





# Clients

## People I've created work for

Since working in various facets of the creative industries over the past decade or so, I've worked both directly and indirectly on projects for these clients, and a whole host more. Some are displayed in this portfolio, like the Relentless Energy Drink work for Coca-Cola that spanned a 5 year period. Or the NBA2K19 and NBA2K20 poster designs for both year's annual game launch events.

Some are under NDA though, such as the work for Airbnb and Le Coq Sportif. Others go way back, like in 2012 when Alex and I at MayNinth created a digital design solution for Google, with the purpose of tracking the defections of Syrian government officials as the war in the territory worsened. Or when I worked with long-time collaborator Ross Cairns as a freelance designer and Art Director, and I created application designs and concepts for Samsung's Hypercube, along with various other graphic designs; such as infographics and typographic layouts.

I've been lucky enough to create work for some of the biggest brands in the world. To contrast, I've had the joy of working with boutique brands, companies and agencies on the small stuff, too. With everything, I try and do the best work I can.



## Process

### How I get through it day-by-day

It's a little tricky, this. There are so many ways to approach a brief. So many factors that go into defining what a client may need, or want. The old adage is true that no two briefs are ever the same. So, is a single definitive process the best way to navigate such contrasting projects? Probably not. Actually, no — carving *anything* into stone would be a disservice to the vast range of marketplaces, customers and parameters that go into affecting the perception of a brand or product.

Sure, I tend to advocate that research is *likely* the most important aspect of any design job. But I also like to just get straight to it. I love to jump into the design stage, and start making stuff. It's why I've stuck it out for this long; the excitement and delight that comes from creating something from nothing. It's hard to beat.

Embracing flexibility, combined with being organised, is how I like to move through projects. I don't have a fancy graph or diagram that explains how it should be done; it's more of an *attitude* than an exact science. A value, and trust, in creative intuition and creative thinking is at its core — this is what enables me to remain nimble as the project drives forward.

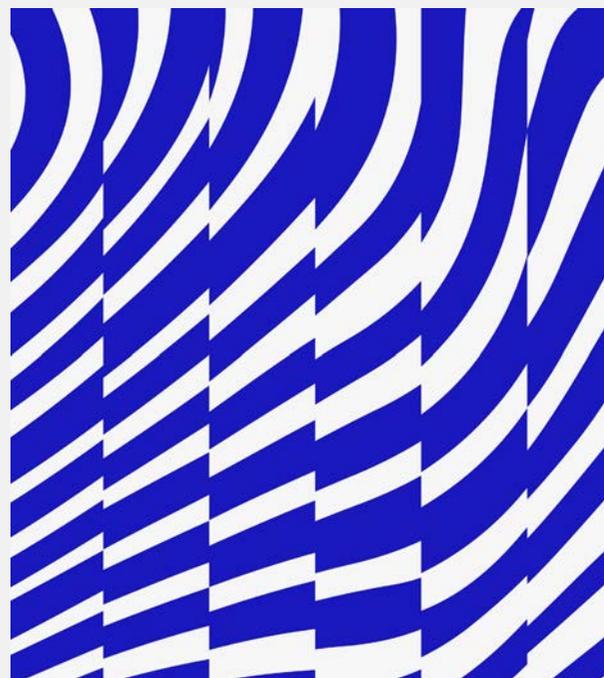
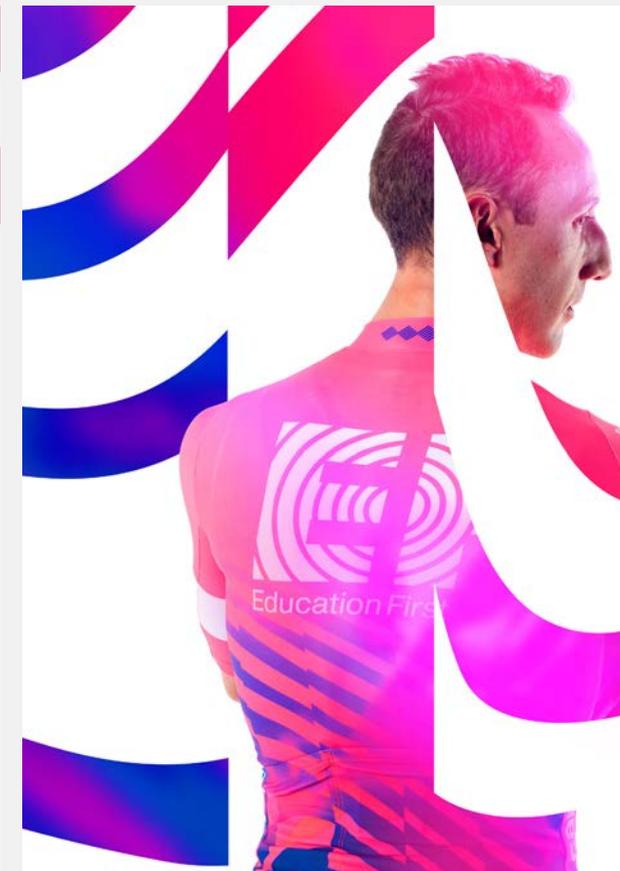
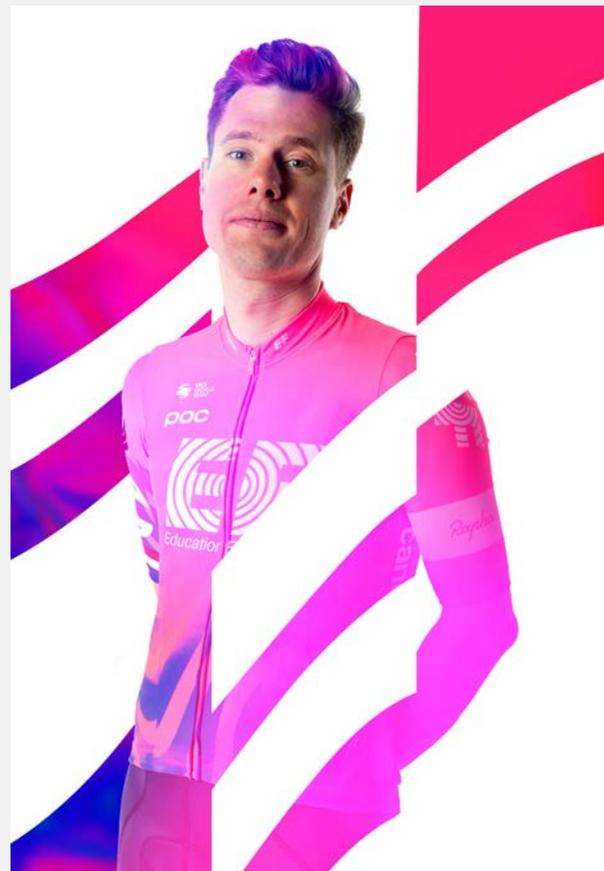
But as the project inevitably twists and turns; we have to update the plan as we go, agree on the timeline, deadline, and anything else that's on the line. By staying organised throughout the chaos, expectations are managed on all sides. This way, we all get to go home with smiles on our faces, hug our families and the only thing to then go on and rant about over the dinner table is the football results, weather and current political global climate (delete where appropriate).

It's more  
of an  
*attitude*  
than an  
exact  
science.

“What’s the use of being legible, when nothing inspires you to take notice of it?”

This quote by Wolfgang Weingart is one of my favourites. I believe a design is often successful when it is invisible; when the one interacting with it doesn't even notice the details. When it is sophisticated, polished, accessible and understandable. However these mandates shouldn't contradict the power of expression. Human emotions affect decisions more so than rationalities. Therefore we must work to *inspire* with our design that speak to one's emotions.

Wolfgang Weingart



EF Pro Cycling Identity Usage Guide Page 1



**EF Pro Cycling**  
Introduction

EF Education First Pro Cycling is an American-registered UCI World Tour cycling team competing at the highest level of the sport. The team was founded in 2005 on the belief there was a better way to run a cycling team.

With a strong global presence in more than 100 countries, EF provides opportunities for people of all ages and backgrounds to explore the world. This belief exploration is transformational for education, and that the more we seek out new places, the more we're able to grow as individuals and connect with others. These experiences change how we think, act and feel, inspiring the kind of empathy that makes the world a better place for us all.

Much like exploring the world, cycling unites people from different backgrounds to achieve great things together. In 2020 the EF Education First team is embarking on a journey to spread this message—and not just to pro cycling fans. In addition to prestigious WorldTour races like the Tour de France, we will participate in popular amateur cycling events around the globe. Stay tuned for a year of other-world adventures. It's time to explore the world with EF Education First.

EF Pro Cycling Identity Usage Guide Page 3



White on Black  
Black on White  
White on EF Pro Pink

**Logo**  
Primary

The EF logo is also the team logo.

It works alongside other graphic assets and the overall visual language system to promote EF through the platform of the Pro Cycling team.

**Notes**  
Do not use the logo in a way that suggests it is a product of EF. Do not use the logo in a way that suggests it is a product of EF.

EF Pro Cycling Identity Usage Guide Page 4



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**EF Circular Bold**  
**EF Circular Book**

**Typography**  
Textcase

EF Pro Cycling utilizes EF's brand typographic, EF Circular. Text weights are utilized — Bold (for use at a large scale for display) and Book (for use at a small scale for body).

EF Pro Cycling Identity Usage Guide Page 5



**Typographic**  
Stylized treatment

By pulling from EF's GUID 4 and the all caps style that works, we can create on-brand typographic designs that have real impact.

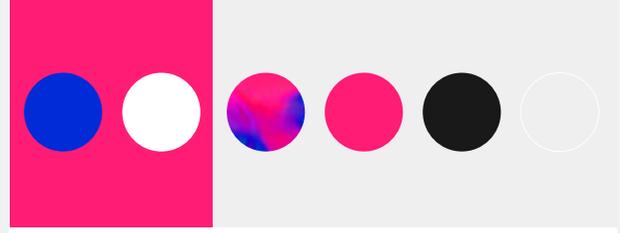
EF Pro Cycling Identity Usage Guide Page 6



**Typographic**  
Stylized treatment

We can use the stylized treatment of all caps with different statements and across new touchpoints.

EF Pro Cycling Identity Usage Guide Page 7



EF Blue  
White  
Black  
EF Pink  
EF Black  
EF Pro Pink

**Palette**

The team's color palette centers around the EF logo, which we treat as one color.

EF Pro Cycling Identity Usage Guide Page 8



EF Pro Pink  
EF Blue  
EF Black

**Graphic Device**  
Pattern/Logo Only

One of the most unique parts of the EF logo is its shape. By cropping into certain areas of the logo, we can have a branded presence without having to repeat the corporate mark over and over. The device also has a dynamic energy that suits sport and the end users feel themselves to cycling in particular. As the leading device, these elements should be used as much as possible across different touchpoints.

EF Pro Cycling Identity Usage Guide Page 9



**Photography**  
Team portraits

Our riders are the heroes of the team. As such, when they play center stage, they should be portrayed as such. By combining the professional headshots of the riders we can play with scale and a 'chopped up' version of the graphic device to create these branded team designs. This technique is intended to build strong customer connections by utilizing powerful imagery that communicates the truth of our riders.

EF Pro Cycling Identity Usage Guide Page 10



**Rider Cards**  
An example

Our riders are the heroes of the team. As such, when they play center stage, they should be portrayed as such. By combining the professional headshots of the riders we can play with scale and a 'chopped up' version of the graphic device to create these branded team designs. This technique is intended to build strong customer connections by utilizing powerful imagery that communicates the truth of our riders.

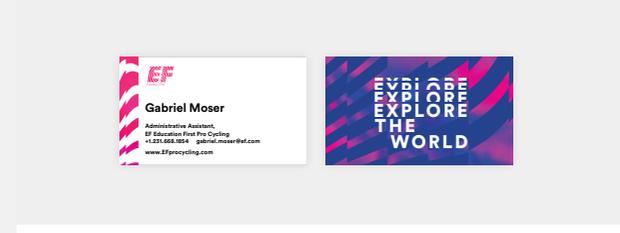
EF Pro Cycling Identity Usage Guide Page 11



**Full Color Photography**  
General imagery

Often, there is a need to create designs quickly using imagery that we have created at numerous points throughout the season. For these occasions, we can utilize the core graphic device pattern in a single color over the imagery. How much the pattern encroaches over the image depends on the image itself. The proportion of the image should be recognizable.

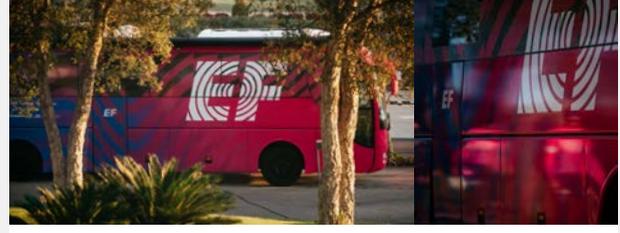
EF Pro Cycling Identity Usage Guide Page 12



**Application**  
Stationery

If we have to produce new equipment, such as business cards, we should look to include the core graphic device as the branded element.

EF Pro Cycling Identity Usage Guide Page 13

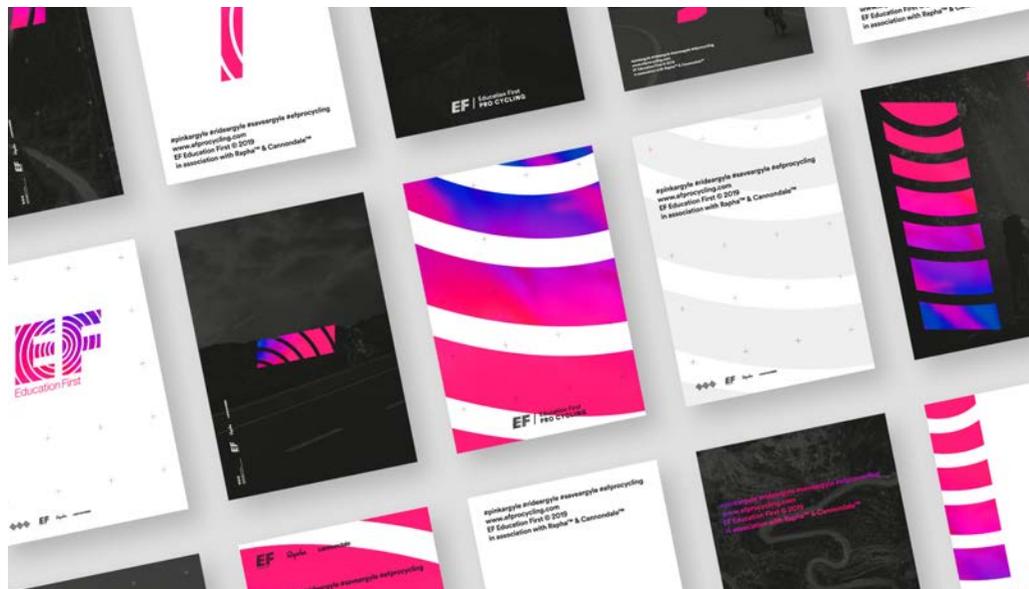
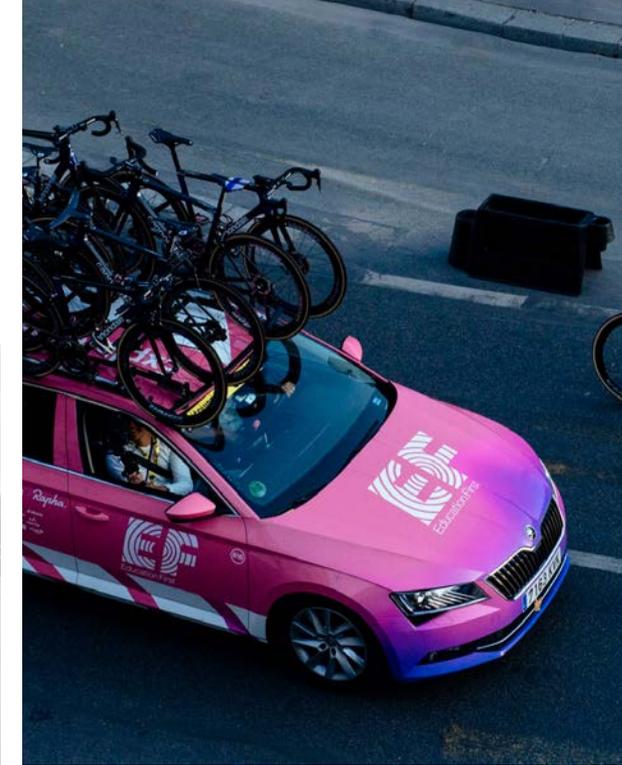


**Application**  
Vehicles

The new vehicle fleet for 2020 embraces the new kit design, and over each large campaign, creates an impactful presence for the team at race and cycling gatherings.

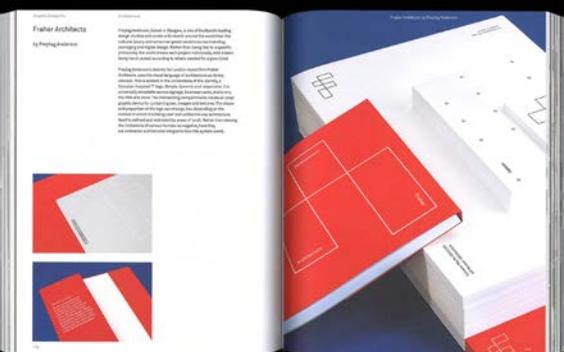
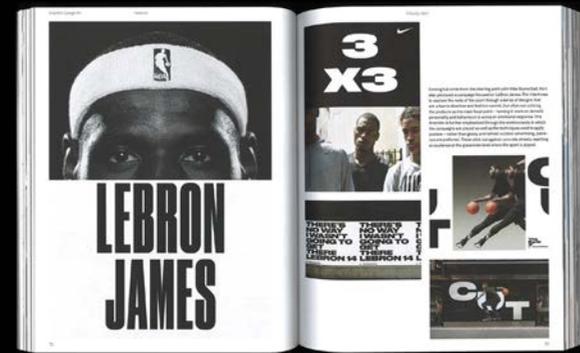
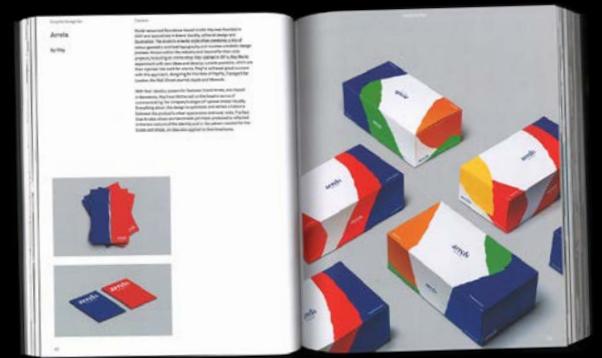


EF Pro Cycling 2019;  
EF Education First  
2018



Andy Cooke; Designer & Creative Director  
Joel Hladecek; Chief Creative Officer  
Julia Hoffmann; Executive Creative Director  
Angelo Trofa; Apparel Designer





Graphic Design for  
Art  
Fashion  
Film  
Architecture  
Photography  
Product Design  
& Everything In Between

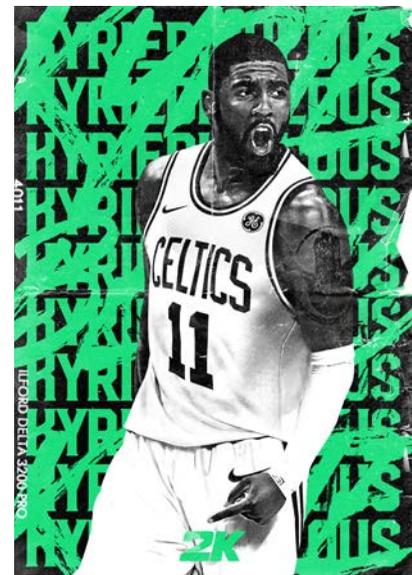
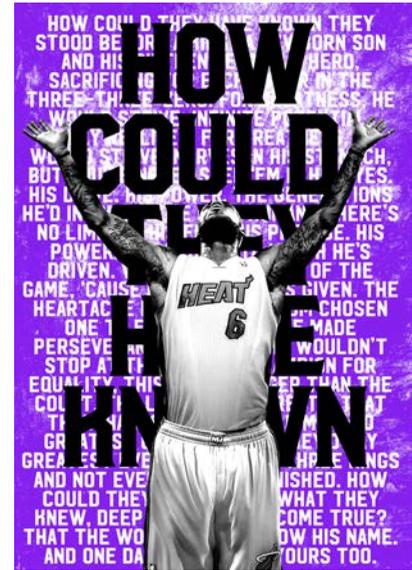
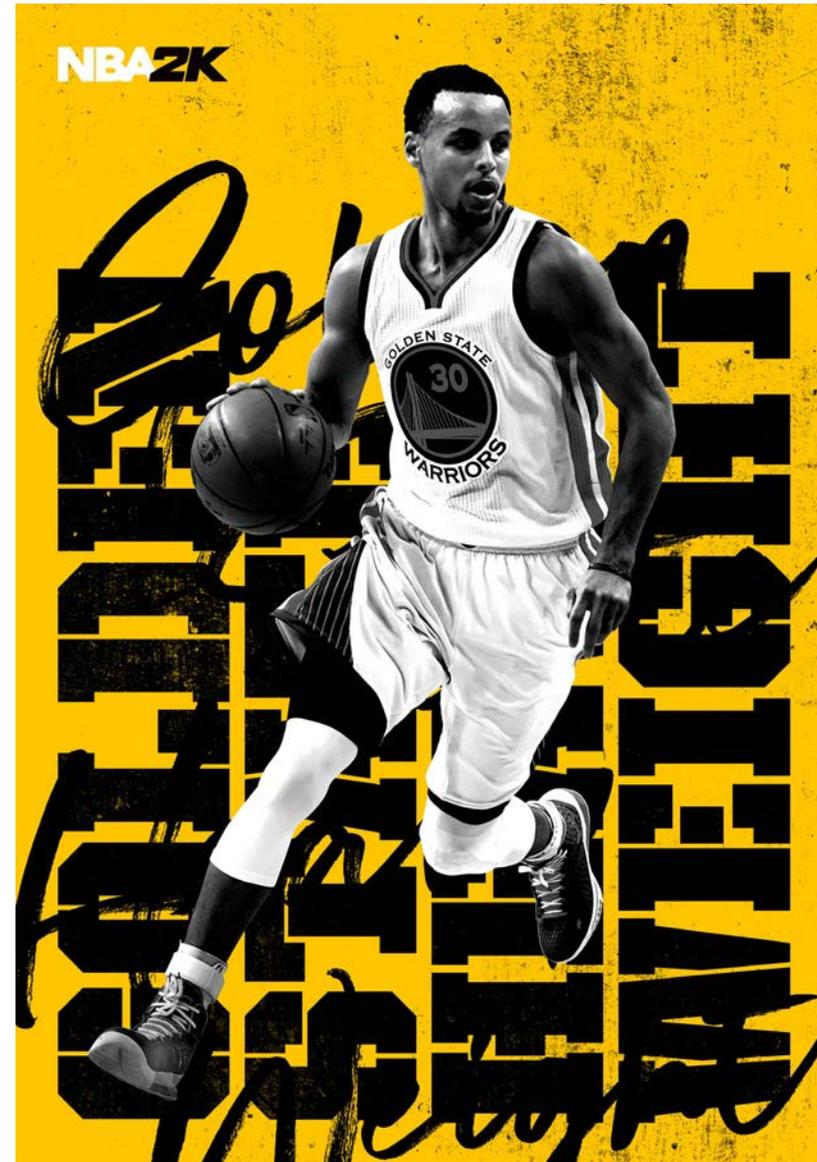
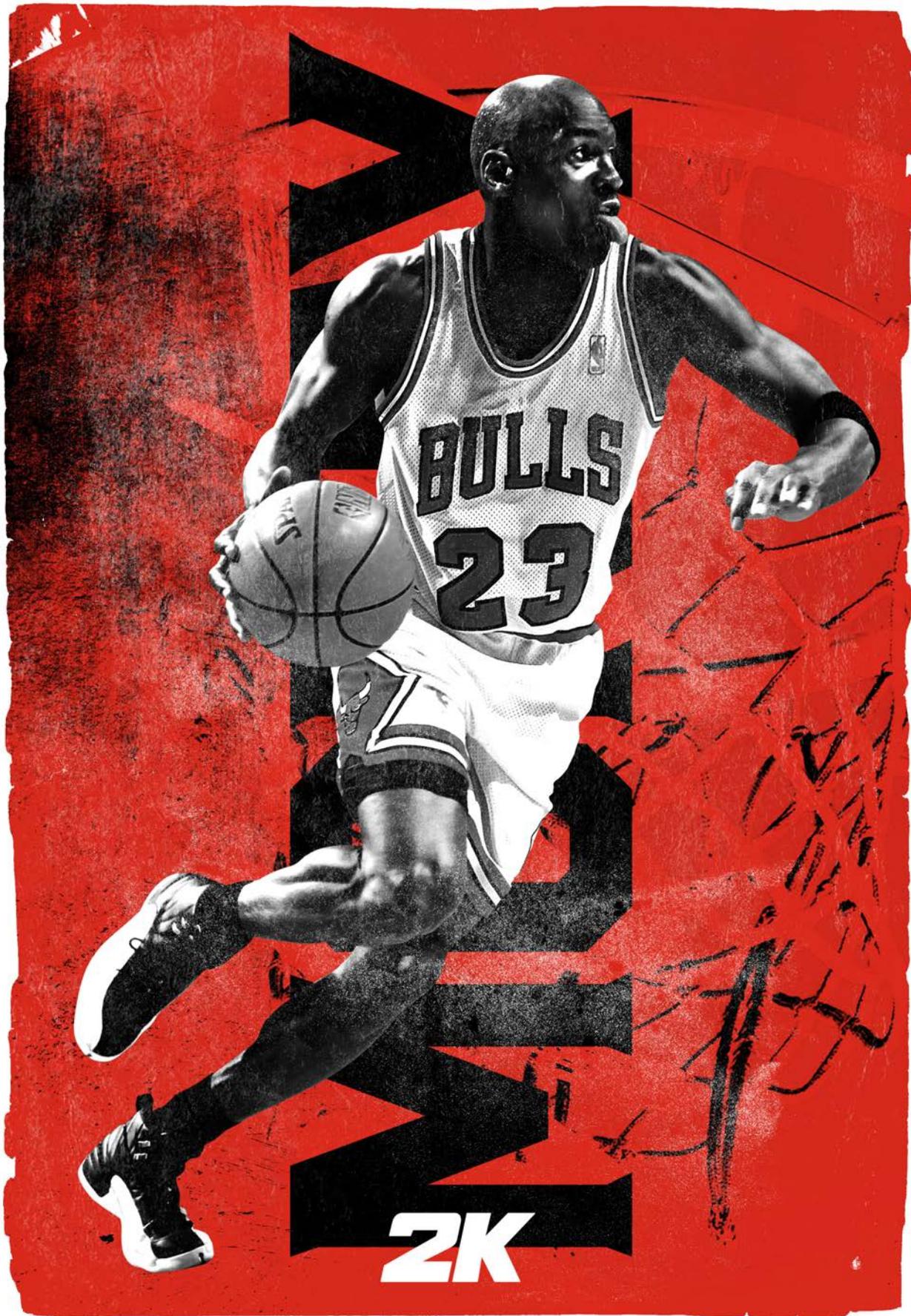
by Andy Cooke  
Foreword by Angharad Lewis

