consulting team supports the delivery of international entertainment projects, through its partners, such as Broadway musicals, large-scale video mapping installations, stadium-scale concerts and live TV broadcast events.

Partners of note include: PRG - Global, VER - Global, Creative Technology - Global, XL Video - Global, Hibino Corporation - Japan, Novatech - Australia, Mediatec - Scandinavia, Join Merit - China.



## Contact

### UnitedVisualArtists.

#### United Visual Artists

Units B&D, 127-129 Great Suffolk St, London SE1 1PP  
Tel: +44 (0)20 7378 0303  
email mail@uva.co.uk

[www.uva.co.uk](http://www.uva.co.uk)

[www.artisan.co.uk](http://www.artisan.co.uk)

[www.d3technologies.com](http://www.d3technologies.com)

# Universal Design Studio

Rich in creativity and intellectual rigour, Universal makes original, inspiring spaces.



Universal Design Studio is a London-based architecture and interior design practice headed up by directors Jason Holley and Hannah Carter Owers. Its commissions include boutique hotels, restaurants, department stores, galleries and renowned cultural institutions. It strives to work with forward-thinking brands, both in the UK and around the world. Founded in 2001 by Edward Barber and Jay Osgerby, Universal was born in response to the growing demand for their distinctive design aesthetic of simplicity and clever use of material details in an architectural and interior design context. Both Barber and Osgerby have a multi disciplinary design background, so the formation of Universal was a natural extension of their expertise. While they continue to focus on their eponymous furniture and product design studio, their design thinking underpins the work of Universal.

The studio works with some of the best-known global brands and creates arresting, comprehensive environments with effective commercial purpose. Its clients include Mulberry, Stella McCartney, Ace Hotel, Fortnum & Mason, Google and Lotte Development. It has worked with Lotte Shopping, a South Korean department store brand for the last eight years on a

number of interiors and façade projects. The new KCC shopping mall in Suwon commissioned by property division Lotte development is the largest in scale at 233,000 sqm. Universal was commissioned to design the façade, landscaping and public park for the new shopping mall, which is currently under construction and due to open in late 2014. As a strong architectural and retail statement, the Suwon mall will become the new "centre" for the local area. Universal conceptualises this as "shifting the gravity" of the area - pulling people into and around the Lotte development.

Another key client for Universal is the British luxury fashion label Mulberry, who they have been working with since 2008, completing in excess of 125 stores in 24 countries. Mulberry is part of the Club 21 empire, a Singapore-based global fashion wholesale distribution company that has managed over 250 luxury brands across 400 international stores since it started in 1972. The flagship store in Singapore is a first for the brand and forms part of an extensive Asian expansion, all under Universal's creative direction.



## Contact

### Universaldesignstudio.

#### Universal Design Studio

37-42 Charlotte Road,  
London EC2A 3PG

Tel: +44 (0)20 7033 3881

info@universaldesignstudio.com

[www.universaldesignstudio.com](http://www.universaldesignstudio.com)

# V&A

Inspiring creativity.



The Victoria and Albert Museum, known as the V&A, is the world's leading museum of art and design. Its collections are unrivalled in their scope and diversity.

The V&A was established in 1852, following the enormous success of the Great Exhibition the previous year. It was founded to make works of art available to all and to inspire British designers and manufacturers. The V&A gained its current name in 1899 when Queen Victoria laid the foundation stone for the new wing and renamed the Museum in memory of her husband, Prince Albert. Since its foundation, the V&A has collected and displayed examples of the best art and design from across the world. It continues to inspire both the general public and creative practitioners. As a new kind of museum in the 19th century, the V&A inspired a number of institutions across Europe and played a key role in the development of all applied arts museums.

Today, the V&A is home to 15 UK national collections, from fashion and photography to sculpture and architecture. Its extensive collections span over 2,000 years of human creativity in virtually every medium. Materials relating to childhood are also displayed at the V&A Museum of Childhood in Bethnal Green.

The V&A manages a historic building and diverse collections, and consequently has extensive expertise in the fields of conservation, collections management, curatorial knowledge, interpretation and museum operations. The V&A also plays a leading role in the field of museum education and runs an innovative learning programme. In terms of licensing, merchandising and branding, the V&A is recognised as an innovator and regularly receives awards for its achievements in these areas.

The V&A draws on its wide-ranging expertise to provide professional advice and support new museum development and capacity building internationally. It also provides world-class content through its extensive touring exhibition programme.