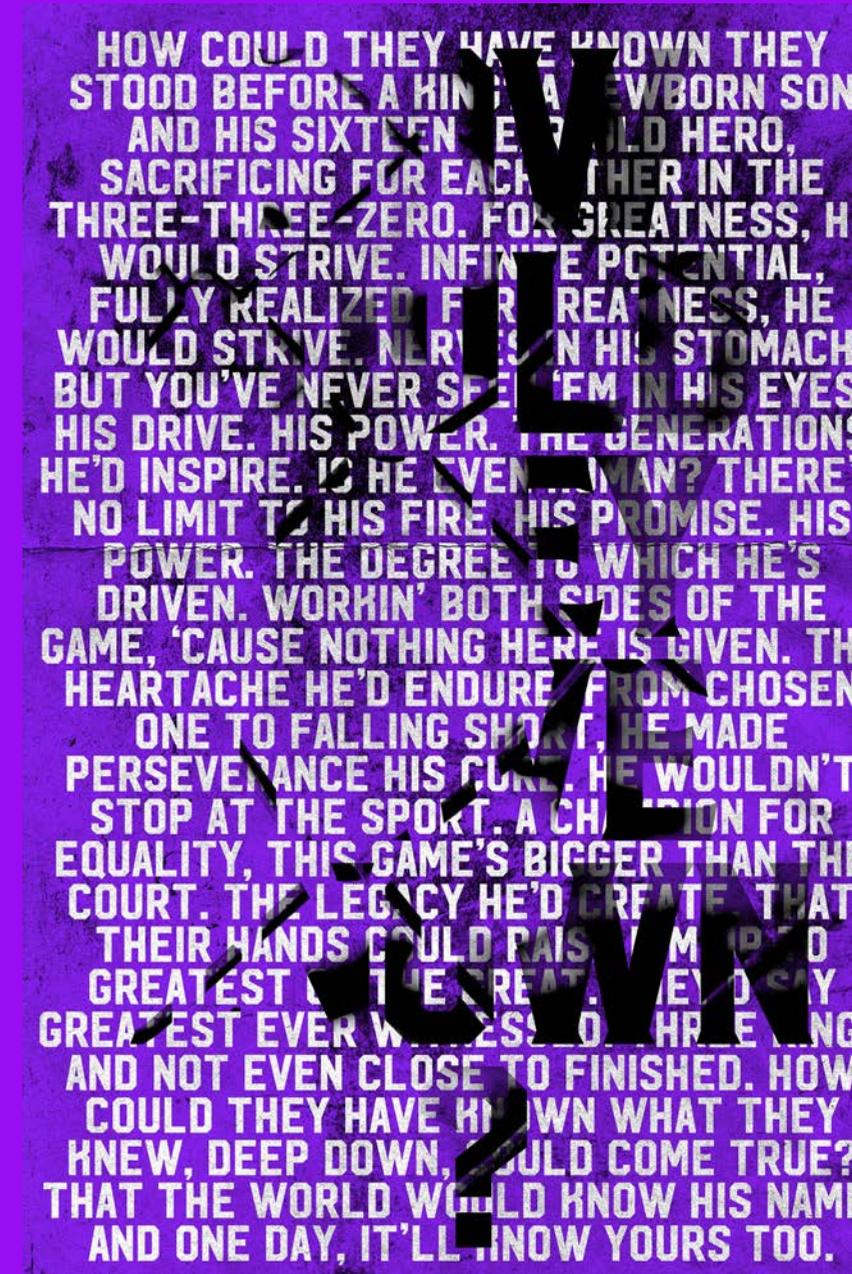
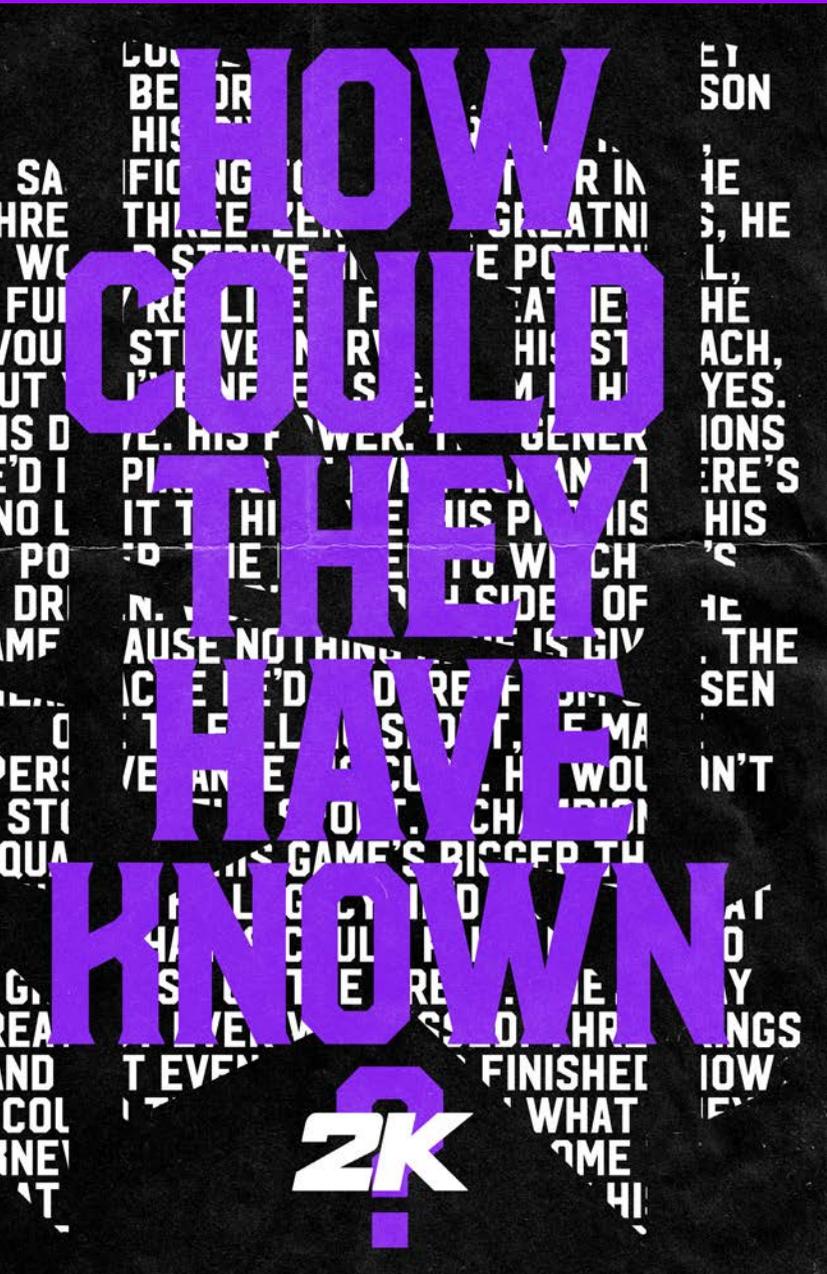
 PRESTEL

“With the emphasis very much on creative collaboration and developing designs to work on multiple touchpoints, this book is the most up-to-date and informative guide to modern design around.”

33 books every graphic designer should read  
by Creative Bloq

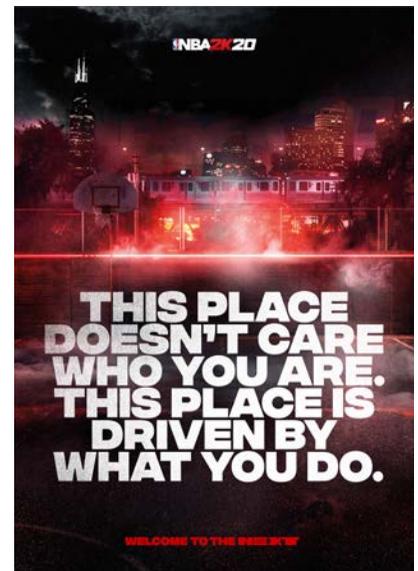
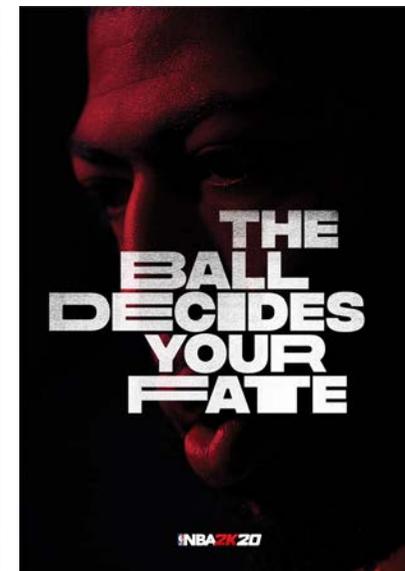
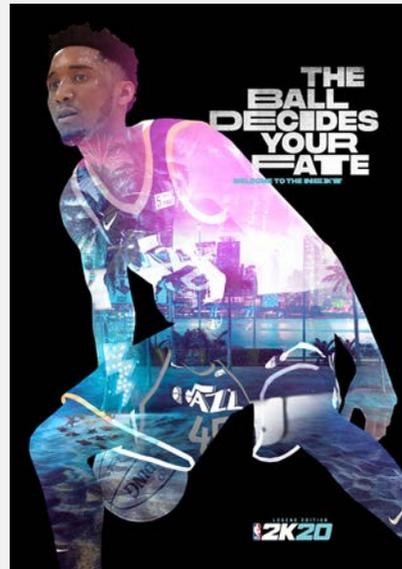
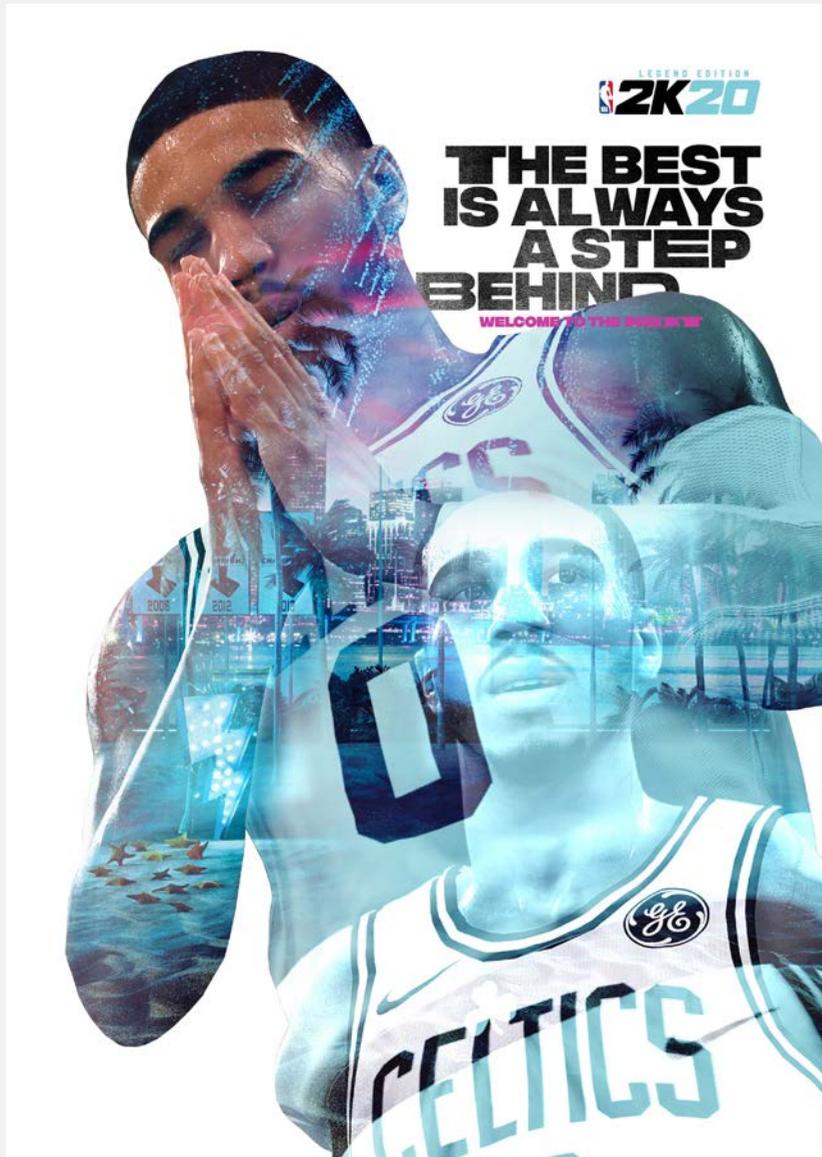
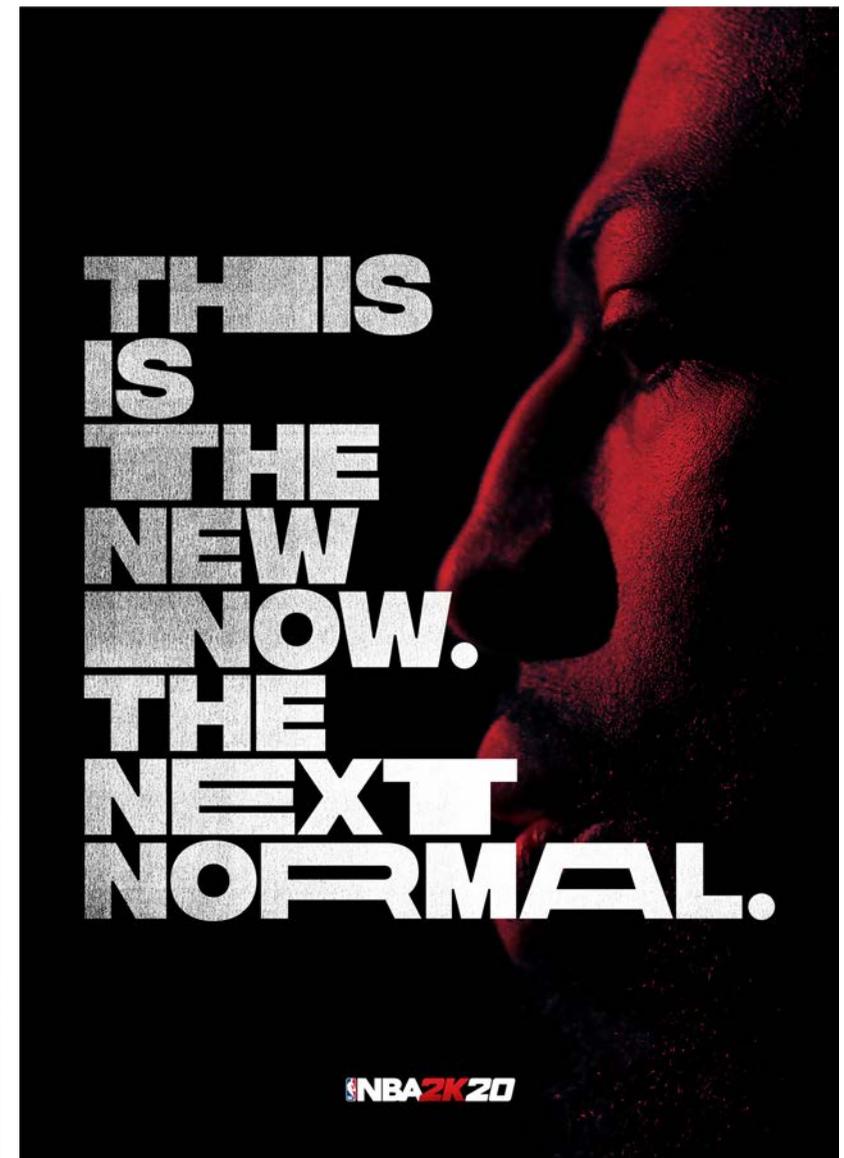
NBA2K19;  
NRG  
2018

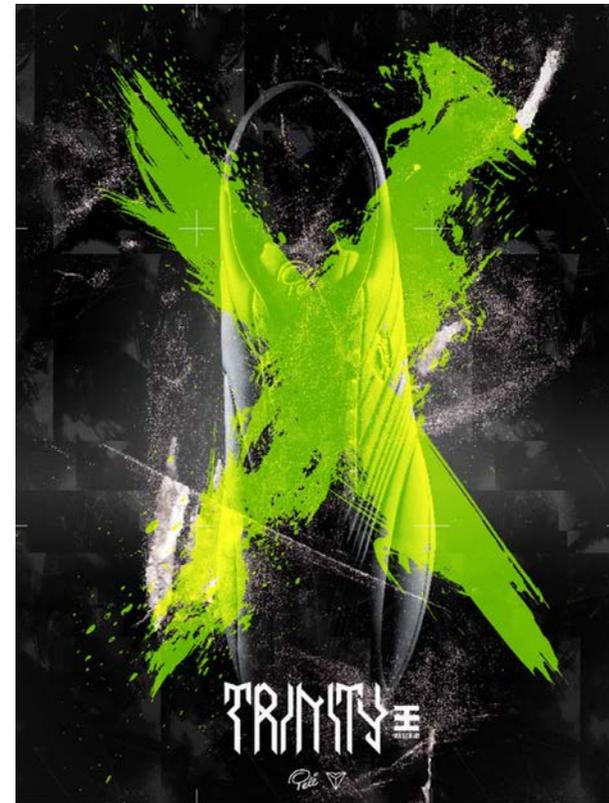






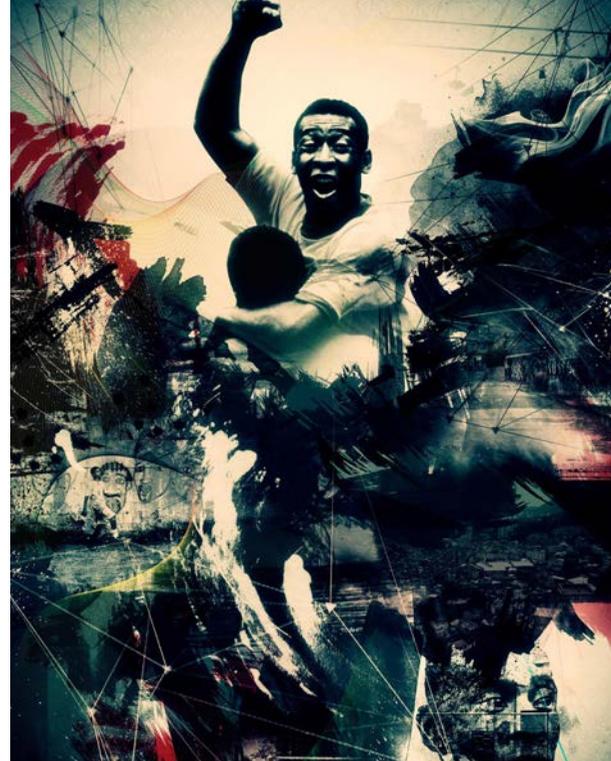
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NRG  
2019



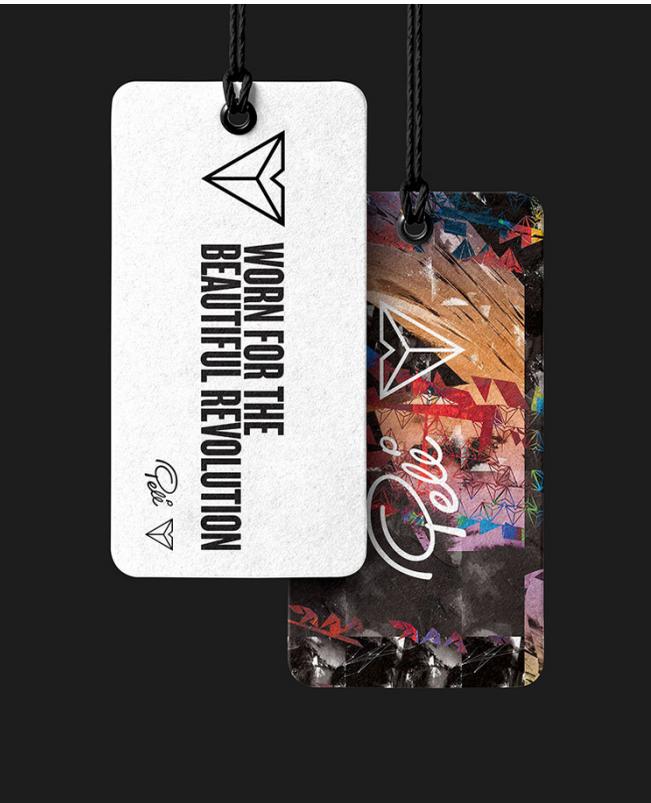




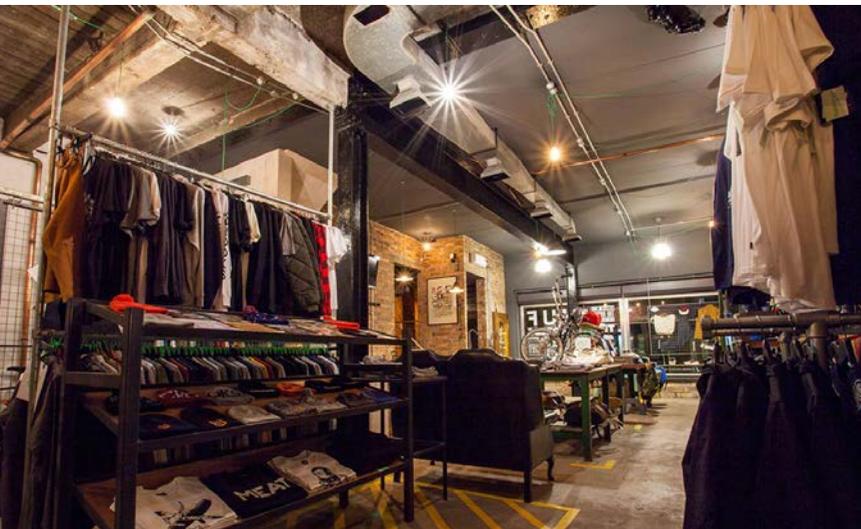








51-53 Store;  
2013-2019



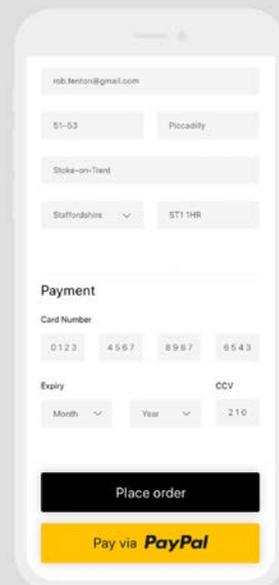
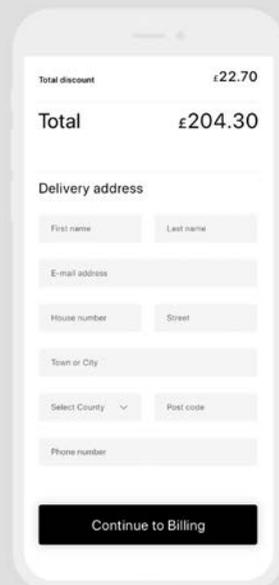
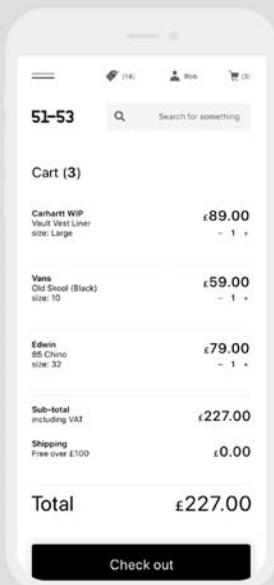
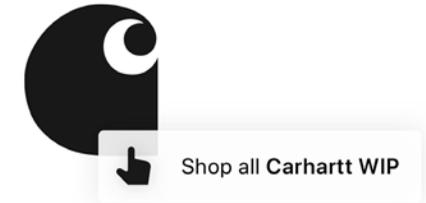
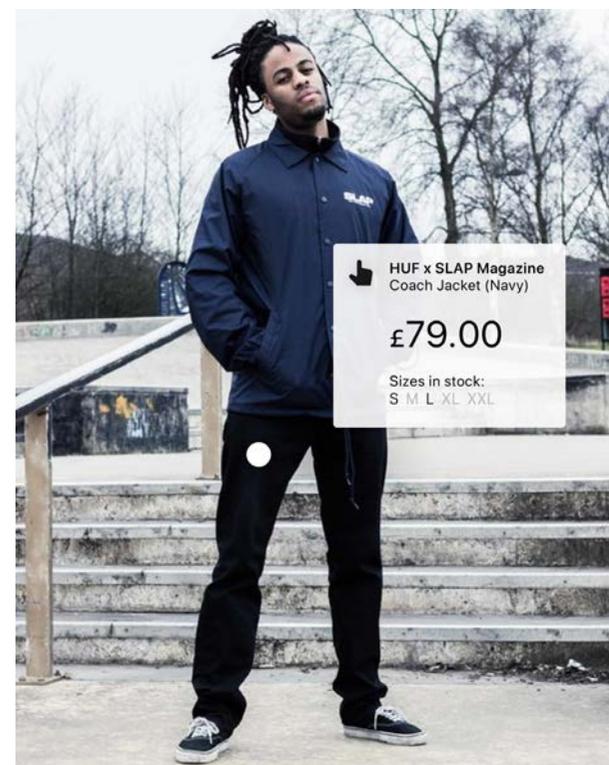
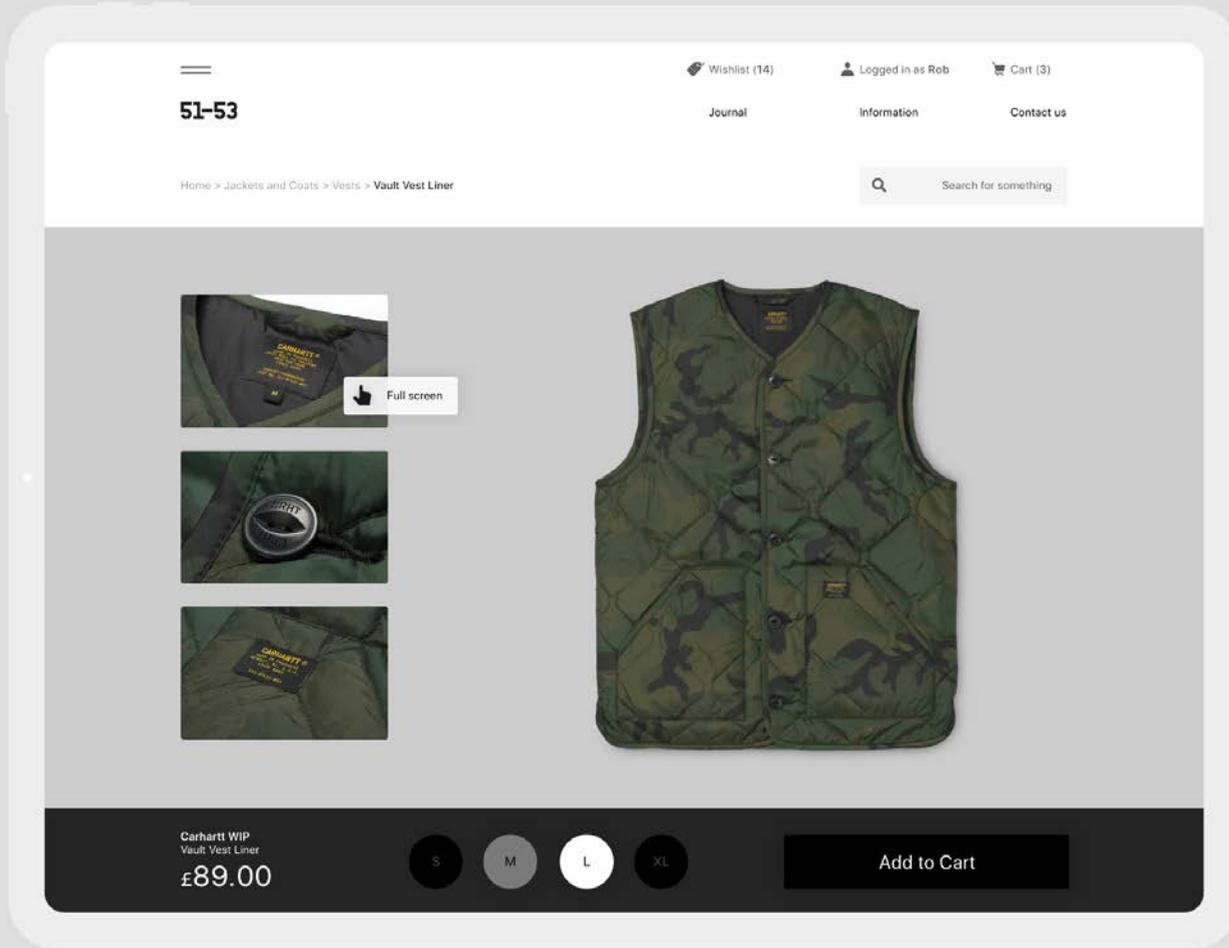
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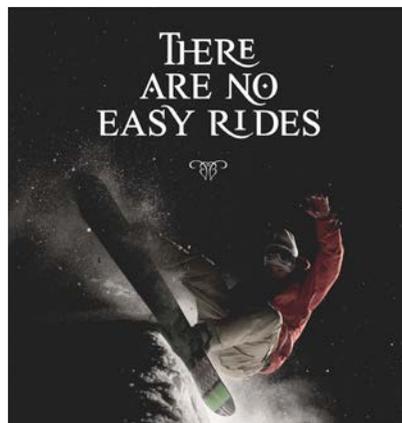
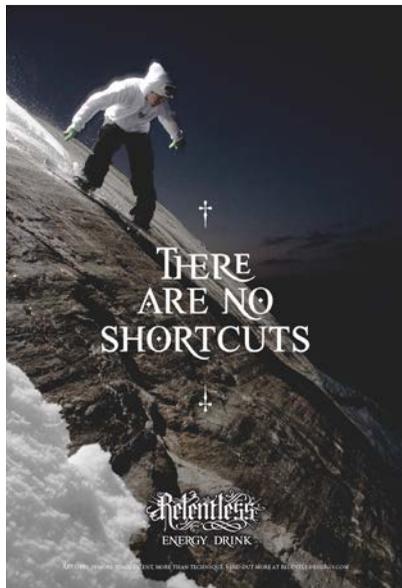
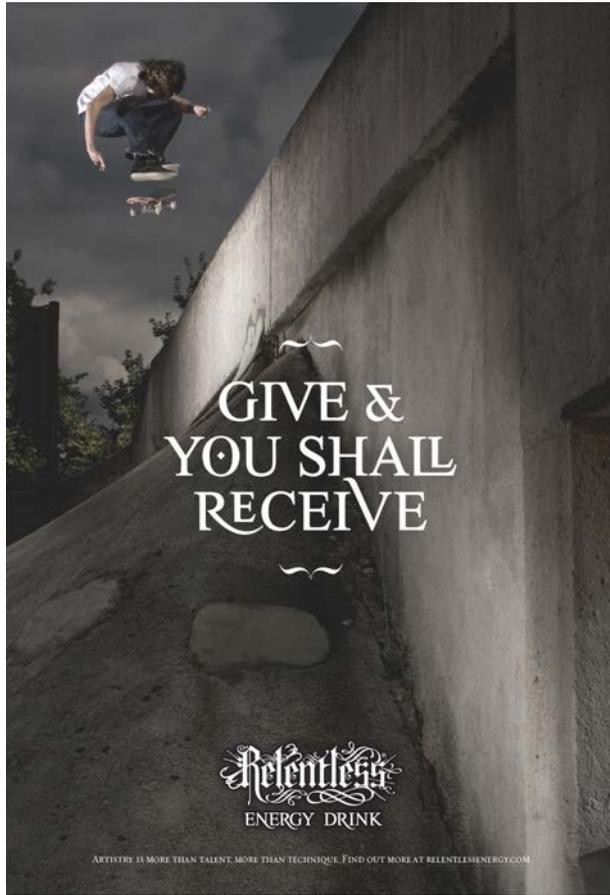
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POP.  
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DENSITY  
6,960/<sup>50</sup>MI (2,686/KM<sup>2</sup>)  
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2.1794° W**

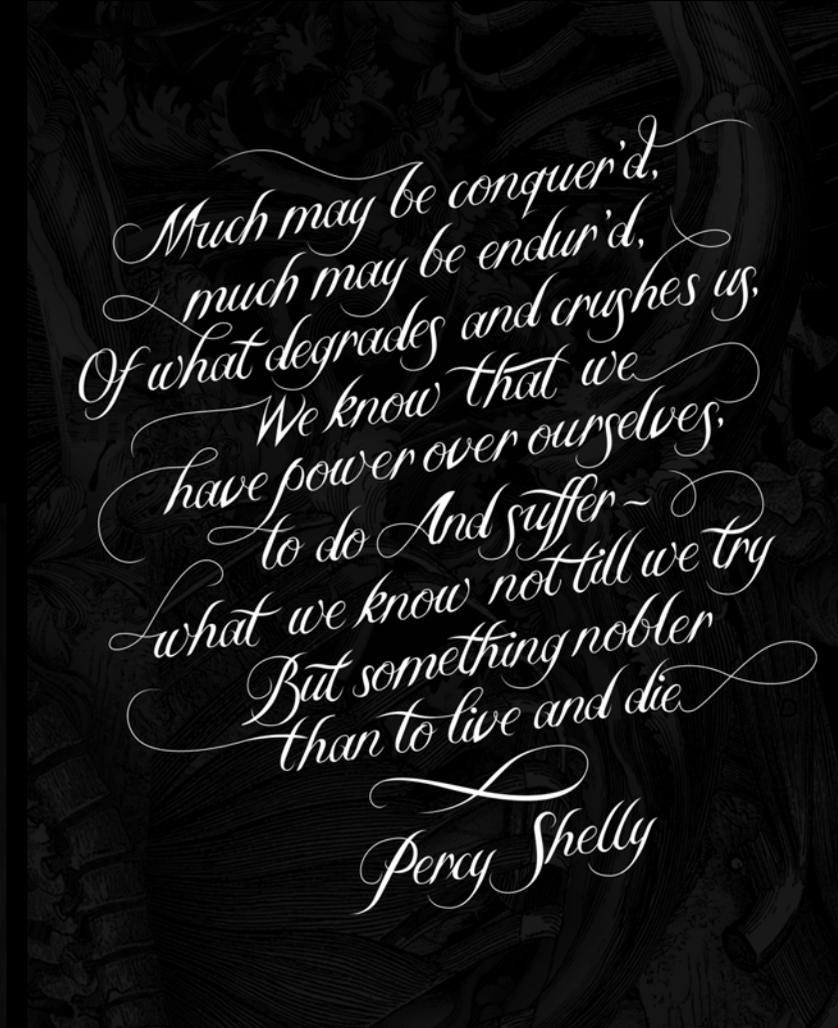
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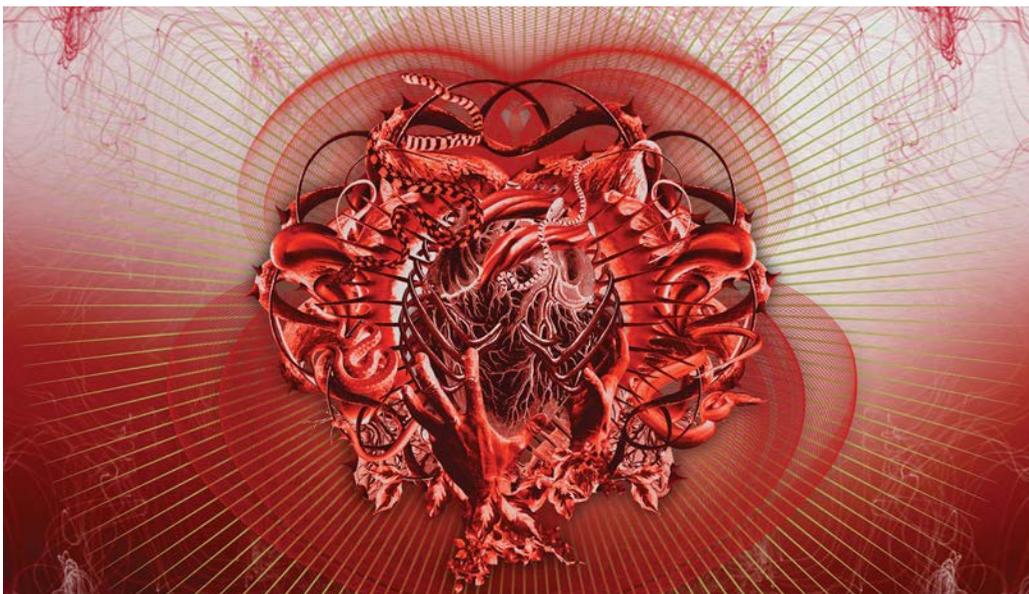
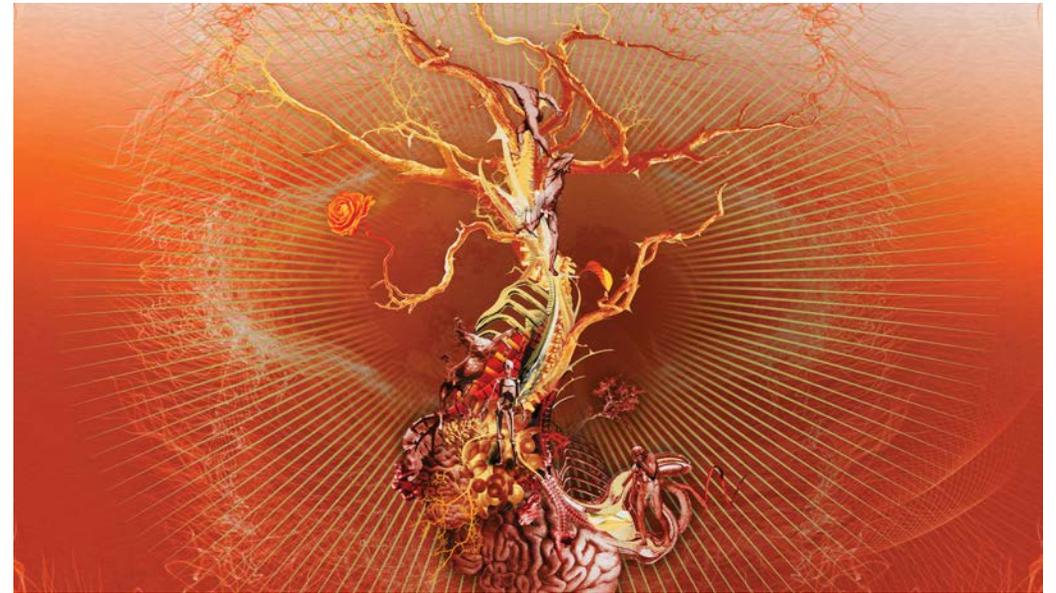
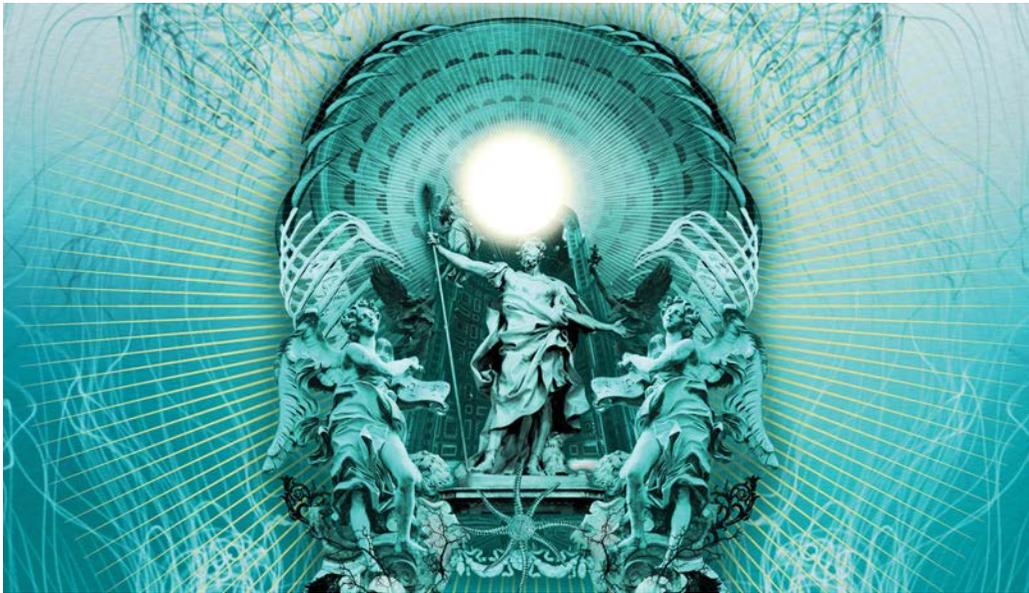
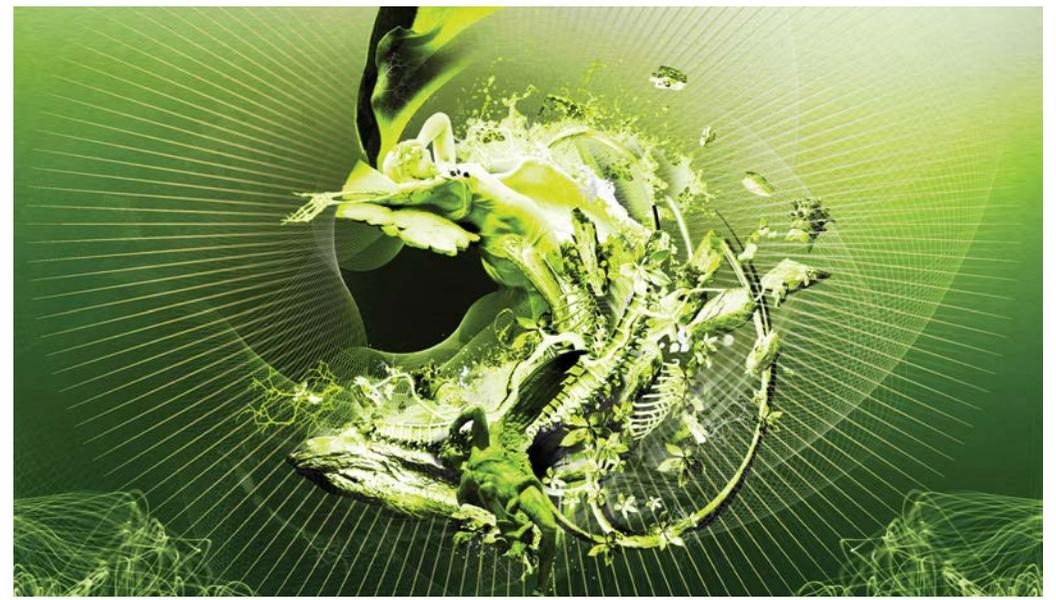