Please contact the V&A to explore how the Museum's expertise can support your projects and deliver your vision.

## Contact



### Victoria and Albert Museum

Anais Aguerre  
Head of International Initiatives  
Victoria and Albert Museum,  
South Kensington, London  
SW7 2RL  
Tel: +44 (0)20 7942 2336  
a.aguerre@vam.ac.uk  
[www.vam.ac.uk](http://www.vam.ac.uk)

# Vision by RP (The Russell Partnership)

Specialist within the destinations, resorts, theme parks, venues, attractions and retail sectors.



Vision by RP (The Russell Partnership) is the UK's leading strategic consultancy which specialises within the destinations, resorts, theme parks, venues, attractions and retail sectors. Established in 1989, the company consists of a 50-plus strong core team of experienced partners and practitioners, selected for their diverse and complimentary industry skills.

The Partnership operates in the following sectors:

**Leisure:** providing specialist market insight and strategic business support to destinations, resorts, theme parks, venues, attractions and retail. Working with most major leisure groups including Disney, Merlin, Paramount, Universal Studios, Sentosa and Gold Reef City. Vision by RP recently completed a project, evaluating the feasibility and developing the business plan, for a £2.2bn international tourist destination in Dubai - delivering state-of-the-art attractions and creating a year round entertainment area which will make a significant contribution to Dubai's established local and international tourist offer.

**Global Sporting Events:** created the food vision and strategy for the London 2012 Olympics, the world's largest peacetime food operation. It successfully delivered 17

million meals in 26 days to athletes, officials, spectators and the media. The Partnership is currently providing similar advice to Sochi Winter Olympics 2014 and in advanced discussions with Rio Olympic Games 2016.

The Partnership has also been involved in FIFA World Cups, from South Africa in 2010 to Qatar 2022. It has widely respected industry skills and experience of delivering food, beverage and hospitality solutions. The company is a specialist in contracting and working with sponsors and organising committees, host cities, passenger gateways and hospitality markets. It has a proven delivery track record with leading international sporting venues and stadia such as Wembley Stadium, Twickenham, Wimbledon and Lords.

**Hotels & Retail:** working with major hotel and conference centre groups such as the Carlson Rezidor Hotel Group, Marriott International, Hilton Hotels, InterContinental Hotels Group, Harrods and Westfield.

**Government & Corporate:** delivering sustainable food solutions to the United Nations, the BBC and blue chip organisations as diverse as Sony, DHL, Coca-Cola, AMWAJ (Qatar) and Moët & Chandon (California).

**Universities & Education:** The Partnership has an unrivalled reputation working internationally with over 200 universities, including the Presidential Academy Moscow, Edinburgh, University of South Australia, University of New Orleans, Ecole Hoteliere de Lausanne, IMT India and University of Peru.

The Vision by RP (The Russell Partnership) approach is founded on practical experience, knowledge of the leisure, events and global sports market and contemporary consumer research.

## Contact



### The Russell Partnership

17 Cavendish Square,  
London W1G 0PH  
Tel: +44 (0)20 7665 1888  
graham.ellis@russellpartnership.com  
[www.visionbyrp.com](http://www.visionbyrp.com)

# WilkinsonEyre

Leading architectural practice with an international portfolio of award-winning projects.



© Craig Sheppard



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© Wilkinson Eyre Architects



© Christian Richter

Our practice is diverse in scale and nature. We have worked with many of Britain's best-loved museums and cultural institutions, including the Science Museum, the Royal Botanic Gardens at Kew, the Museum of London and the Mary Rose Museum in Portsmouth. We have been involved in education projects at a range of scales, including innovative all-age schools, acclaimed further education college facilities, and landmark buildings for universities, most recently Oxford (the Department of Earth Sciences and the Bodleian Library) and Exeter (the Forum Project). We have developed a track record in sports and leisure buildings, including the Liverpool Arena – the centrepiece of the 2008 Capital of Culture celebrations – and the London 2012 Olympic and Paralympic Basketball Arena. We enjoy an enviable reputation for bridges, including the Gateshead Millennium Bridge, Nesciobrug in Amsterdam, the Peace Bridge in Derry and buildings for transport infrastructure including the Jubilee Line, Crossrail and HS2.

We have increasingly been developing our overseas portfolio, with major projects in China, Singapore, Australia, Canada, the USA and Europe. Successful projects completed include the Guangzhou International Finance Centre in China, which

is currently the 10th tallest building in the world, and Gardens by the Bay Cooled Conservatories in Singapore, which has become one of the most visited attractions in the region, with five million visitors in its first year. The conservatories have become a national landmark and a benchmark for environmental design.