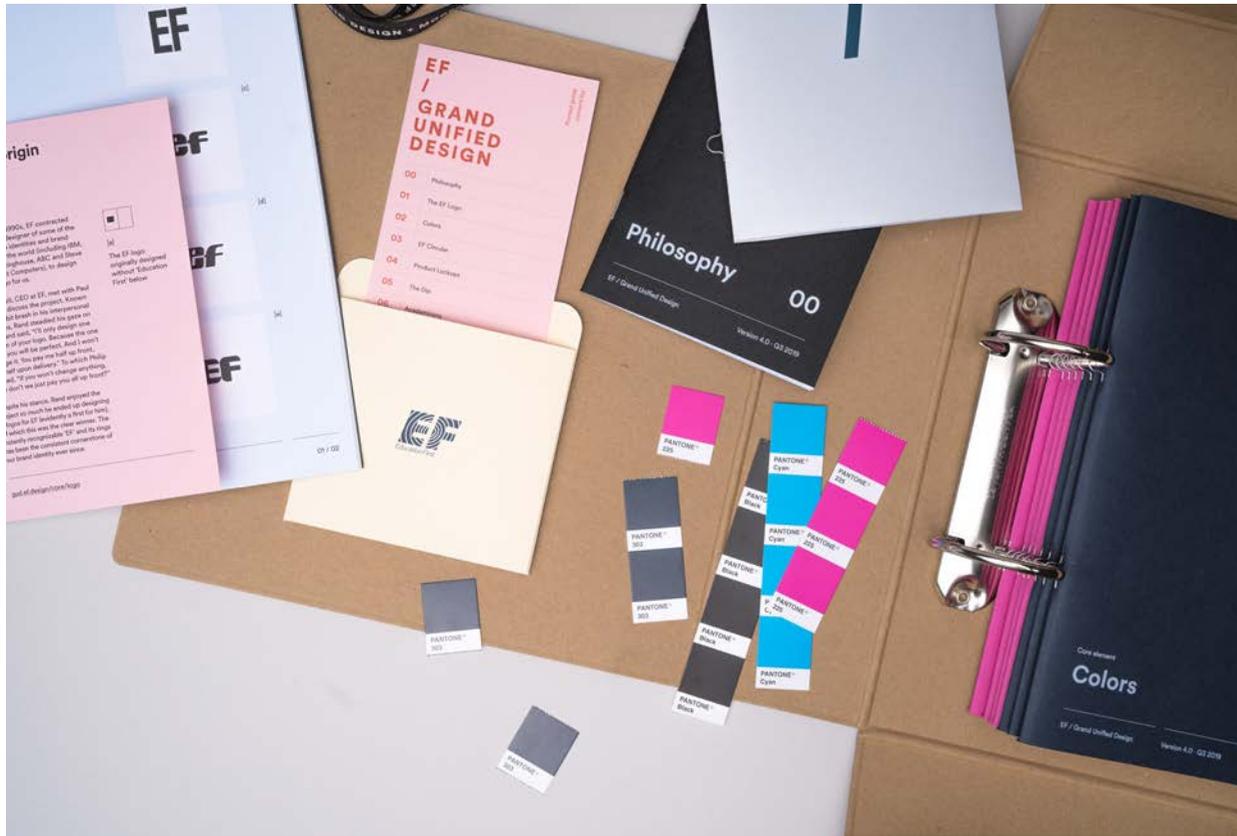


Relentless Energy Drink;  
2010-2015

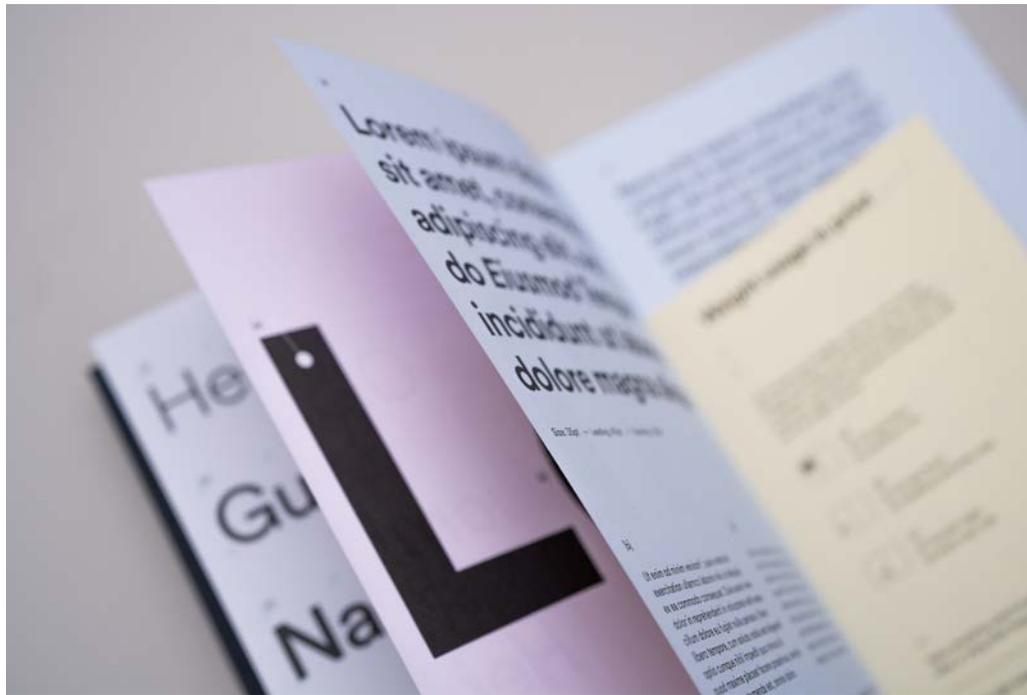
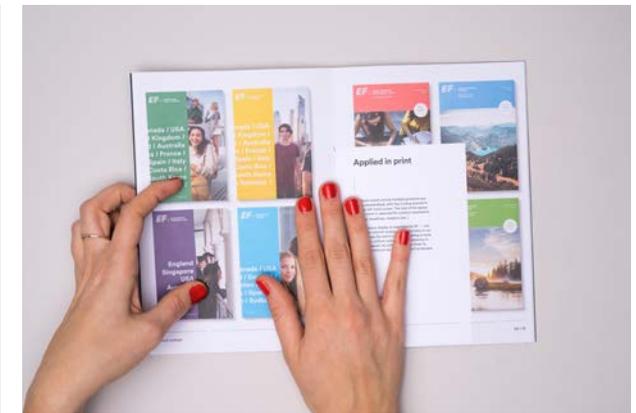








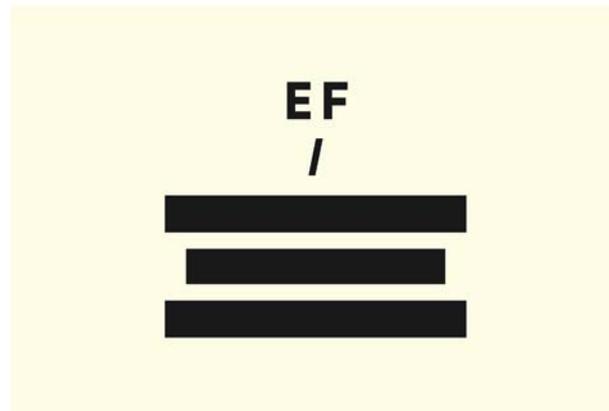
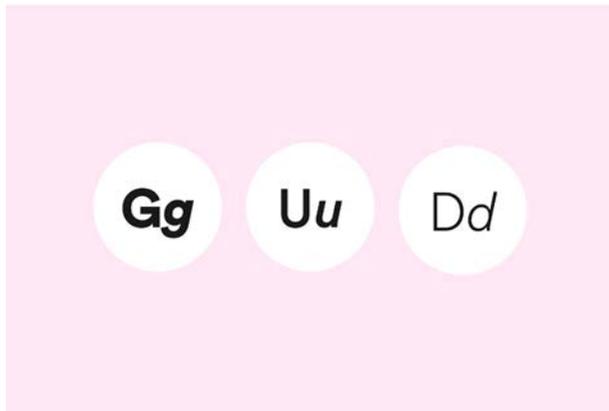
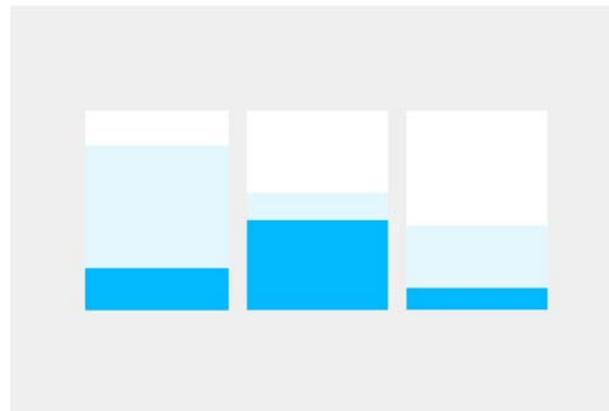
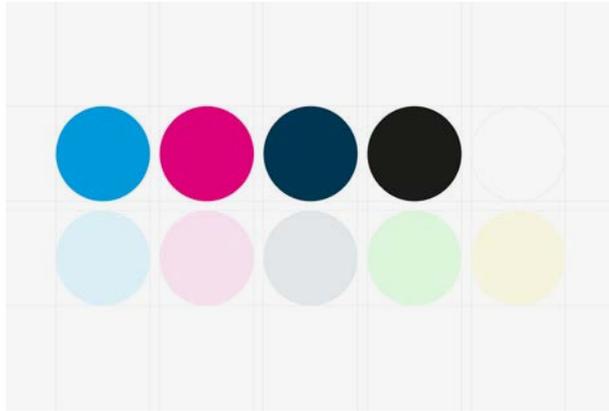
EF Global Brand Guidelines; 2018-19



EF / GRAND UNIFIED DESIGN

00	Philosophy
01	The EF Logo
02	Color
03	EF Cl...
04	Pro...
05	The D...







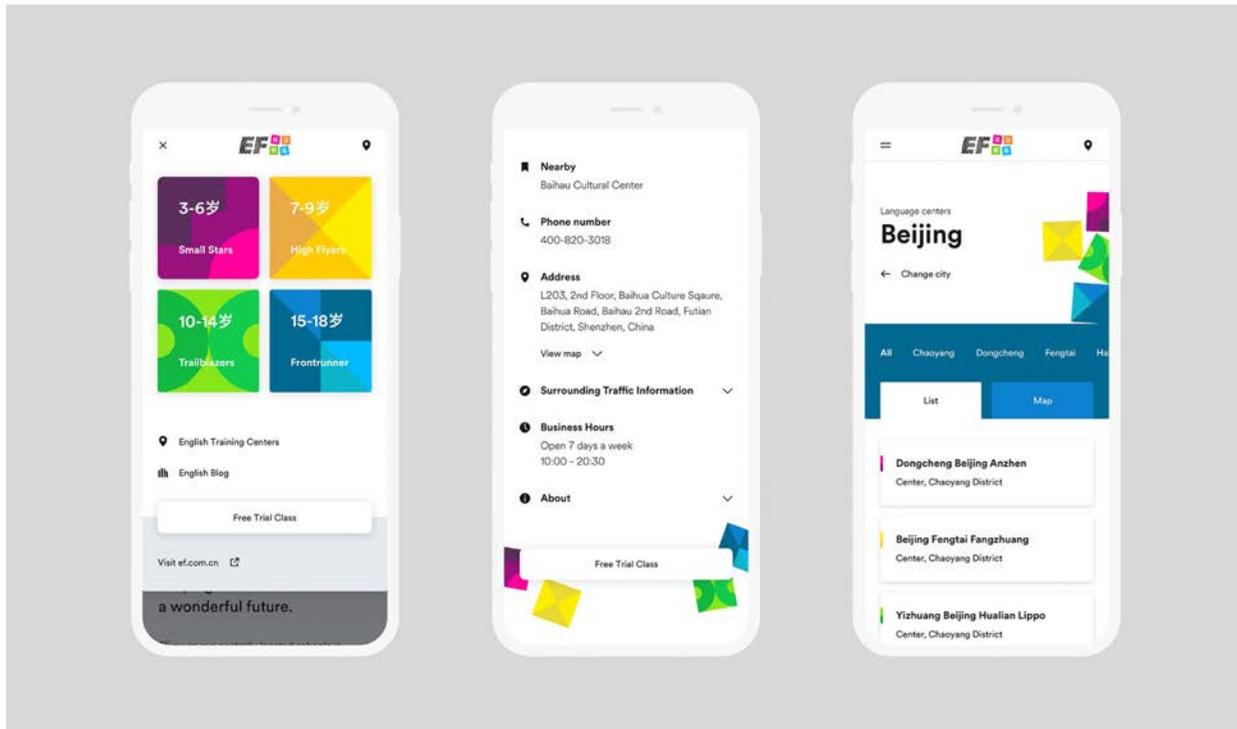
EF Kids & Teens;  
2018-20

# 今天学英语!



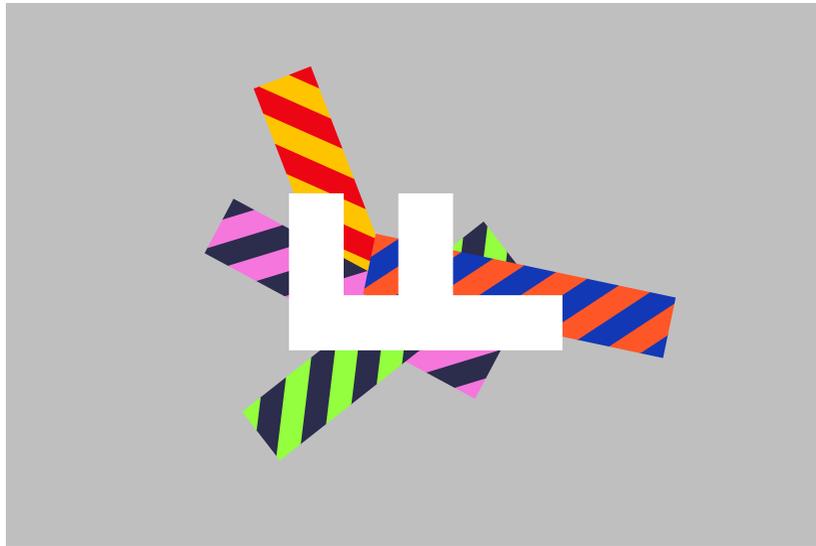
Andy Cooke; Designer & Creative Director  
 Marcus Ivarsson; Digital Creative Director  
 Julia Hoffmann; Executive Creative Director  
 Joel Hladecek; Chief Creative Officer  
 Miriam Olszewski; Designer





# BUSINESS SUPPORT FOR THE CREATIVE INDUSTRIES

Factory;  
Design by Weather  
2016





# **BUSINESS SUPPORT FOR THE CREATIVE INDUSTRIES**

**WHAT IS FACTORY?  
BUSINESS ADVICE & GUIDANCE  
COMPETITIVE INTELLIGENCE  
NETWORKING & EVENTS**

**COLLABORATION  
WORKSHOPS  
MENTORING**

Factory is a free business development programme designed to support business growth for small and medium sized (SMEs) enterprises working in the creative sector in Stoke-on-Trent and North Staffordshire.

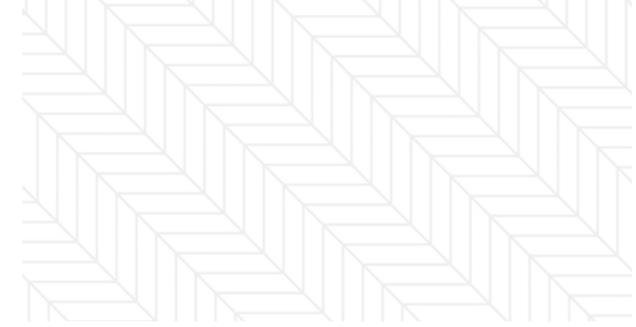
We offer one to one support, business advice and analysis, networking events, tradeshow opportunities, creative industries conference, a small capital grant fund and training seminars.

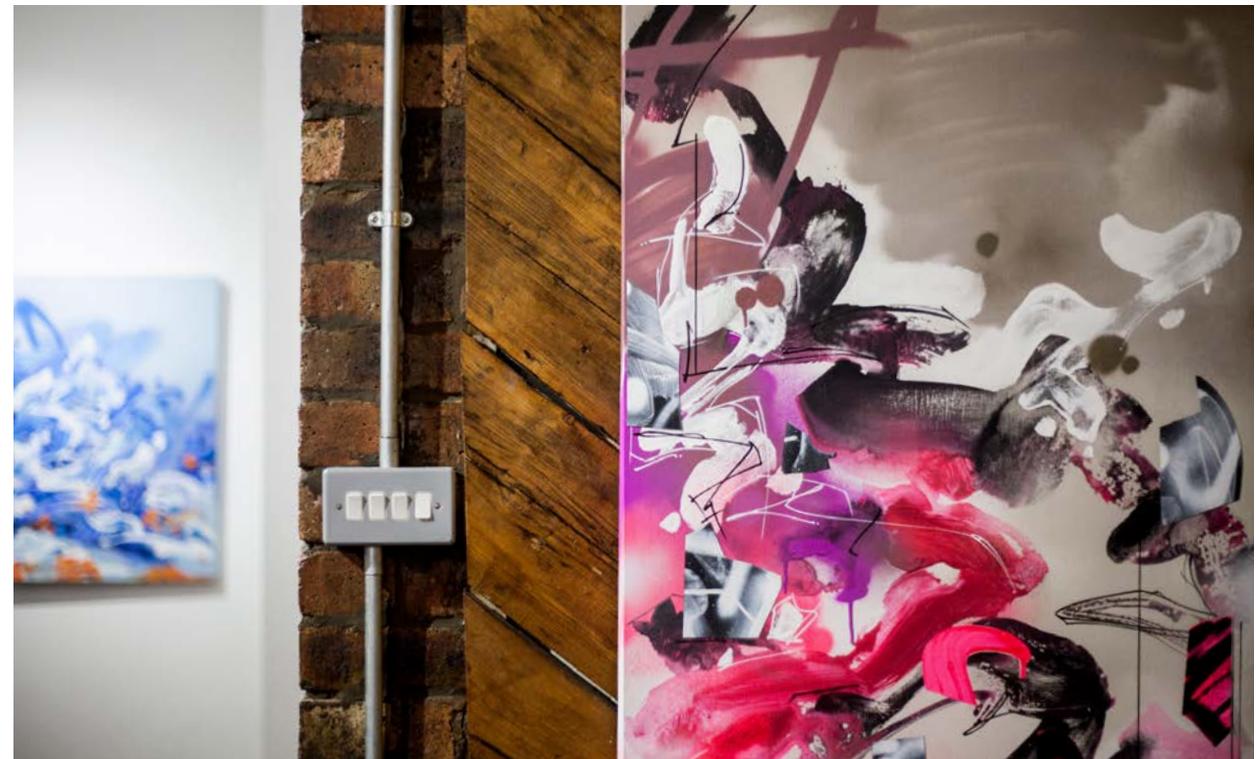
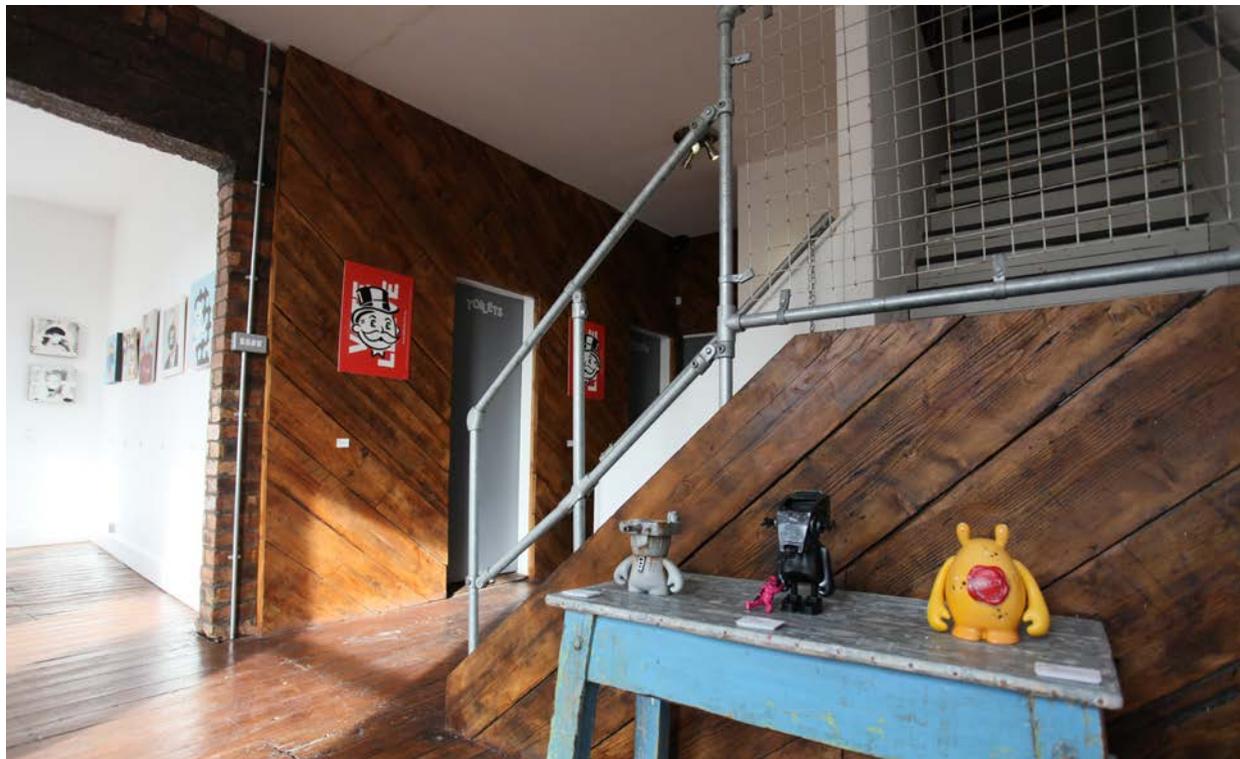
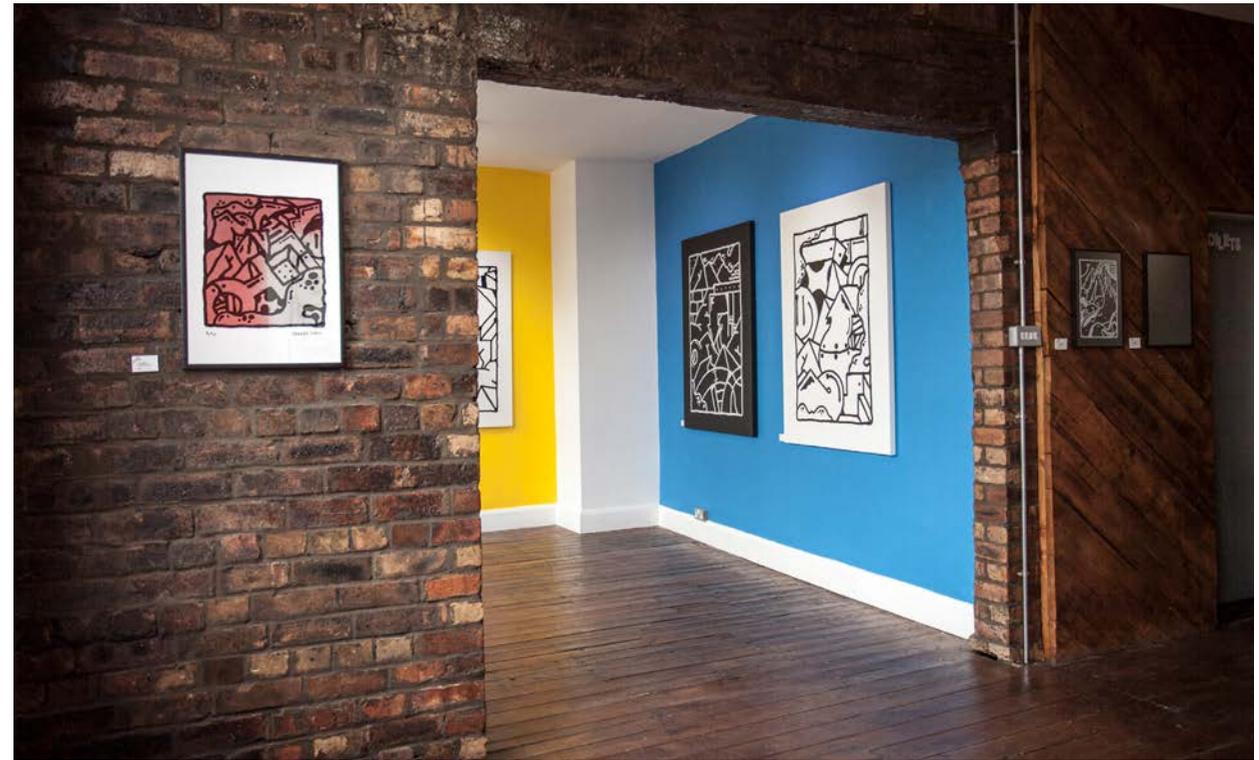
For more details about Factory and to sign up to the programme: email us — [factory@stoke.gov.uk](mailto:factory@stoke.gov.uk) or call us — 01 782 231 586



T110020







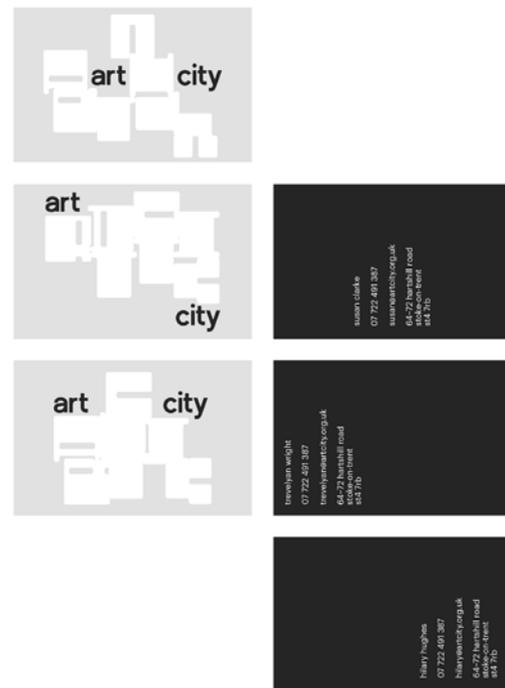


**Upstairs Gallery** is a first floor gallery space in the Cultural Quarter of Stoke-on-Trent's city centre. The focus for Upstairs Gallery is to showcase urban art from all over the world —from the graffiti, design, typography and photography sectors, including (and open to) many more. The space is also a place for lectures, talks, screenings & events, and is open for hire. Get in touch to find out more.