Sustainable design principles have always been inherent in our work, rather than becoming a “bolt-on” concern in recent years; we focus on how low-energy design can become the driver for innovative and inspirational architecture. Our work draws from the lessons of nature, but is also based on a celebration of progress and technology.

The idea of “bridging art and science” is as valid for our work today as it was when our practice was established. This is the idea of exploring the capabilities of new technologies and materials whilst maintaining an awareness of physical, cultural, historical and social contexts.

We have received over 260 design awards, shortlist nominations, including back-to-back success in the RIBA Stirling Prize for Architecture, for the Magna Project and the Gateshead Millennium Bridge. In 2011, the Guangzhou International Finance Center was awarded ‘Best Tall Building,

Asia and Australasia’ from the Council on Tall Buildings and Urban Habitats and in 2012 the project won the prestigious RIBA Lubetkin Prize for best international building. The Cooled Conservatories at Gardens by the Bay has won numerous awards, including ‘Building of the Year’, World Architecture Festival 2012, and the RIBA Lubetkin Prize 2011.

## Contact

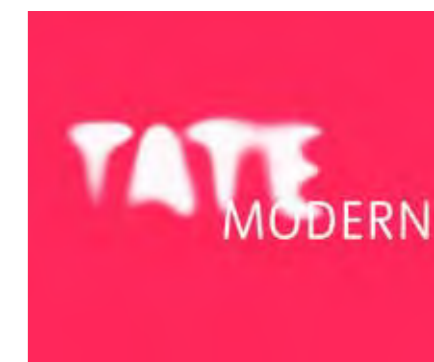
WilkinsonEyre.**Architects**

### Wilkinson Eyre Architects

33 Bowling Green Lane,  
London EC1R 0BJ  
Tel: +44 (0)20 7608 7900  
info@wilkinsoneyre.com  
[www.wilkinsoneyre.com](http://www.wilkinsoneyre.com)

# Wolff Olins

Helping ambitious leaders change their game for positive commercial and social impact.



Wolff Olins was founded in 1965 and is part of Diversified Agency Services, a division of Omnicom Group Inc.

Wolff Olins helps ambitious leaders to change their game, for positive impact, both commercial and social. Our offices in London, New York, Dubai and San Francisco work with a diverse range of international clients, including Orange, EE, First Direct, Little Sun, London 2012, Oxfam, USA Today, GE, Microsoft, Mozilla, Tate, Skype, Smithsonian, Sony, Spotify, Tata and Tate.

*The Sunday Times* and Best Companies named Wolff Olins as one of the 100 best small companies to work for in the UK in 2013, and in the US, *Crain's New York Business* voted us one of the Best Places to Work in 2012.

**Our Offer:** We work in the space where brand, design and technology converge – making amazing, useful, valuable new things possible.

We offer three things.

**Purpose:** We help our clients define their role in the world, and how to achieve it. – purpose, proposition, business model, brand architecture, brand plan.

**Experience:** We create and direct the ecosystem of connected experiences that today's brands have to get right. – innovation, service design, user interface design, social media, brand identity.

**Change:** We guide and equip leaders and employees to deliver change. – training, organisation change, communication, design tools.

**Our Approach:** There's no formula for game change. So for each assignment, we build the right team from our four hubs. We add in experts from our ecosystem – the world's best specialists. Then we shape the project around you.

We work for you, by working with you. Game change is a product of collaboration. Our style is workshops and labs, not presentations. We value the journey, as well as the destination.

**Impact, impact, impact.** We combine technology, design and brand in everything we do. We aim to give you the first useful things in days, not months. And we aim constantly for the best kind of social impact. Brands that are good for people are best for business.



## Contact

Wolff Olins

### Wolff Olins

10 Regent's Wharf, All Saints  
Street, London N1 9RL  
Tel: +44 (0)20 7713 7733  
ije@wolffolins.com  
[www.wolffolins.com](http://www.wolffolins.com)

# Wonderful Creative Agency

Specialists in building brands and growing businesses through strategic integrated marketing.



Wonderful Creative Agency (Wonderful) works with international brands in developing and executing integrated marketing campaigns. Taking a results-driven approach to every client, Wonderful specialises in the delivery of campaigns and strategies across digital media, website developments, branding and advertising, social media and mobile channels.

Working with a range of brands across several continents, Wonderful's experience ranges from working with governments and regions through to global FMCG companies and retailers.

Wonderful works in partnership with Worldwide FDI and Trade Associates to support the inward investment ambitions of governments, regions and municipalities across the globe. As the key marketing partner, Wonderful has enabled many locations to market themselves more effectively, reaching out to a global audience through the news and information portal [www.fdi-trade.com](http://www.fdi-trade.com) and through our strategic locational consultancy and communications packages.

Wonderful's directors have many years of experience in international trade in the creative marketing, financial services and

FDI sectors. Most recently, our strategy director, with other colleagues, has undertaken a significant piece of work for the Province of Ontario.

The Government of the Province of Ontario was looking to make significant advances in promoting the region as a global centre for financial and professional services excellence. Their strategy was based on the fact that Toronto had recently entered the top 10 financial services centres across the world in a survey carried out by Z/Yen on behalf of the Qatar Financial Services Authority.

The mandate was to engage with targeted businesses in the financial and professional services across Europe in order to make them aware of the Ontario proposition and to spell out to them the key reasons why they might want to re-locate to Ontario or open a new division within the Province. The key deliverables were new prospects entering the Ontario market place, creating jobs, boosting knowledge sharing and helping to develop a strategically important business cluster.

The project succeeded and over-delivered as a result of targeted lead generation combined with effective marketing strategies that understood the Ontario brand

proposition and kept the Province in front of key decision makers across Europe.

Using intelligent digital and social communications packages and the copy collateral we are able to keep the attention of these key decision makers, vastly improve on traditional methods, gain lead-generation returns and secure a significant number of approvals through often challenging stages on the route to opening within a new location.

## Contact

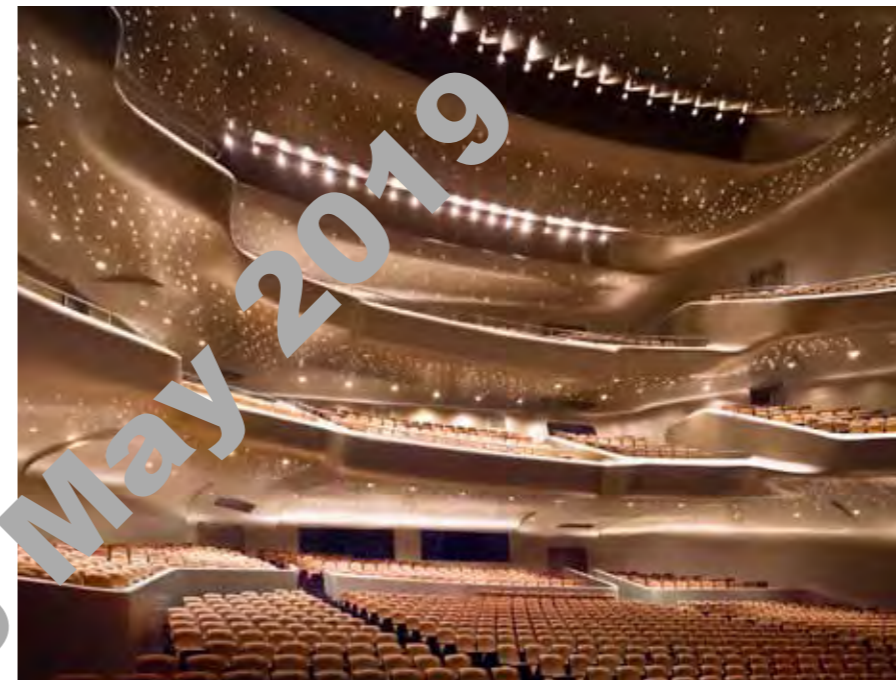
**Wonderful**  
creative agency

### Wonderful Creative Agency Ltd

11 Ashford Road, Maidstone,  
Kent ME14 5DA  
Tel: +44 (0)1622 686228  
[dan.maudhub@bewonderful.co.uk](mailto:dan.maudhub@bewonderful.co.uk)  
[www.bewonderful.co.uk](http://www.bewonderful.co.uk)

# Zaha Hadid Architects

Transforming the future of urbanism, architecture and design.