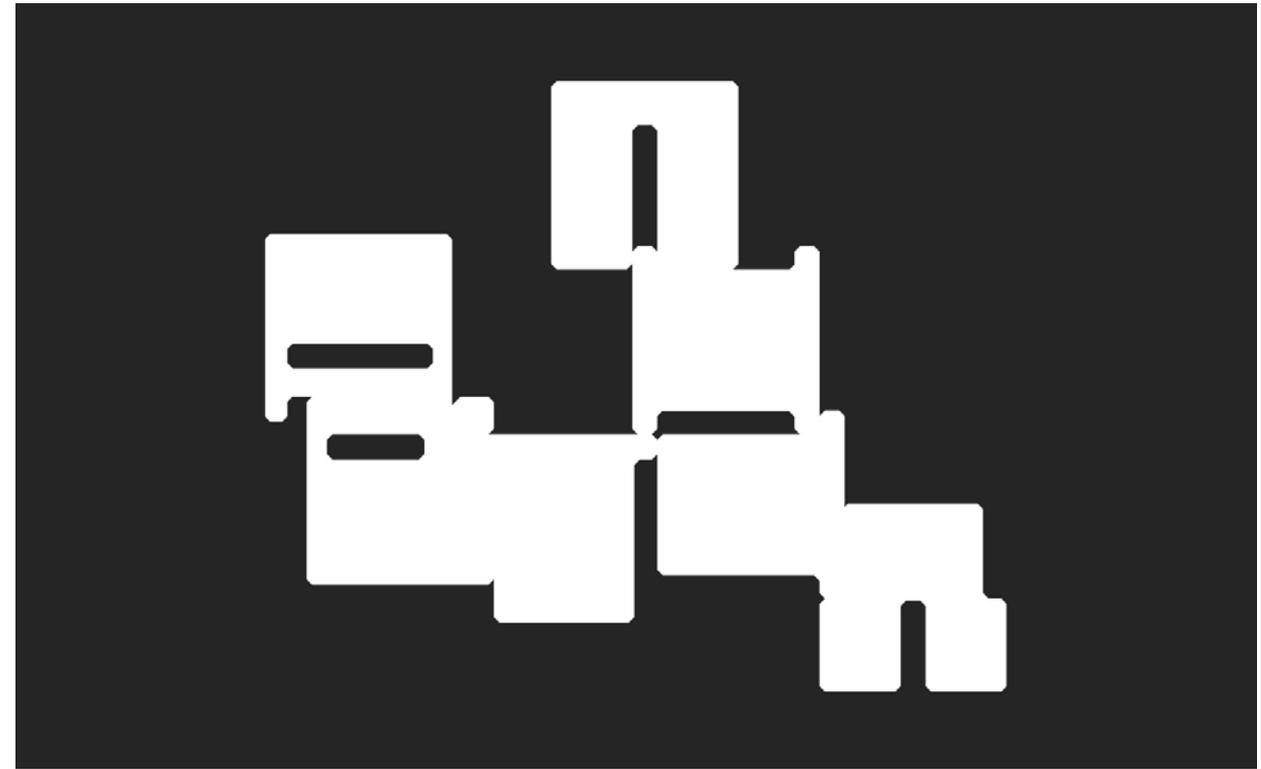
[@upstairsgallery](https://www.instagram.com/upstairsgallery)  
[upstairsgallery@ntrprnrs.com](mailto:upstairsgallery@ntrprnrs.com)



ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890



Art City;  
 Design by Weather  
 2015





artcity



Consortium

Find out more about the *opportunities available through art city and it's consortium members.*

Temporary Light Installation

October 20, 2016-October 31, 2016  
 Opportunity type: commission  
 Paid or unpaid: Paid

Description →

Temporary Light Installation

October 20, 2016-October 31, 2016  
 Opportunity type: commission  
 Paid or unpaid: Paid

Description ↓

Are you an artist living and working in Stoke-on-Trent with a great idea for a project in a disused building or void space? We've got a simple application process for supporting your ideas through Artcity. You'll need an idea for an arts project and where you'd like to do it. Don't wait, as this funding is available on a first come, first served basis.

artcity



Mission

Artcity is a *five-year arts programme in stoke-on-trent* that aims to make the city a more interesting place to *live and work*. The programme is achieved by a *consortium of local arts organisations banding together to hold events in spaces that are otherwise left unoccupied and unloved.*

Consortium

Find out more about the *consortium members*

Restoke

Airspace Gallery

PICL

The Cultural Sisters

B-Arts

Letting In The Light

Pilgrims Pit



Restoke

Restoke is a socially driven performance company. Based in Staffordshire we combine dance, music and visual art to produce works that breathe new life into forgotten spaces...

Discover More



ArtCity

B Arts is a charity based in North Staffordshire that aims to sustain and develop individuals, groups and communities...

PICL

PICL design and deliver creative learning projects and programmes in businesses, schools and communities...

The Cultural Sisters

The Cultural Sisters are a creative, visual and participatory arts organisation. We have a core group of experienced professional artists who design...

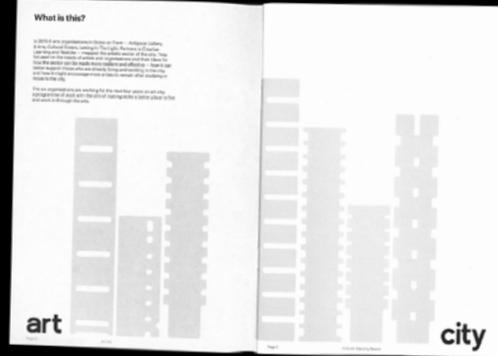
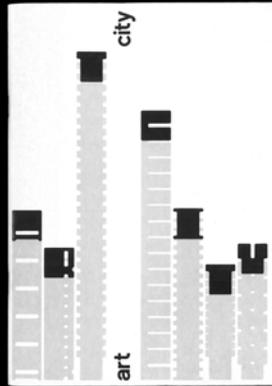
B-Arts

AirSpace Gallery is a collaborative artist led project space in Stoke-on-Trent. Our programme brings critical, contemporary art activity to the region...

Letting In The Light

Letting in the Light are a not for profit participatory arts company. We collaborate with a range of practitioners and like to work with people & places...

Discover More



**Who was involved?**

**AirSpace Gallery**  
 A cultural, art and creative space for the city of Stoke-on-Trent.

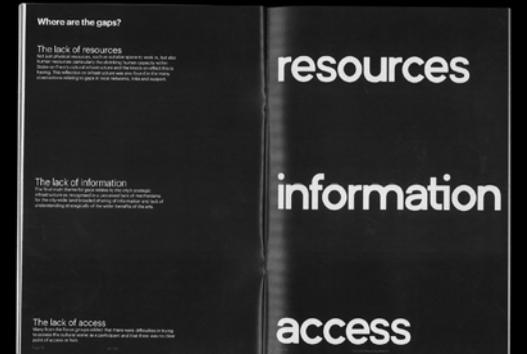
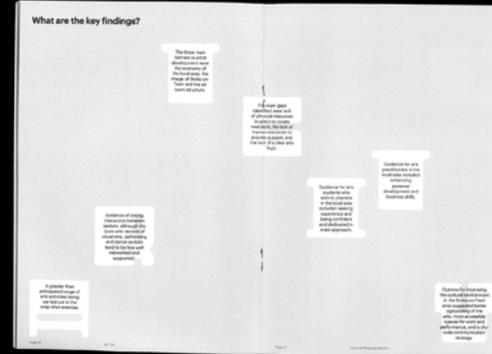
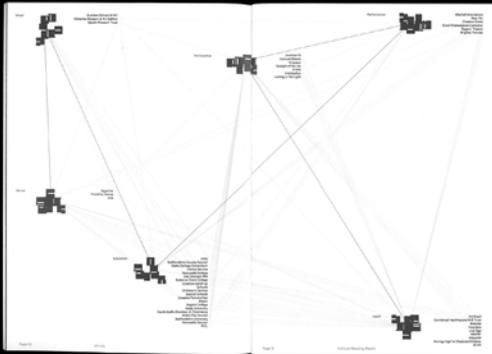
**B Arts**  
 A cultural, art and creative space for the city of Stoke-on-Trent.

**Cultural Sisters**  
 A cultural, art and creative space for the city of Stoke-on-Trent.

**Letting In The Light**  
 A cultural, art and creative space for the city of Stoke-on-Trent.

**picl**  
 A cultural, art and creative space for the city of Stoke-on-Trent.

**Restoke**  
 A cultural, art and creative space for the city of Stoke-on-Trent.



**recommendations**

The co-produced research process was enjoyable for all, repeatable in Stoke-on-Trent or in other cities, and manageable within a limited time frame and budget.

The research process itself was of value in that it built links between arts practitioners and arts groups, built on existing local knowledge that added robustness to the research, and upskilled the local arts practitioners who were part of the artist research team.

The research found that, for the art city project, there exists in the Stoke-on-Trent area a base of arts practitioners, networks and activities from which to build a stronger cultural environment to support local artists.

The findings of the research support the aims of the art city project and the approach it is adopting in terms of developing further venues for artists and supporting arts graduates.

The broad set of cultural maps that were developed from the research will help guide the art city project in terms of local priorities.

The maps will also contribute to art city outcomes because the research process itself has enhanced the social capital of the arts community in Stoke-on-Trent.

Encourage more potential commissioners of cultural work to see arts as an asset that can deliver more than entertainment (i.e. health, education, economic activity, community pride etc.).

For the Stoke-on-Trent area, the research has demonstrated that, if the arts are going to play an increasingly important role in the future of the area, the promotion of the arts and of the local area as important as the artist population and financial and infrastructural resources for arts practitioners.

**"Stoke is full of wonderful surprises, there's magic here."**

**"It's hard to connect because of the geography of the city."**

**"I've got no one to go for a coffee with."**

**"We don't shine the jewels that are here."**

**Reflections of the researchers**

The project itself has been a wonderful experience for all involved. It has been a pleasure to work with the artists and the community, and to see the project develop and grow. The research has been a valuable experience for all involved, and has provided a wealth of insights into the arts community in Stoke-on-Trent.

The project has been a wonderful experience for all involved. It has been a pleasure to work with the artists and the community, and to see the project develop and grow. The research has been a valuable experience for all involved, and has provided a wealth of insights into the arts community in Stoke-on-Trent.

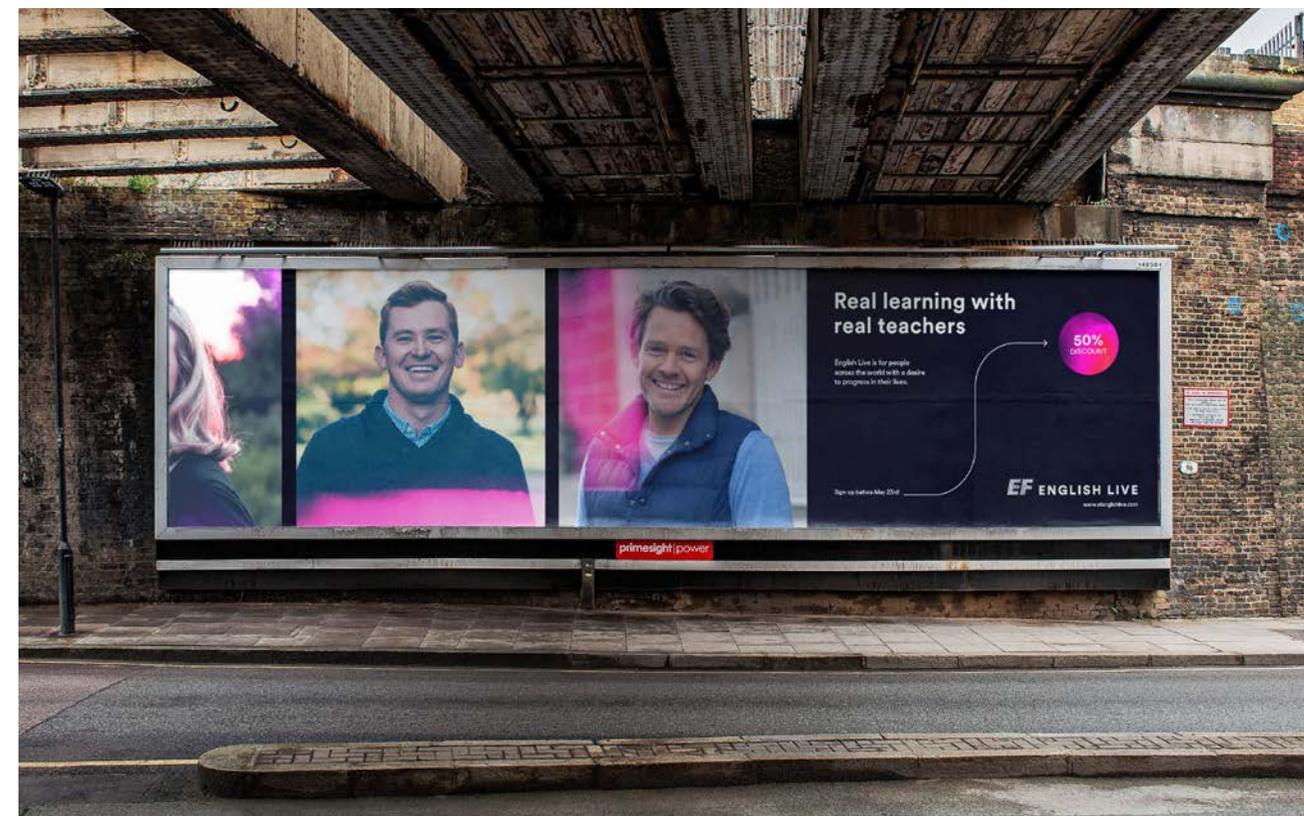
EF English Live;  
EF Education First  
2019-20



A new world  
of opportunity.









**TO LIVE AND RIDE AND MAKE MOVIE IN L.A.**

Fixed, And Two  
—30—21

Film feature  
—To Live & Ride in

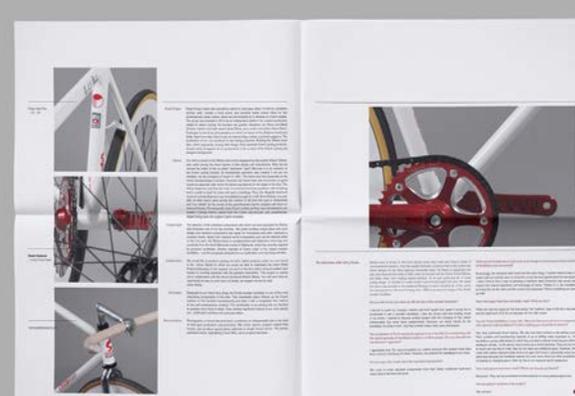
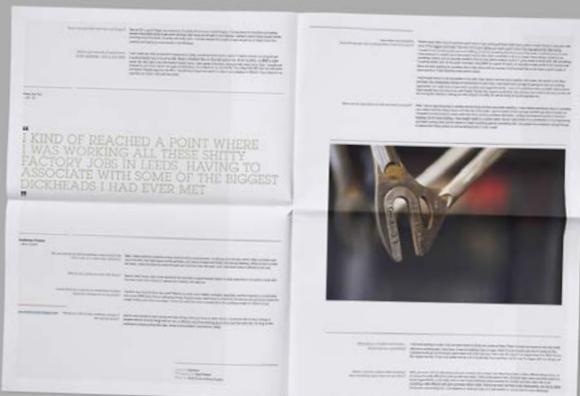
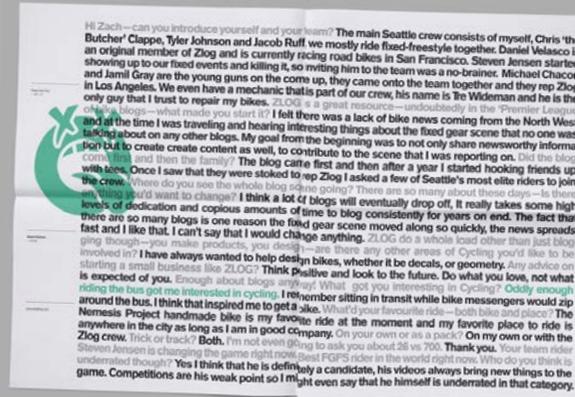
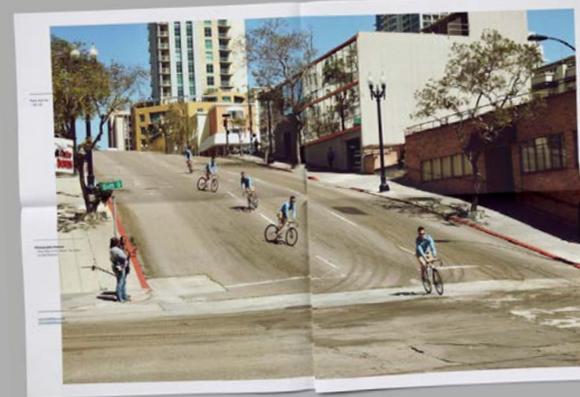
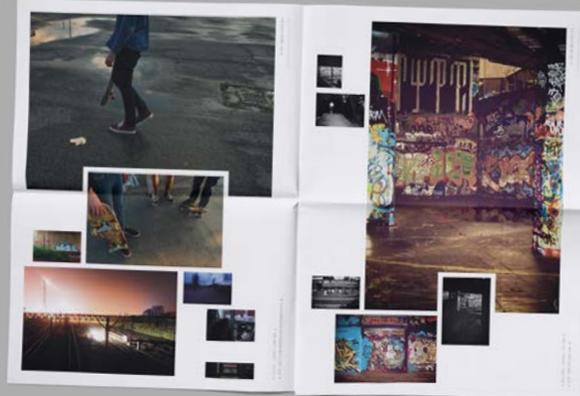
[www.talentsanddonia.com](http://www.talentsanddonia.com)

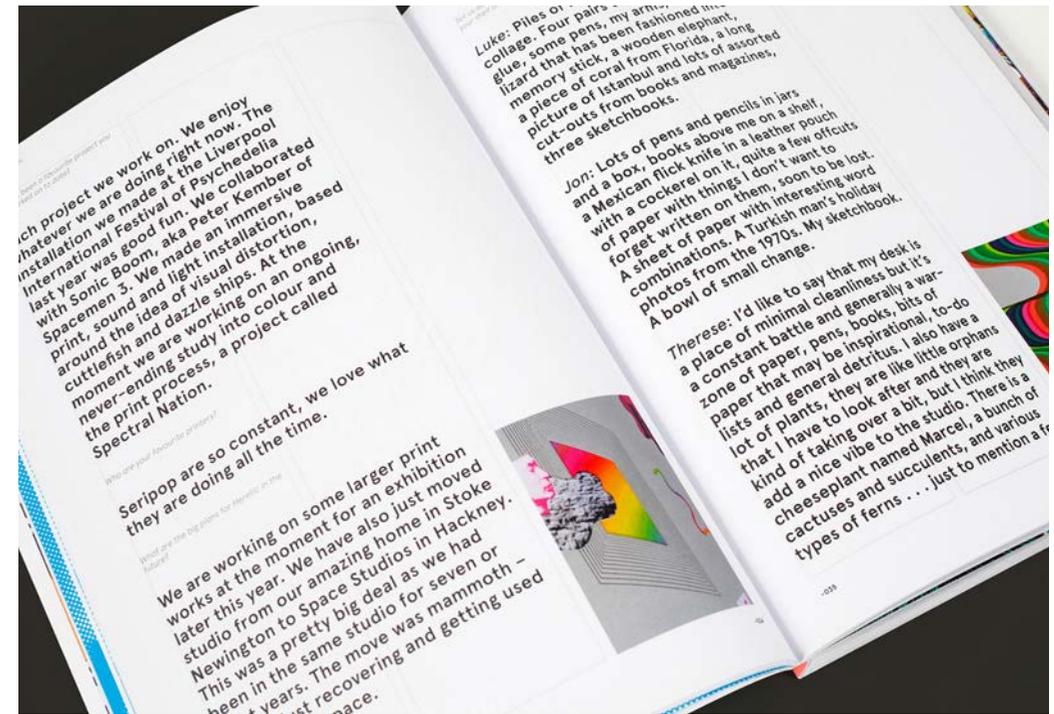
TRAFFIC PICTURES PRESENTS A FILM BY DAVID ROWE STARRING  
KEO CURRY / GEORGE GREGOR / MIK DUNCK / LA' HERN / TRACKO / ACE BOOGIE / EFREM / ANTHONY ROADBLOCK  
SPECIAL GUESTS JOEY INFERNO / FISH'N'CHIPS / CHARLIE MURPHY / NY JOE / TIM HAMMER / SEAN MARTIN



Fast Friday. A promising film in it's own right, one that boosted local gear and it's popularity and put it in the spotlight in a way that differed from Math 20.  
We speak to David Rowe and the team at the Traffic collective about the latest venture—*To Live & Ride in L.A.*—about making a feature length film in one of the world's most (and notoriously) cycling-unfriendly cities.





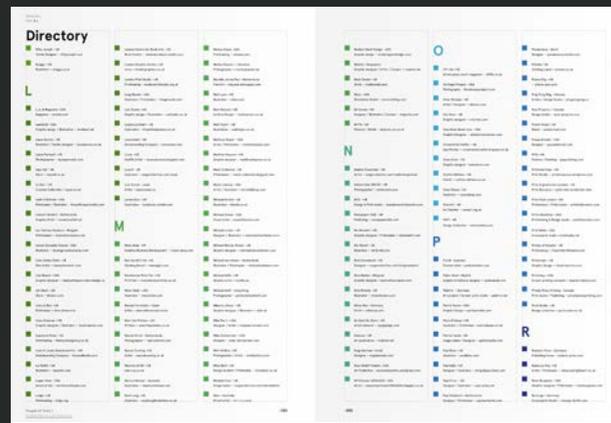
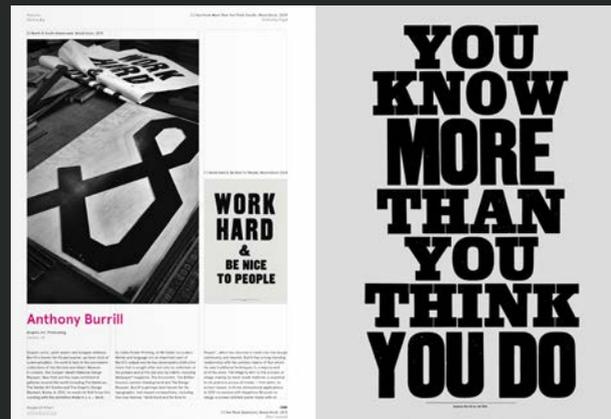
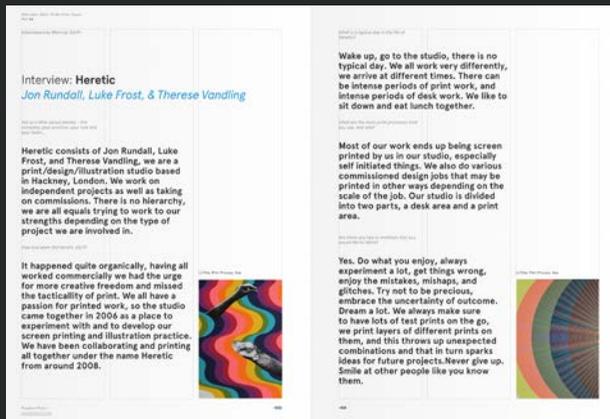
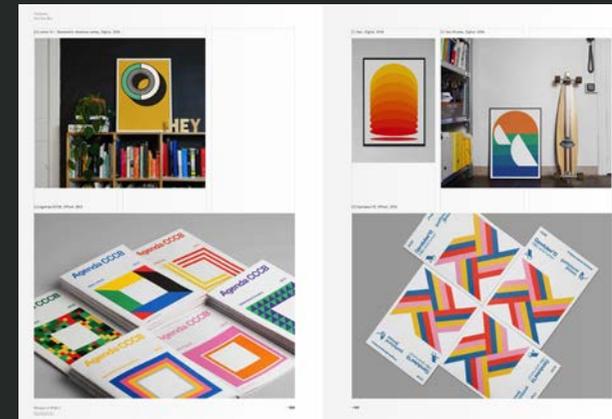
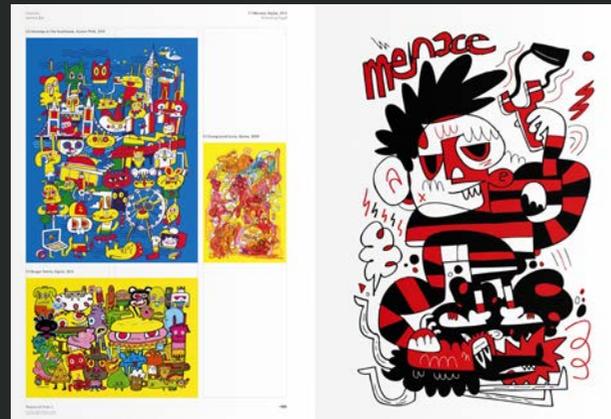




Innovative, Independent  
Design & Illustration

Marcroy Smith  
Andy Cooke

James & Hudson

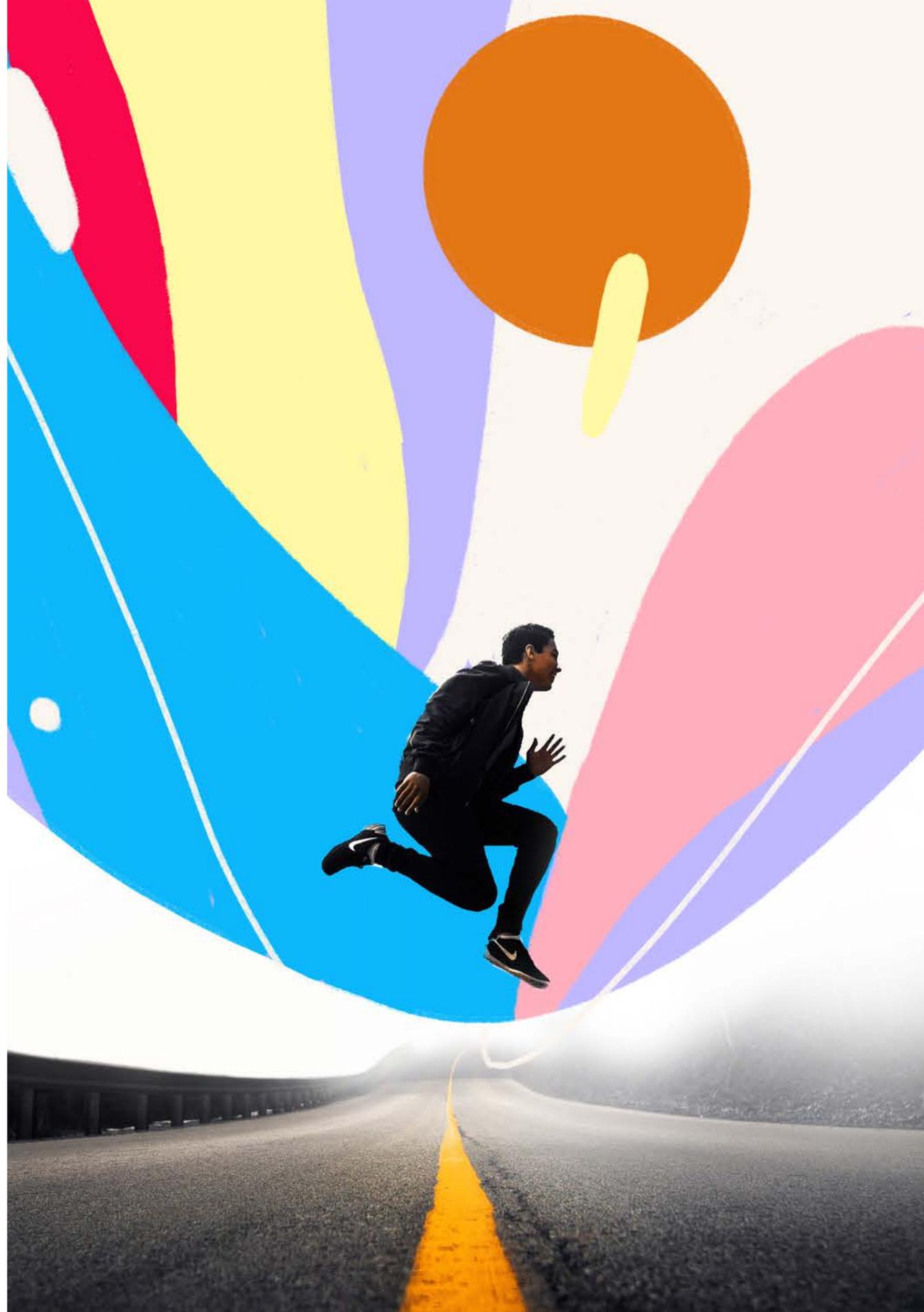


EF Ultimate Break;  
EF Education First  
2019



**Flights?**  
**Yep.**  
**Accommodation?**  
**Also yep.**  
**High fives?**  
**As many**  
**as you**  
**can handle.**

Andy Cooke; Creative Director  
Franziska Stetter; Designer  
Marcus Ivarsson; Digital Creative Director  
Miriam Palopoli; Illustrator  
Lukasz Kulakowski; Digital Art Director  
Anders Højmoser; Head of UX  
Filippa Keerberg; UX Designer



# Transport & Flights

With EF Ultimate Break, we'll get you to where you want to go—fast.

We've worked with the big players of air travel for decades, which allows us to offer you (and our other travelers) the lowest possible prices. You're welcome. And, when you book your trip, your flights are automatically part of your trip payment plan, so you don't have to worry about paying for your ticket all at once. We're here to make traveling easier on you, and your bank account.

- Major airlines only
- 24/7 support
- Airport transfers included
- Ability to pay over time
- Choice of peanuts or pretzels\*



EF | ULTIMATE BREAK

Trips Deals About Help Login

## Go for the selfies. Stay for the memories

Epic group trips for anyone aged 18-29.

When do you wanna go?

Where to?

See Trips (71)

### Popular trips



35 DAYS 14 CITIES

### Ultimate Europe

If you're going to do Europe, do it right.

As in, travel for 35 days across 14 cities on our biggest and baddest Europe trip ever. As you learn to conquer the metro system in Paris, flood your Instagram with everything from Big Ben to the Colosseum to the picturesque beaches of Greece.

This Europe trip is more fast-paced and epic than any lesson a history professor could give

### What's included? Everything\*

Flights? Yep. Accommodations? Those too. The ability to read minds? We're working on it. Everything you need. And then some.

- Flights & transfers**  
Round trip flights & all transfers between cities
- Accommodation**  
9 nights in hand picked accommodation
- Tour Director**

EF | ULTIMATE BREAK

### We believe in travel.

Have you heard? We're #trending in travel.

"Since there's no better time to see the world than when you're young, the brand's mission is to get group trips going for anyone."

We believe travel is one of the most important experiences you can have. And shared travel experiences are better.

### Popular trips

Ultimate Europe 35 DAYS 14 CITIES

### Featured trips

Venice, Florence & Rome 35 DAYS 14 CITIES

### Greek Islands

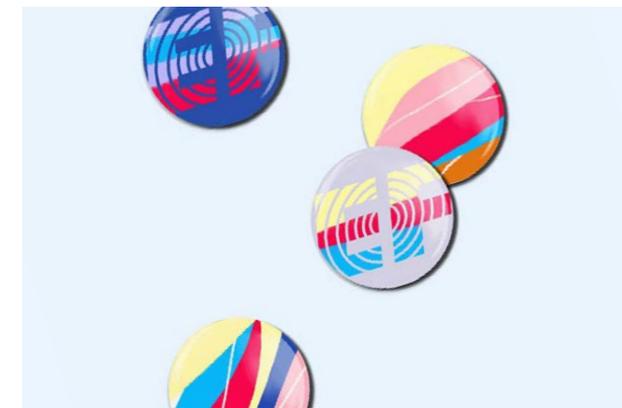
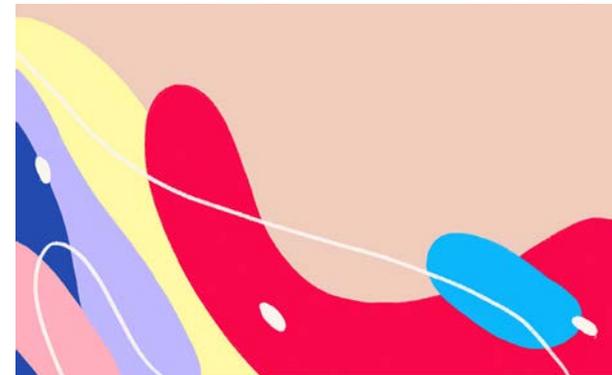
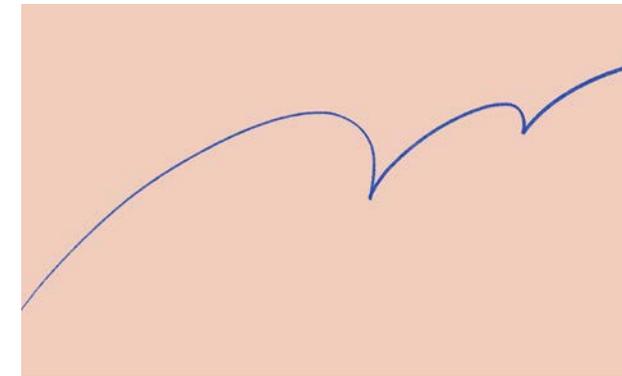
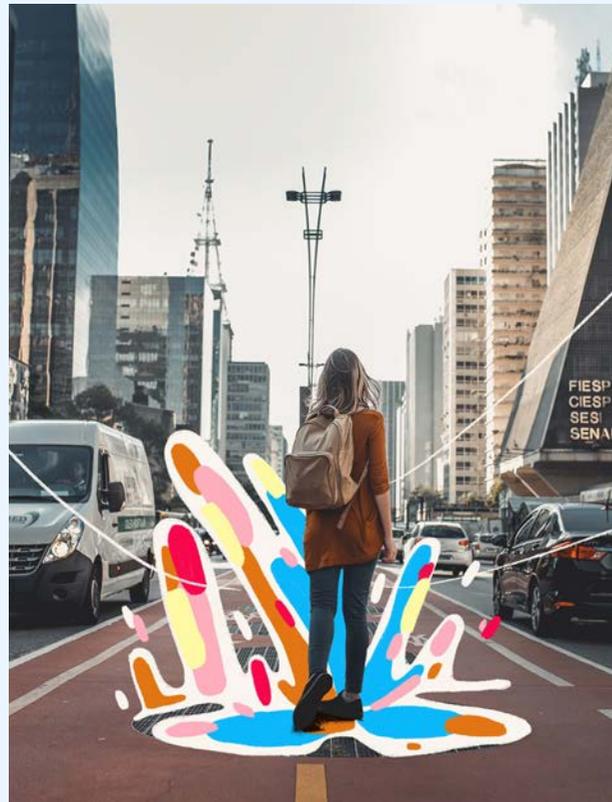
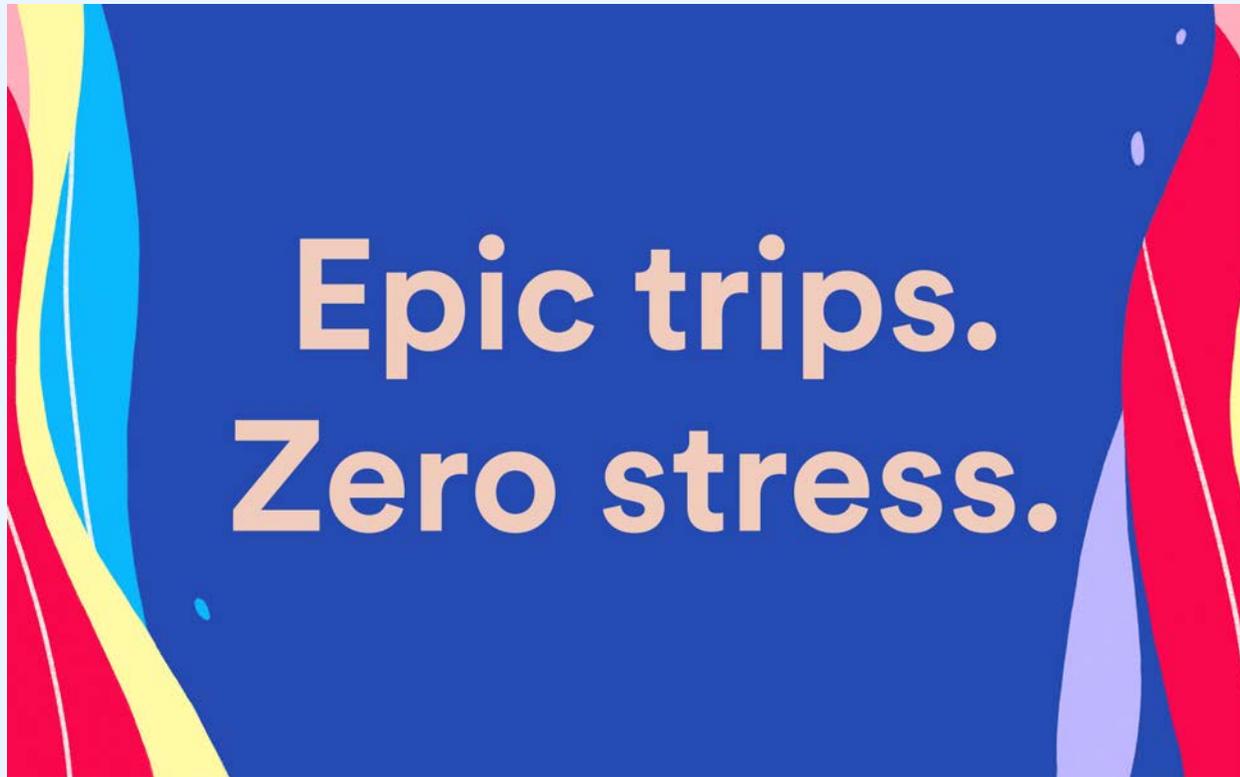
35 DAYS

EF | ULTIMATE BREAK

### We believe in travel.

We are a company that believes in experiences over things. We do everything in our power to offer you the best trips ever.

We believe travel is one of the most important experiences you can have. And shared travel experiences are better.



# RareKind

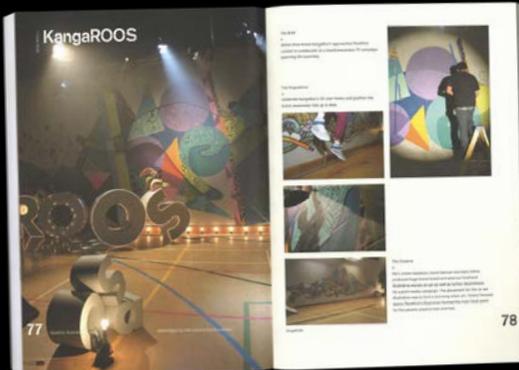
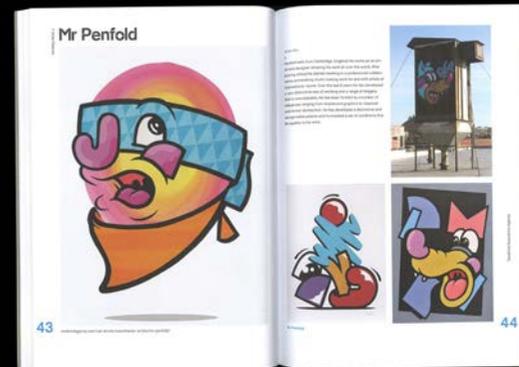
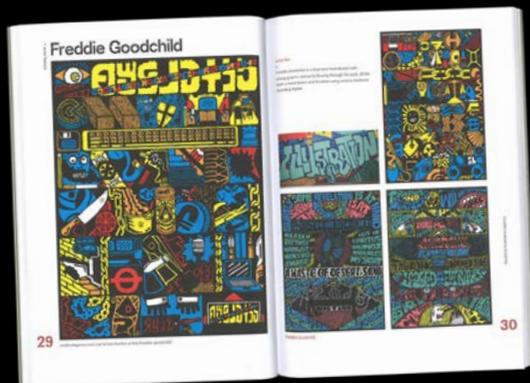
RK / L

RareKind  
/ London

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz

RareKind  
/ Manchester

RK / M



RareKind

- Artists
- About
- Case Studies
- Testimonials
- News

Ace Hotel

**The Brief**  
Ace Hotel approached RareKind to produce branding, design & install artwork and hand-painted signage throughout their new 200 room, 15-story hotel in Shoreditch, East London.

**The Inspiration**  
Key to the brand, still called Ace Hotel for which they are famous. Minimalist branding combined with a retro color palette of artists and illustrators. For a representation of our location in Soho, the hotel is situated in the USA, impact was key, and RareKind London set, shape and style impact.

**The Creative**  
RareKind were required to build a creative team for the design and install 200 rooms across 15 floors of art in the building. The team includes an all locally unique, no two rooms are the same and all use different materials, painted and hand-painted designs, hand-painted signs, hand-painted images, and old books and papers to form intricate geometric patterns.

All of the signage throughout the hotel was hand-painted by traditional sign writer and RareKind Artist Steve Fisher. He brought a unique style to the project, using his own style and hand-painted signage within all 7 floors of the hotel. Not a single corner was not, all you can see is his hand-drawn, craft and paper of experience put into it for a beautiful, hand-crafted result.

230-247  
Step right up

RareKind

- Artists
- About
- Case Studies
- Testimonials
- News

Krek FMS

Artist Feature

**About**  
Although graffiti and street art has traditionally been the most predominant form of Krek's artwork, there is a lot more that meets the eye... Not only working within the realms of large mural painting, Krek is constantly evolving through experimenting with his work in many different forms. Using screen printing, oil painting, water colour and installation. His painting is always changing and ranging from the massive to the minute.

Associated Projects

RareKind

- Artists
- About
- Case Studies
- Testimonials
- News

News Story

RareKind x Relentless Energy Drink

**The Project**  
Jamie Julien Brown and David Samuel were asked by Relentless Energy Drink to produce an installation in their Denmark St, Soho store window. Working along the lines of the essence of Relentless which is energy and movement, here's what they came up with. Mirrored acrylic with gloss paint and oil wick. Check the video produced and directed by Lyle Lindgren.

RareKind

- Artists
- About
- Case Studies
- Testimonials
- News

Owned and ran by artist & creative project manager, David Samuel, RareKind started life 11 years ago as the UK's first Graffiti Art gallery. Following the gallery's success, David went on to launch the RareKind London Illustration Agency, representing a unique line up of artists. In 2012, Andy Cooke came on board to launch RareKind Manchester.

Case Study

Ace Hotel

View More Case Studies

News Story

Ghost Uzi Patrol By Aroe

View More News

Artist Feature

Krek FMS

View More Artists

Project Testimonial

"I can't speak highly enough of David and RareKind. Not only are they incredibly talented and creative, but they are also great to work with, adapting to changes on the fly and always striving to produce the best work possible."

View More Testimonials

Stoke-on-Trent for City of Culture 2021;  
Design by Weather  
2016



**STOKE-  
ON-  
TRENT-FOR  
CITY-  
OF-  
CULTURE-  
2021**

**Dust: Longton**

'Dust' is a local touring exhibition curated by Joyce Iwaszko (AirSpace Studios) and Andy Cooke (Weather), an exhibition taking inspiration from the Stoke-on-Trent's City of Culture 2021 bid. The purpose of the exhibition is to inform, inspire, highlight and promote the bid to a wider audience across Stoke-on-Trent. Find out more at [www.facebook.com/dustexhibition](http://www.facebook.com/dustexhibition)

19.05.17  
—  
03.06.17

Longton Town Hall  
Times Square, ST3 1BZ

Free

[www.sol2021.com](http://www.sol2021.com)

Get behind the bid! Follow us:  
Facebook, Twitter and Instagram  
[@sol2021](#) · [#sol2021](#)



**STOKE-ON-TRENT UK  
CITY-OF-CULTURE-2021**

British Ceramics Biennial:  
23 Sept – 12 Nov 2017

The British Ceramics Biennial (BCB) launched in 2000 with a festival celebrating and showcasing contemporary ceramics from across the world. Set in Stoke-on-Trent – the heart of the UK ceramic industry – the Biennial has taken an established tradition and transformed it to inspire the city. It returned in 2015, 2016 and is back in 2017 for the fifth time.

What's on? Find out more

**Stay Up To Date**

Sign up to our newsletter for the latest updates on the City of Culture bid including:

- News and updates from the bidding team
- First-to-know information on events around the city
- Tips and tricks on how to support the bid
- And more!

Make Your Mark

What's on?