Photography by Virgile Simon Bertrand © Hufton + Crow



© Iwan Baan

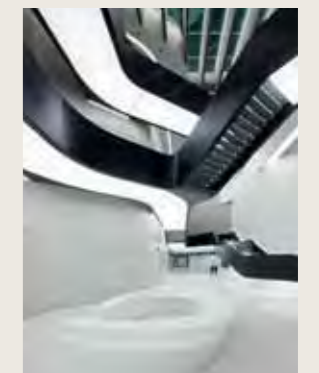


© Iwan Baan

We work at all scales and in all sectors. We create transformative cultural, corporate, residential and other spaces that work in synchronicity with their surroundings. Zaha Hadid, founding partner of Zaha Hadid Architects, was awarded the Pritzker Architecture Prize in 2004 and is internationally known for her built, theoretical and academic work. Each of her dynamic and innovative projects builds on over 30 years of revolutionary experimentation and research in the interrelated fields of urbanism, architecture and design. Working with senior office partner Patrik Schumacher, Hadid's interest is in the rigorous interface between architecture, landscape and geology as the practice integrates natural topography and human-made systems that lead to experimentation with cutting-edge technologies. Such a process often results in unexpected and dynamic architectural forms.



Photography by Virgile Simon Bertrand © Hufton + Crow



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## Contact

Zaha Hadid Architects

### Zaha Hadid Architects

10 Bowling Green Lane,  
London EC1R 0BQ  
Tel: +44 (0)20 7253 5147  
[press@zaha-hadid.com](mailto:press@zaha-hadid.com)  
[www.zaha-hadid.com](http://www.zaha-hadid.com)



# CREATIVITY IS GREAT

BRITAIN & NORTHERN IRELAND



The Range Rover Evoque has won over 125 awards, including 2012 World Car Design of the Year.

## Creative skills index

Withdrawing 16 May 2019

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# CREATIVITY IS GREAT

BRITAIN & NORTHERN IRELAND

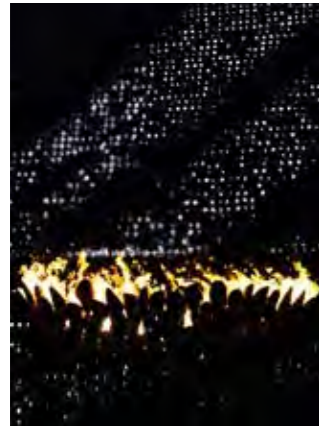
IMAX Theater in Glasgow  
at sunset, designed by BDP.

© Daniel Davison / Flickr/ Getty Images



# Summary

*Innovation, aesthetics and functionality are the hallmarks of British creativity at its best. But a project will only succeed if it is fit for purpose and engages with its audience. When these elements combine, you get the delight and creative quality embodied in a project like the London 2012 Olympics cauldron.*



London 2012 Opening Ceremony, The Isles of Wonder, art directed by British film director Danny Boyle.

## Contact

If you would like any further information about the Creative Industries Taskforce, please contact Christine Losecaat:

@ christine.losecaat@  
uktispecialist.com

+44 (0) 7768 807766

The Olympic cauldron depicted on the cover of this publication aptly sums up British creativity. It is innovative, engaging and highly appropriate for its purpose. But the comparison with good creative practice need not end there.

The aim of the cauldron was to combine function with theatre and symbolise a significant Global Sporting event and this it undoubtedly achieved. The design by Heatherwick Studio artfully brought together aesthetics and technology. Its creation drew on the complementary skills of craftsmen and engineers to contribute to the form and workings of the piece. And by representing each of the 204 nations participating in the London 2012 Olympic Games with its own copper 'petal', the cauldron displayed acute cultural understanding on the part of its creators. It was an appropriate celebration of people coming together for an event renowned internationally for pushing boundaries to achieve top performance.