STOKE-  
ON-  
TRENT-FOR  
CITY-  
OF-  
CULTURE-  
2021



Together  
we make  
the city

[www.sot2021.com](http://www.sot2021.com)



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#sot2021 #sot2021



STOKE-ON-TRENT-FOR  
CITY-OF-CULTURE-2021

Together we make the city

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[www.sot2021.com](http://www.sot2021.com)

STOKE-  
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CITY-  
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CULTURE-  
2021

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[www.sot2021.com](http://www.sot2021.com)

Around The World  
In Eighty Days

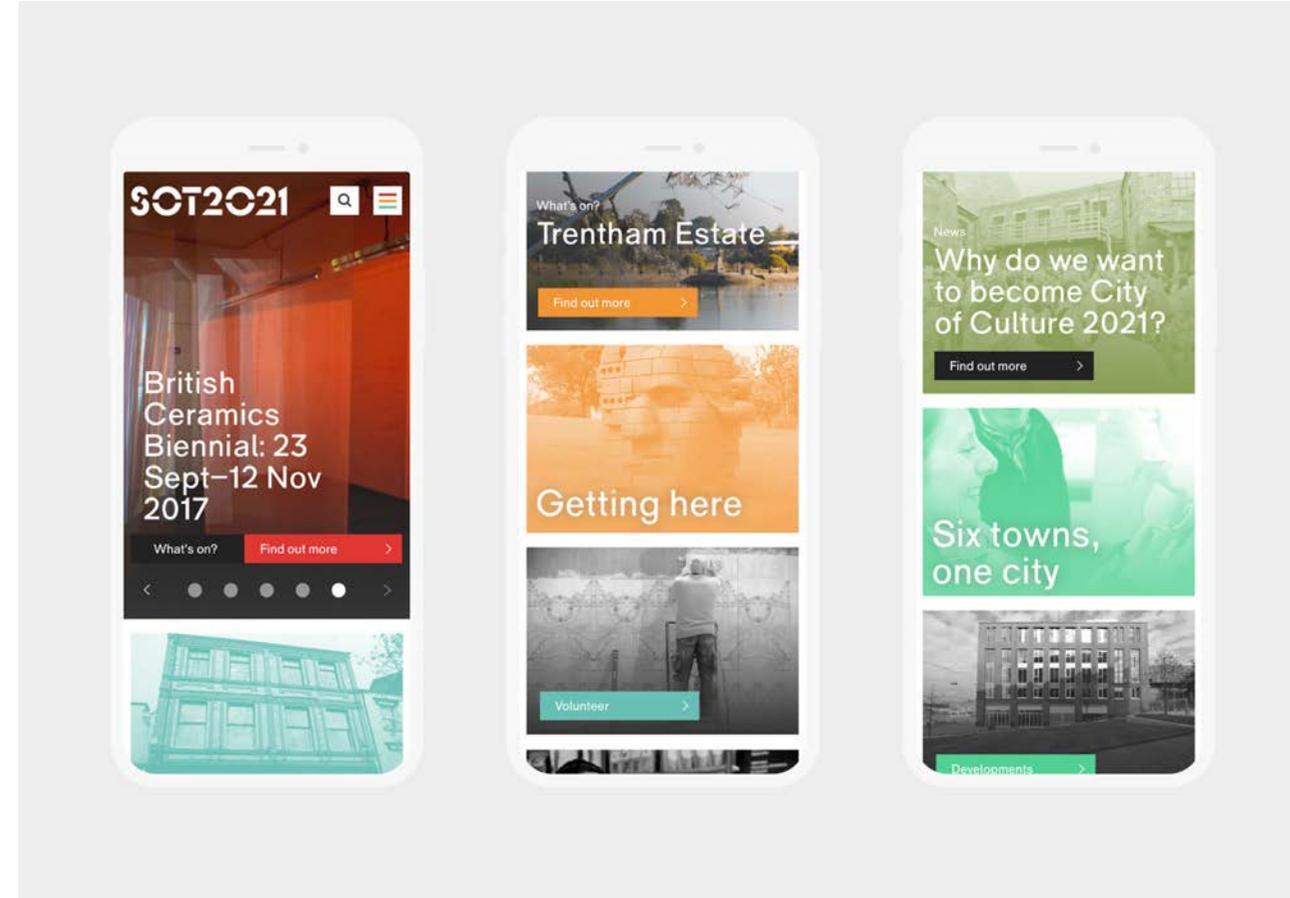
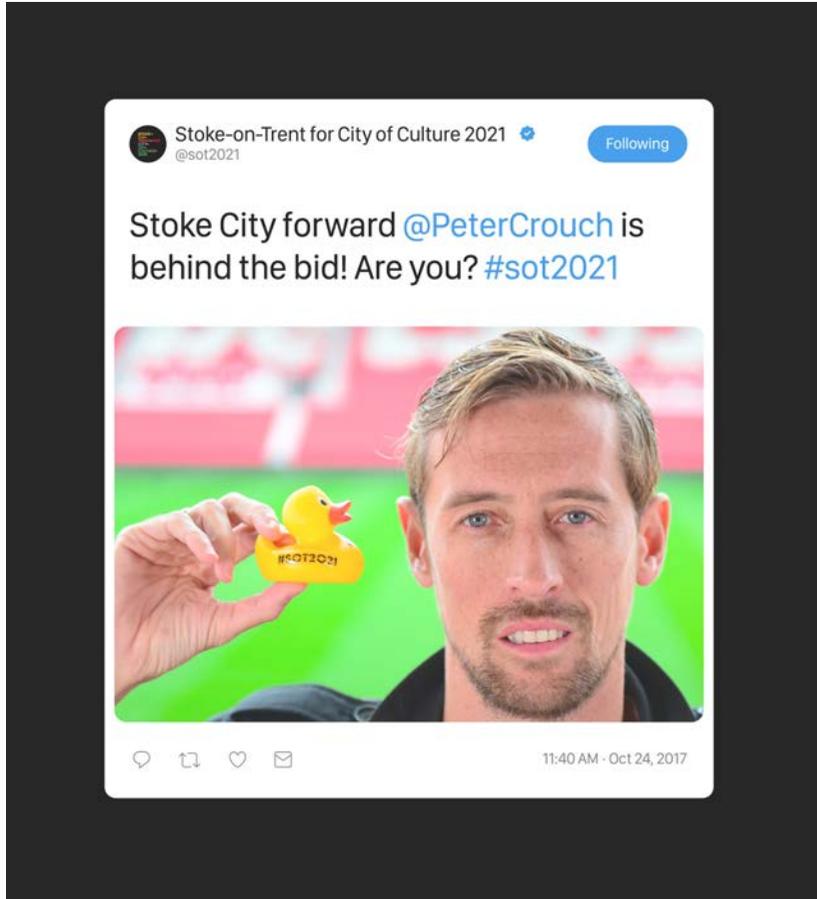
Adapted from the novel by Jules Verne  
by Laura Eason, directed by Theresa  
Heskins. Following last year's record-  
breaking run, the same team bring Jules  
Verne's epic tale of Victorian eccentricity,  
romance and derring-do back to the  
New Vic Theatre before racing off to  
Manchester's Royal Exchange Theatre.

20.06.14  
05.07.14

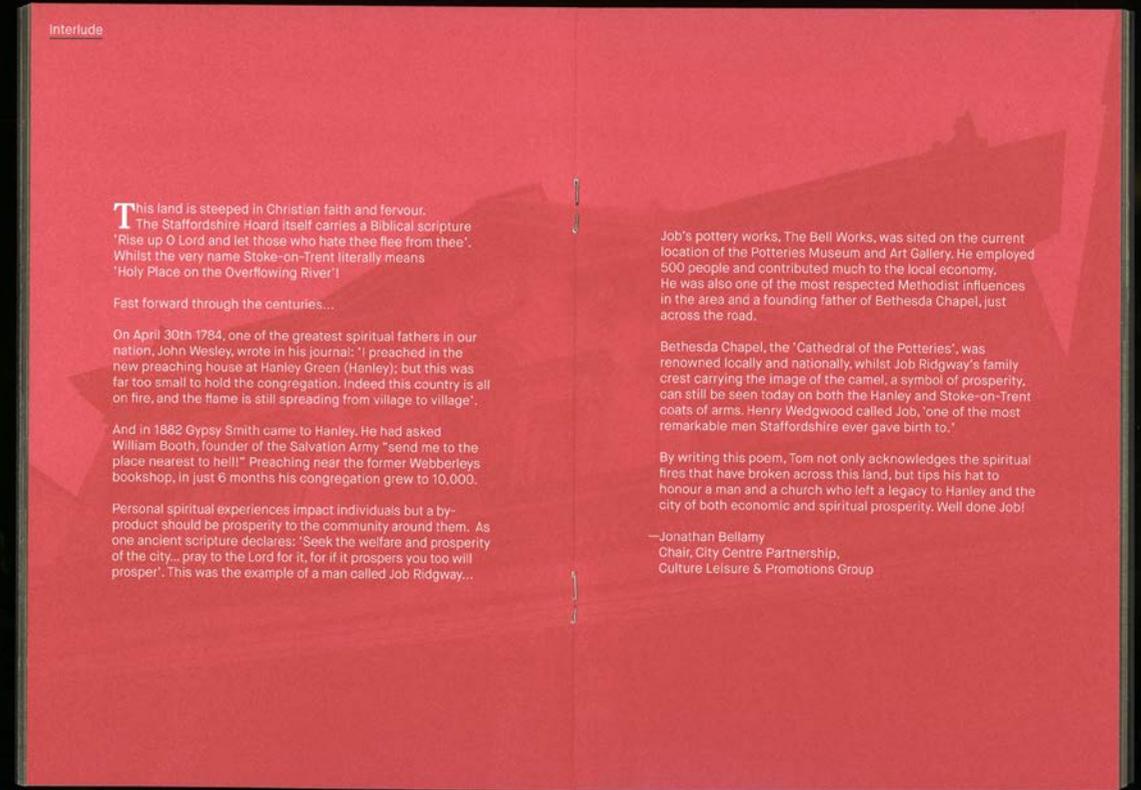
New Vic Theatre, Etruria Road, ST5 0JG  
E14-E23



© Andrew Billington for New Vic Theatre



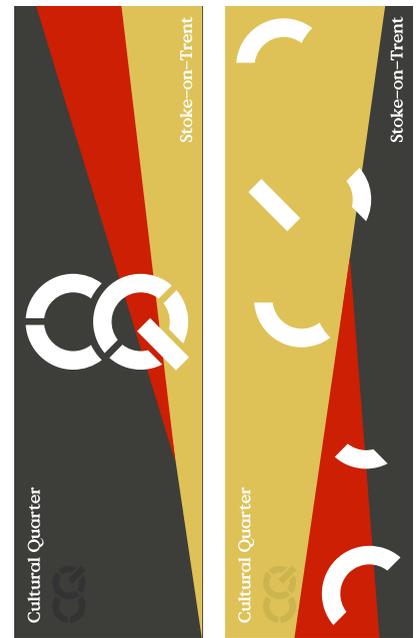
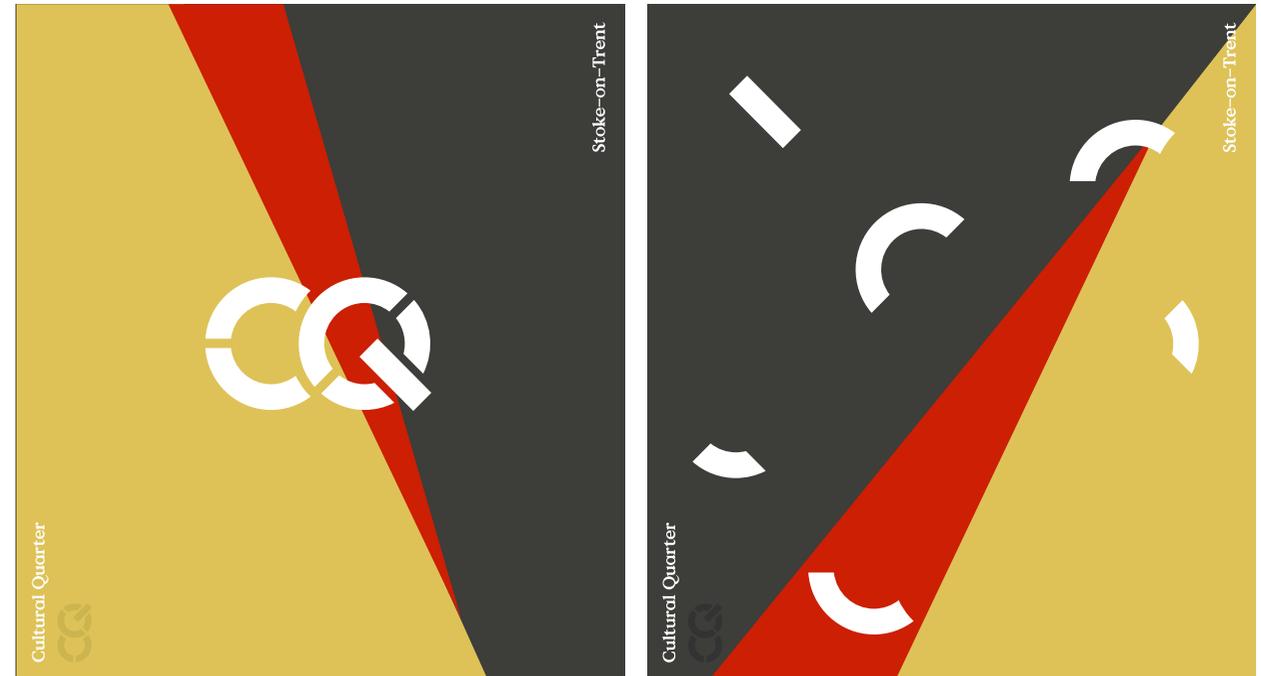
Cultural Quarter;  
Design by Weather  
2015



Cultural Quarter

Stoke-on-Trent

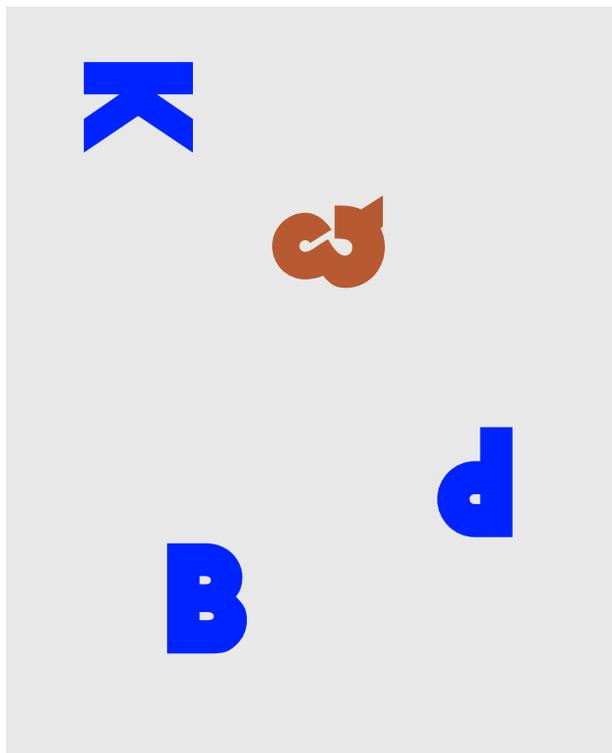
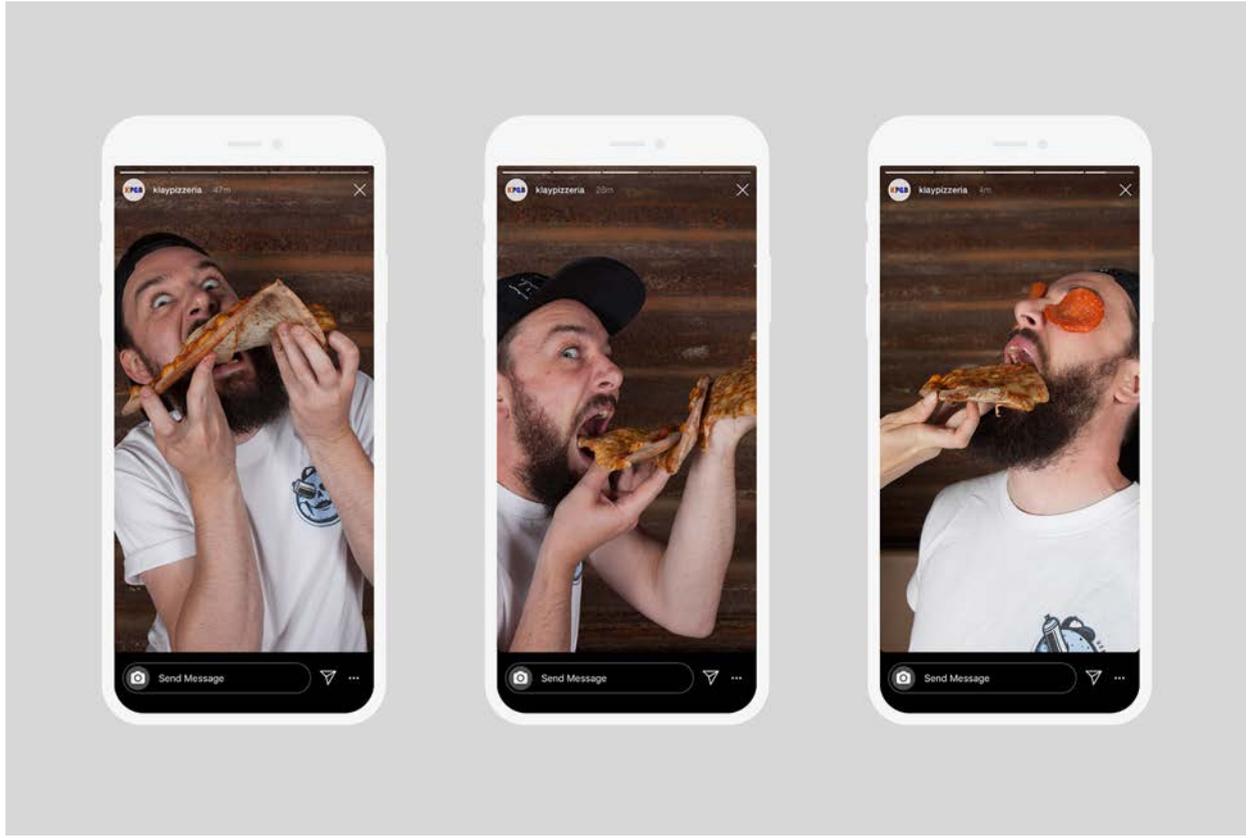




Klay Pizzeria & Bar;  
2016

# KLAY PIZZERIA & BAR







4/4/4/4

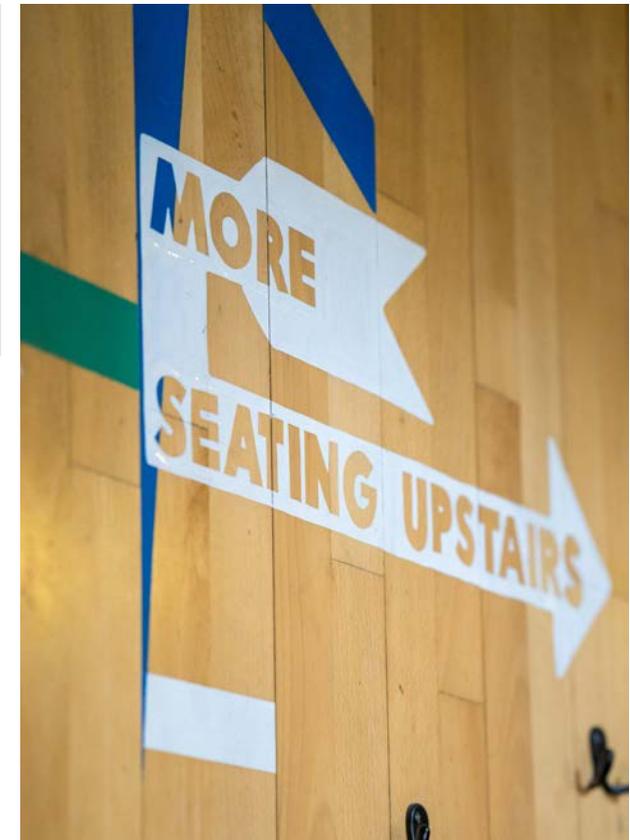
£5 PIZZA MEAL SANDWICH DEAL

TWOS → DAY



A.W.K AFTER WORK KLUB

#KLAYKLAY WINNER [Instagram icon]



“Enlighten yourself,  
and you will  
enlighten the viewer.”

There is a very good argument that as designers, and especially as we develop in our careers to more senior levels, we are essentially curators. We curate the private worlds around us, the tools and processes that affect our everyday working life. Every project is a curation of words, pictures and information, put into the correct order that makes sense to resonate an emotional response from the viewer. The conversation about the relationship between art and design is vast, and in honesty, drawn out. Bordering on boring. However, when we consider how one of art's primary function can also be to draw emotion from a person, the parallels between these two disciplines run closer than we might think.

Jean-Christophe Ammann

5th February – 3rd April 2016

# RareKind China

at CFCCA, Manchester

In China, graffiti artists are rare, battling against the restrictions of cultural understanding and a lack of government support. Seen as cultural subversion, the practice is underground and dangerous with a limited viewing life.

The exhibition and surrounding activities attempted to present a collective vision and transcultural perspective, the works cross boundaries of graphic design, sign writing, typography and illustration, showing post-apocalyptic scenes (Filippo Cardella), science fiction fantasies (Lei Lei (aka Ray)), graffiti characters and caricatures (Rainbo, Uncle and 45RPM) and visual illusions (Krek), influenced by Chinese (球0528) and UK social life.

RareKind China comprised of a print exhibition at the Centre for Chinese Contemporary Art (CFCCA) at its core (with live window painting on the opening night), live graffiti demonstrations for Chinese New Year celebrations, animation projects in the windows of Selfridges Department store, a street art tour and murals all over the city; including Manchester renowned Out House spot on Stevenson Square.

It was an incredible project to organise and orchestrate between many different people, places, countries and cultures. A graffiti and street art takeover of Manchester in collaboration with the Centre for Chinese Contemporary Art (CFCCA) 30th birthday celebrations and Chinese New Year across Manchester.

The project was co-curated with Rachel Marsden through *The Temporary* and myself through *RareKind Agency*. Artists: Krek, Mers, James Roper, Mr Penfold, Rainbo, Uncle, Lei Lei (aka Ray), Mask, 球0528, Keflione, 45RPM, NAN, Wong Ping, Threen, Zato, Akim, K real, Filippo Cardella and Lucy McLauchlan.

CFCCA  
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**RareKind  
China**

5 February—  
3 April 2016

Centre for Chinese Contemporary Art  
Market Buildings, Thomas Street  
Manchester, M4 1EU

0161 832 7271  
cfcca.org.uk

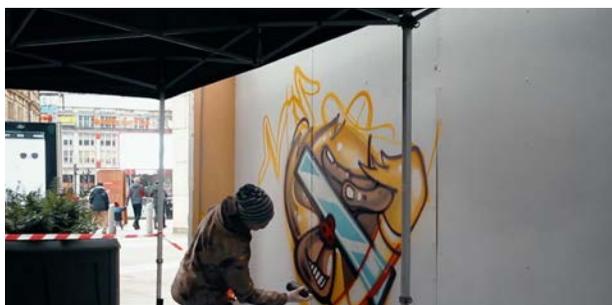
Krek  
Mers  
James Roper  
Mr Penfold  
Rainbo  
Uncle  
Lei Lei (aka Ray)  
Mask  
球0528 (BJPZ)  
Keflione  
45RPM  
NAN  
Wong Ping  
Threen  
Zato  
Akim  
K real  
Filippo Cardella  
Lucy McLauchlan

TRANSNATIONAL  
DIALOGUES  
EUROPE 中國 BRASIL

the temporary

contact@thetemporary.org.uk  
#rarekindchina





14th October 2016 – 3rd June 2017

# DUST

in all six towns across Stoke-on-Trent

'Dust' was a local touring exhibition curated by Joyce Iwaszko (AirSpace Studios) and myself, taking inspiration from the Stoke-on-Trent's City of Culture 2021 bid. The purpose of the exhibition is to inform, inspire, highlight and promote the bid to a wider audience across Stoke-on-Trent.

A collaborative-curatorial exhibition concept derived from a joint fascination of colour, and hope for the future of Stoke-on-Trent as the City of Culture in 2021. Joyce was initially inspired to create an installation of paintings and ceramics in response to the use of colour of the brand identity I designed for the bid. The installation also references Wedgwood's Jasperware, creating a dialogue across colour, surface and time. Joyce's practice is focused on the exploration of materials such as clay, cement, ceramic pigment (i.e. dust) and paint, with the aim to converge histories and a sense of place.

The launch exhibition was held at my own Upstairs Gallery, Piccadilly, Hanley and consisted of hand painted typographic signs I created for the exhibition, along with Joyce Iwaszko's installation of paintings and ceramic pieces (recently shown at AirSpace Gallery). The following exhibitions included selected artists (this included Joyce and I) who were asked to respond and take inspiration from of the colours used in the bid and interpret this in their own way. As the bid is promoted through the towns a call for further artists to take part was announced, with a culminating final exhibition of almost 30 artists.

Special thanks to Stoke-on-Trent City Council, Art City, Airspace Studios, everyone at Weather for chipping in, Joyce Iwaszko and Dawn Jutton.

A TOURING EXHIBITION — INSPIRED BY STOKE-ON-TRENT'S — CITY OF CULTURE 2021 BID

CURATED BY — JOYCE IWASZKO — & ANDY COOKE

DUST IS A LOCAL TOURING EXHIBITION CURATED BY JOYCE IWASZKO & ANDY COOKE, TAKING INSPIRATION FROM STOKE-ON-TRENT'S CITY OF CULTURE 2021 BID. THE PURPOSE OF THE EXHIBITION IS TO INFORM, INSPIRE, HIGHLIGHT AND PROMOTE THE BID TO A WIDER AUDIENCE ACROSS THE CITY OF STOKE-ON-TRENT THROUGH WORKS CREATED BY ARTISTS WHO HAVE LIVED, WORKED OR STUDIED IN THE CITY.

FACEBOOK.COM/DUSTEXHIBITION

STOKE-ON-TRENT FOR CITY OF CULTURE 2021 Weather airspacestudios art city Stoke-on-Trent





5th June – 29th July 2015

# Faust

## at Upstairs Gallery, Stoke-on-Trent

By writing and then being granted an Arts Council England ‘Grant for the Arts’ bid, I curated the exhibition at Upstairs Gallery that brought world-renowned graffiti artist and typographer Faust to the UK for his world debut solo show. We were also able to produce a mural as part of our New Horizons project, and Faust’s first ever screen print run in our workshop (printed by David Samuel of RareKind).