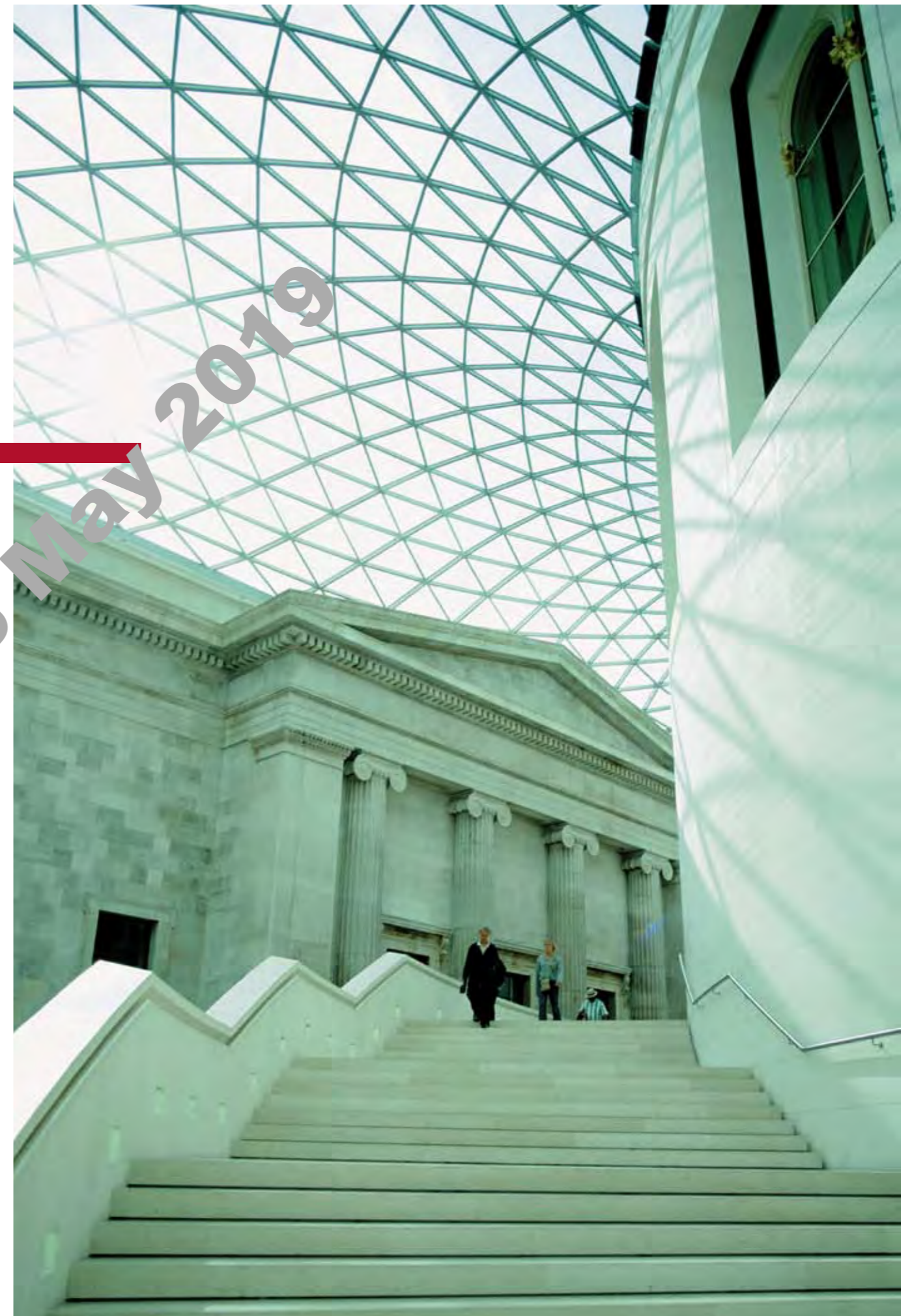
So it should be with all creative projects. Innovation, expertise and a rigorous process must be inherent to achieve the best-possible outcome. Be it an airport interior, a life-saving medical device or an inspiring exhibition, that outcome must do its job in a way that is accessible, engages people and, where appropriate, offers a memorable experience. For the client it needs to also embody value for the investment of time and money involved.

Such results are most successfully achieved through close collaboration between all involved in commissioning and creation a project. True breakthroughs are born of a shared vision and the marrying of creative talents. But the optimum results are achieved when the needs and aspirations of people using the space, product or device are fully met - and ideally exceeded.

Creativity isn't purely about objects and interiors. Communication elements such as branding, advertising and wayfinding are as important in conveying the right message to visitors and users. The key thing is that the entire creative package hangs together consistently so that no single element jars.

This publication seeks to give insight into how these elements translate on to the world stage in five key areas: cultural developments; transport; health; Global Sports; and retail. It offers commissioners and investors a taste of what British creativity has achieved outside the confines of the UK and information of some of the key players in those sectors.

The same principles apply equally to other sectors where governments, organisations and commercial clients are looking for a return on significant investment into major projects. The examples here demonstrate that there are ways to measure that return that go beyond cash to enhance reputation and create delight.



The Great Court at the British Museum designed by Foster + Partners © Punchstock.



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& Investment

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#### UKTI

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy, acknowledged as Europe's best place in which to succeed in global business.

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Published November 2013  
by UK Trade & Investment  
BIS/13/1274 - Creative Industries HVO Taskforce



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