“Faust is a New York based graffiti artist, recognised for incorporating classical calligraphic sensibilities with contemporary graffiti writing. Martha Cooper, co-author of the seminal book *Subway Art*, described him as ‘a prolific practitioner of elegantly executed hand-styles.’

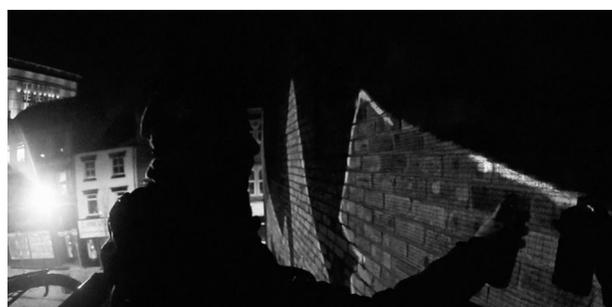
Faust was featured throughout two of Cooper’s most recent books, *Going Postal* and *Name Tagging*. Faust was also published in *Graffiti New York* by Luke Felisbret, *Definition: The Art and Design of Hip Hop* by Cey Adams and *Graffiti 365* by Jay Edlin, which features the following excerpt: ‘Among all the amateur scribbling and indecipherable hieroglyphics that make up the average tagger’s landscape, a skilled hand at penmanship is a rarity.’

Faust grounds his ethos in the idea that ‘A graffiti writer needn’t change his style of artwork to be a legitimate fine artist — the letters are enough.’

Faust has exhibited at the Grand Palais in Paris and collaborated with the Graffiti Research Lab at MoMA in New York. Clients including Nike, Def Jam, Faberge, Absolut, New Era and Lincoln. Faust was named as one of *Juxtapoz Magazine*’s Top 20 Graffiti Artists To Know Right Now, and *Paper Magazine*’s Young NYC Artist’s Shaking Things Up.”







8th January – 3rd February 2016

# 45RPM

at Upstairs Gallery, Stoke-on-Trent

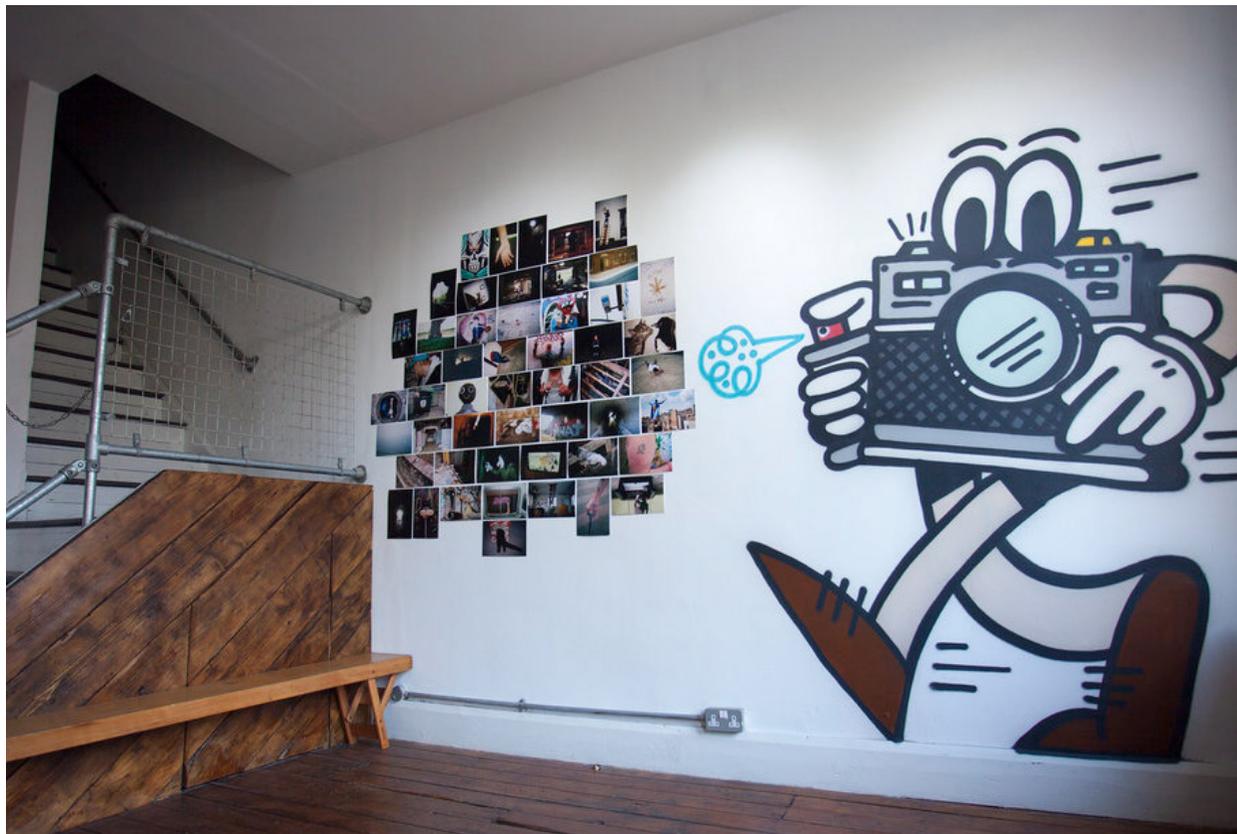
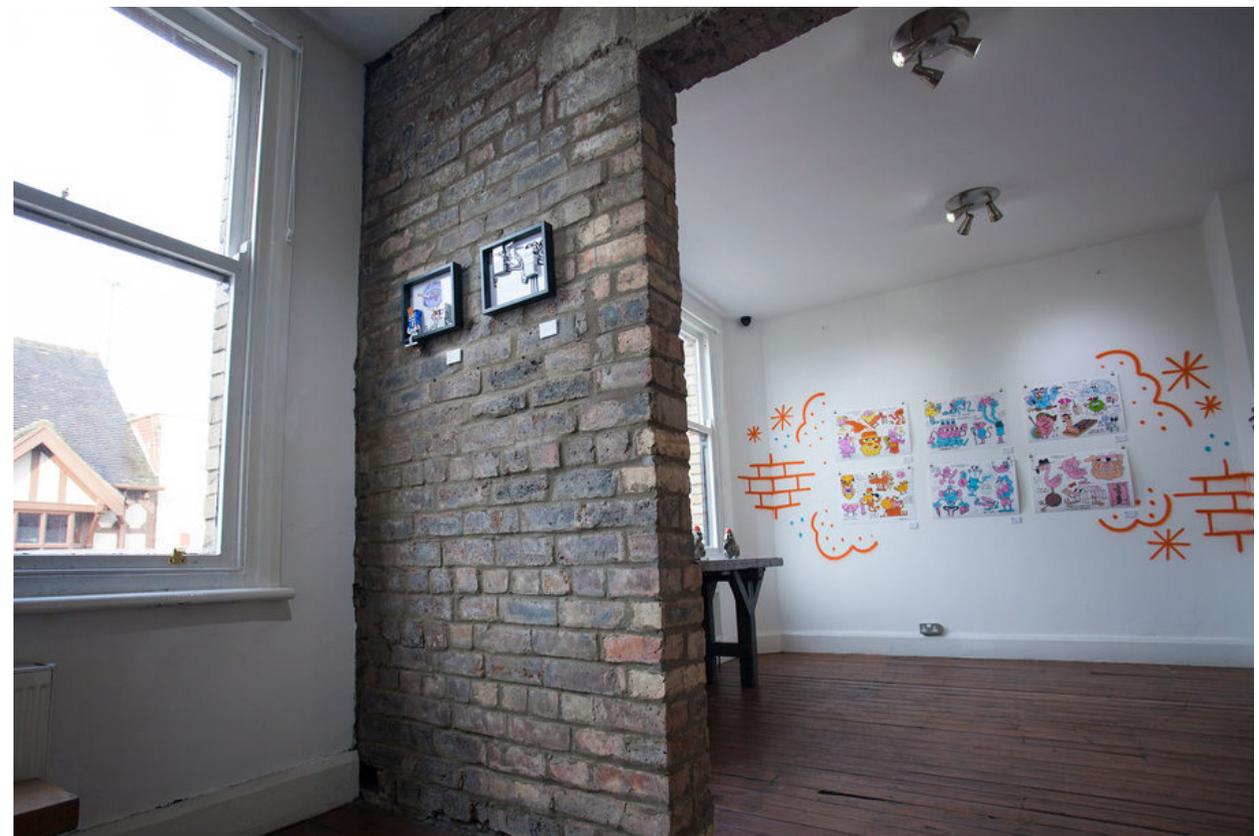
After another successful Arts Council England ‘Grant for the Arts’ bid, we brought Bristol-based creative polymath 45RPM to Stoke-on-Trent for a month-long exhibition. This coincided with a run of two screen prints, city-centre mural and collaborative physical piece with local ceramicist Jasmine Simpson.

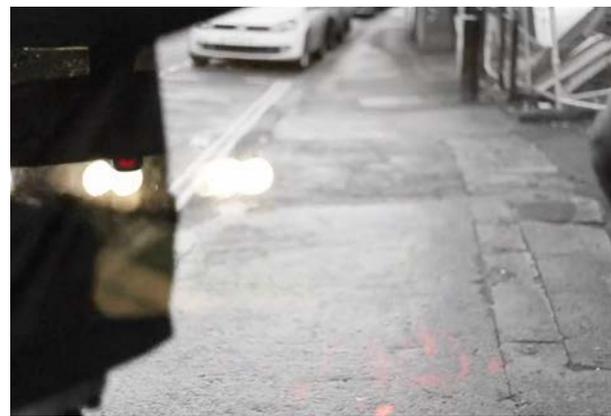
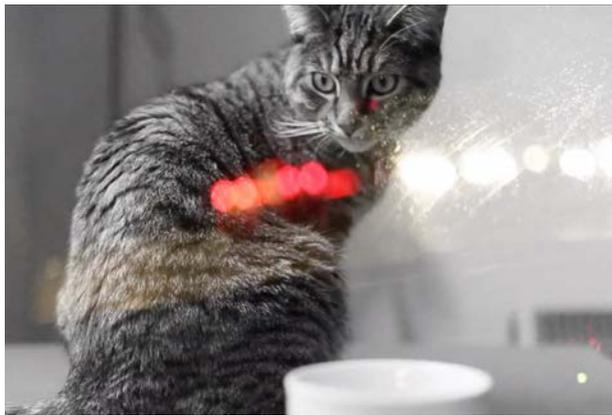
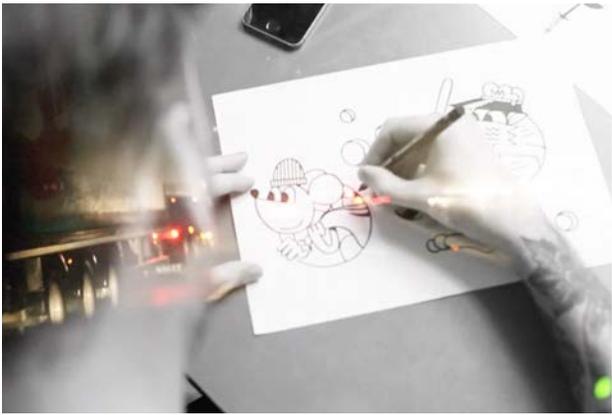
“45RPM describes himself as a ‘Compulsive designer with his fingers in many creative pies. Will paint, draw, design and photograph anything and everything.’ The many creative pies statement is certainly true. Famed for his light-hearted approach to graffiti, pioneering 1970’s style graffiti with cheeky characters and popular phrases, 45 also has a keen eye for photography (strictly shooting on film), graphic design and typography. The Bristol-based artist has a clear obsession with the very British phenomenon of Cockney rhyming slang.”

The linguistic technique of obscuring true meaning by using a complex and light-hearted array of rhyming words has passed indelibly into the fabric of UK culture and is the subject of and inspiration for much of 45RPM’s works. ‘My morning coffee tends to be looking up some sort of bit of slang from somewhere and drawing it he explains.

Special thanks to Jasmine Simpson, Middleport Pottery, Ironlak, Carhartt WIP and Arts Council England for the support.







8th – 27th July 2016

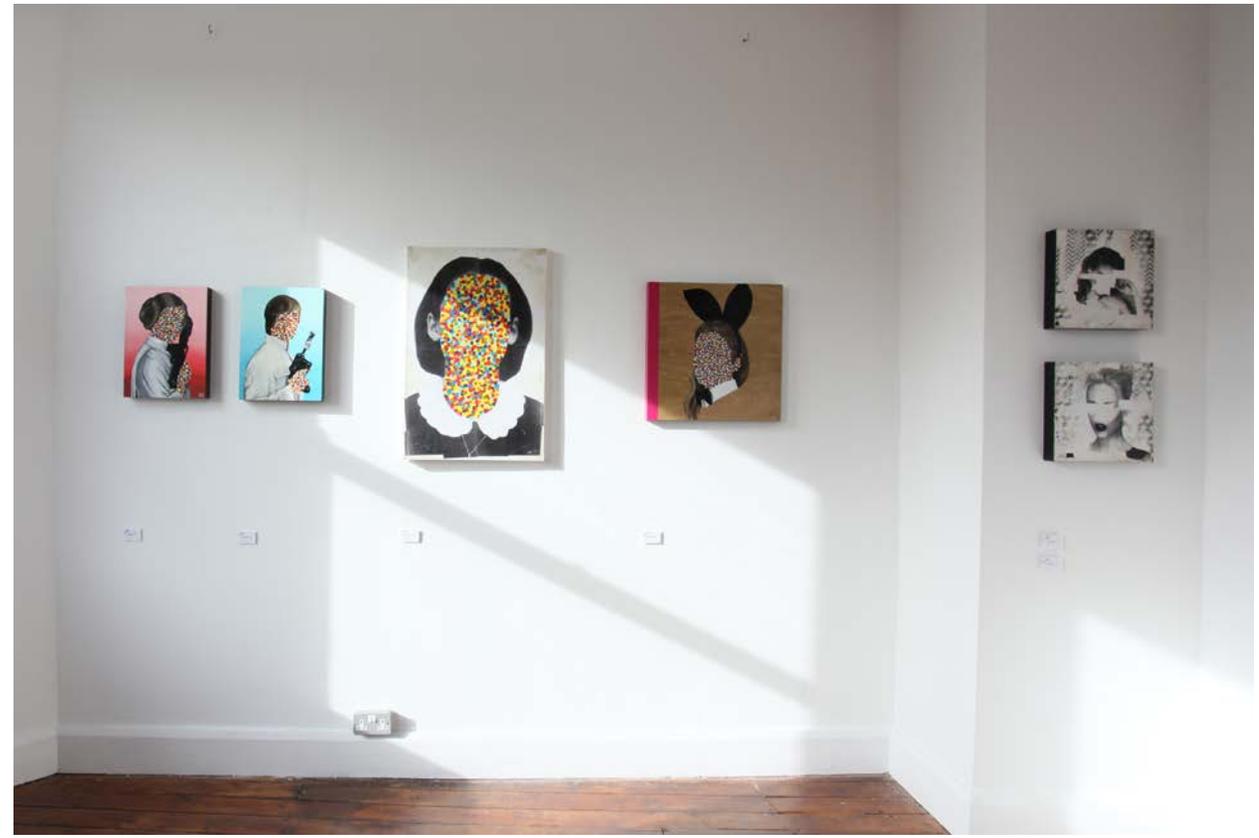
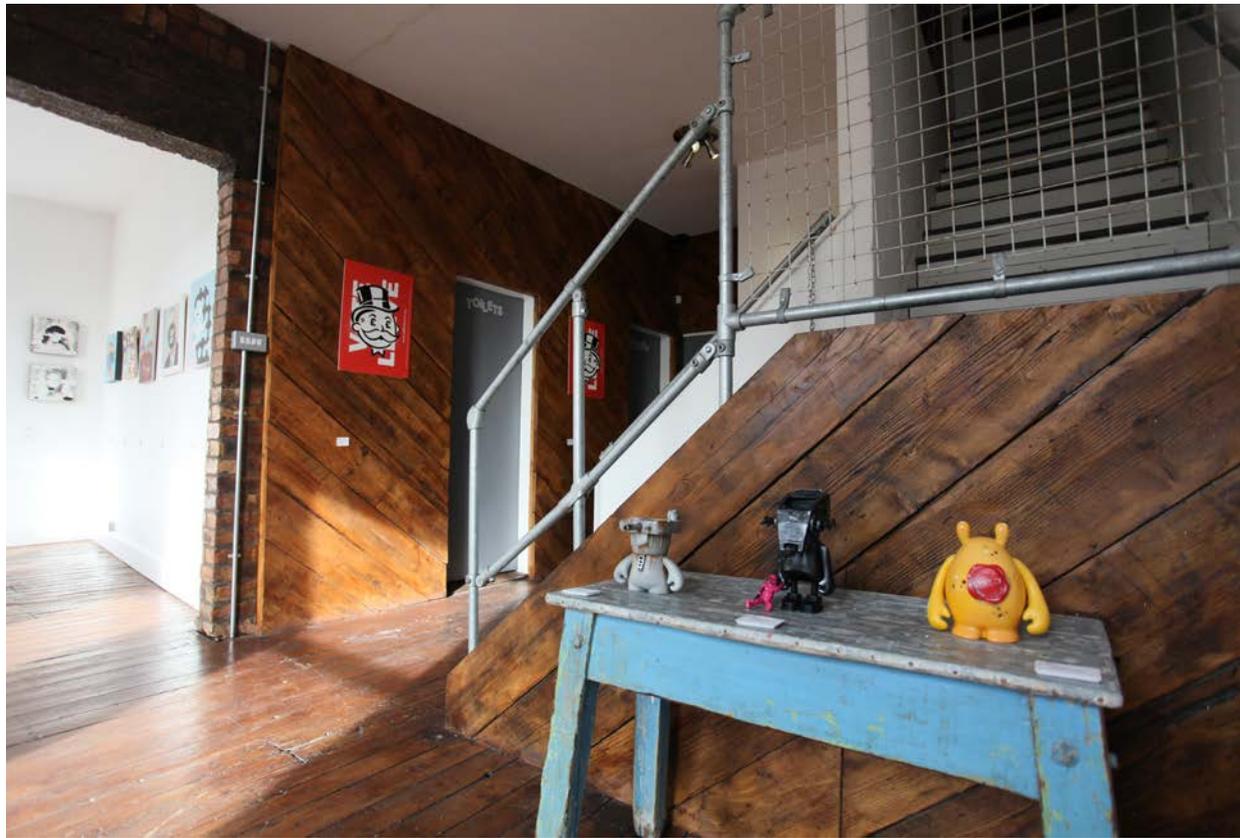
# Famous When Dead

## at Upstairs Gallery, Stoke-on-Trent

FWD is one of Staffordshire's greatest exports, often utilising pop culture, colour, typography and characters as protagonists in his work. Not out of place on the pages of Juxtapoz magazine, Famous When Dead's low-brow aesthetic has been exhibited across art hubs such as Portland, L.A., San Francisco and New York.

"I am Famous When Dead, creator of strange and intriguing artworks. I was born in the industrial town of Stoke on Trent, Staffordshire, England and still live there today with my family. My artworks are heavily influenced by popular culture, past and present and I am constantly on the look out for fresh ideas. There are no obvious themes to my work although the reoccurring subjects of fragile celebrity and fallen idols are noticeable in recent works."





26th August – 21st September 2016

# Darren John: Parallel

## at Upstairs Gallery, Stoke-on-Trent

John's new works aim to celebrate creativity and the liberated imagination through an action focused approach that favours the stark contrast between the dark and the light. This approach to image-making nods towards a notion of the mind and hand acting as one entity and these horizontally applied works embrace an organic unpredictability, relinquishing a portion of control to gravity.

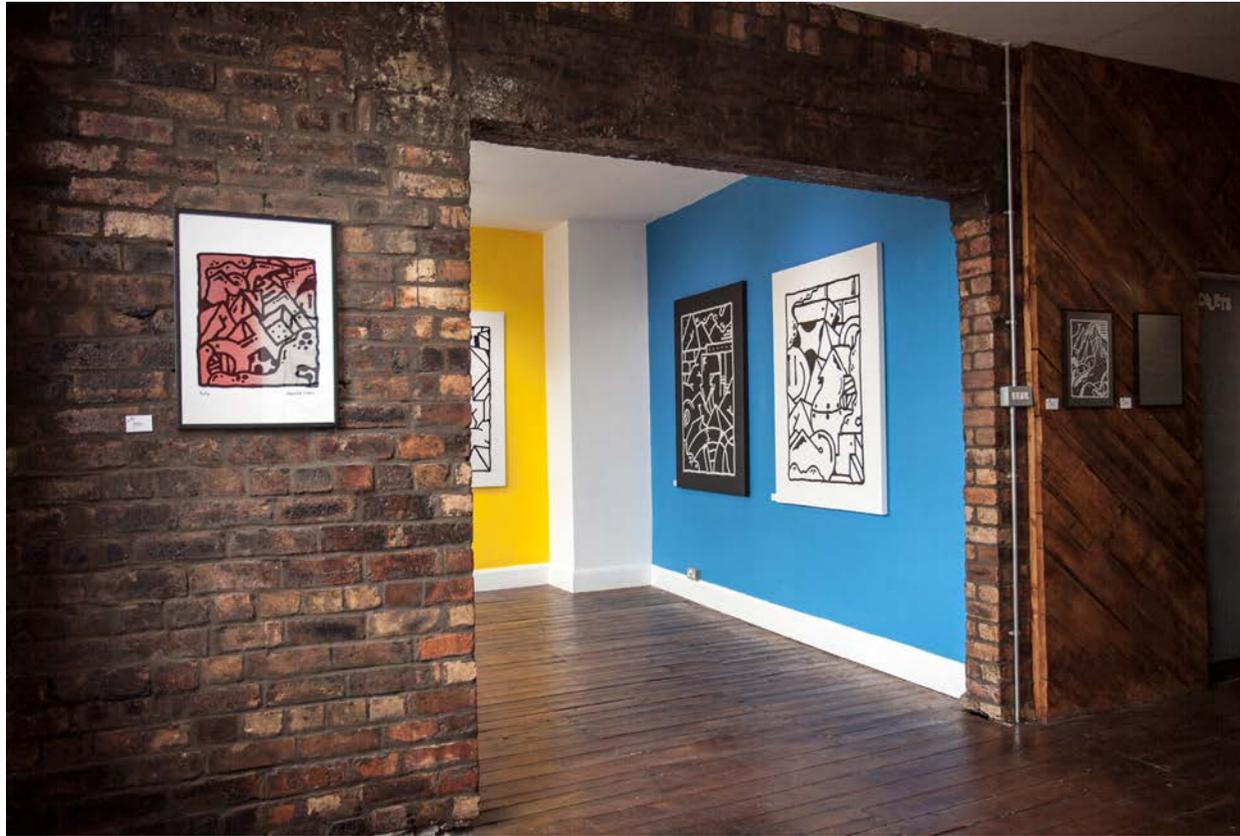
By creating these works with this first time approach, this series not only invites us to join John on his quest for unbound creative liberty, but also captures and lays bare the story of the physical process of the works, in three dimensional form.

Darren John's primary concern as an artist is the value of creative imagination and it's suppression in everyday life. There is a sense of awe and wonder innate to childhood that persists in life despite a tendency for this spirit to be curtailed in adulthood. For the child that has not learnt where the boundaries are supposed to lie, the imagination remains limitless. John's project is to make tangible that sense of unchained creative freedom.

John's recent work takes the imagination itself as subject. These are not paintings of places or events, rather the canvas operates as a window into the mind of the painter. Cryptic and imposing yet playful, John's visual language channels the mind set of creativity in all its spontaneity. His iconography and abstract forms collide and coexist without explanation like impulsive thoughts in the psyche. A roguish sense of enigma pervades in the work that reflects the endless complexities of thought in the free imagination.

As viewers, we are invited to decipher this aura of mystery and in doing so we must engage with the artist's vision on its own terms. At this point, we too have left our dimension behind and have arrived in a parallel realm of our own unbound creative imagination.





1st May – 3rd June 2015

# Frankie Purple: A show by Krek FMS

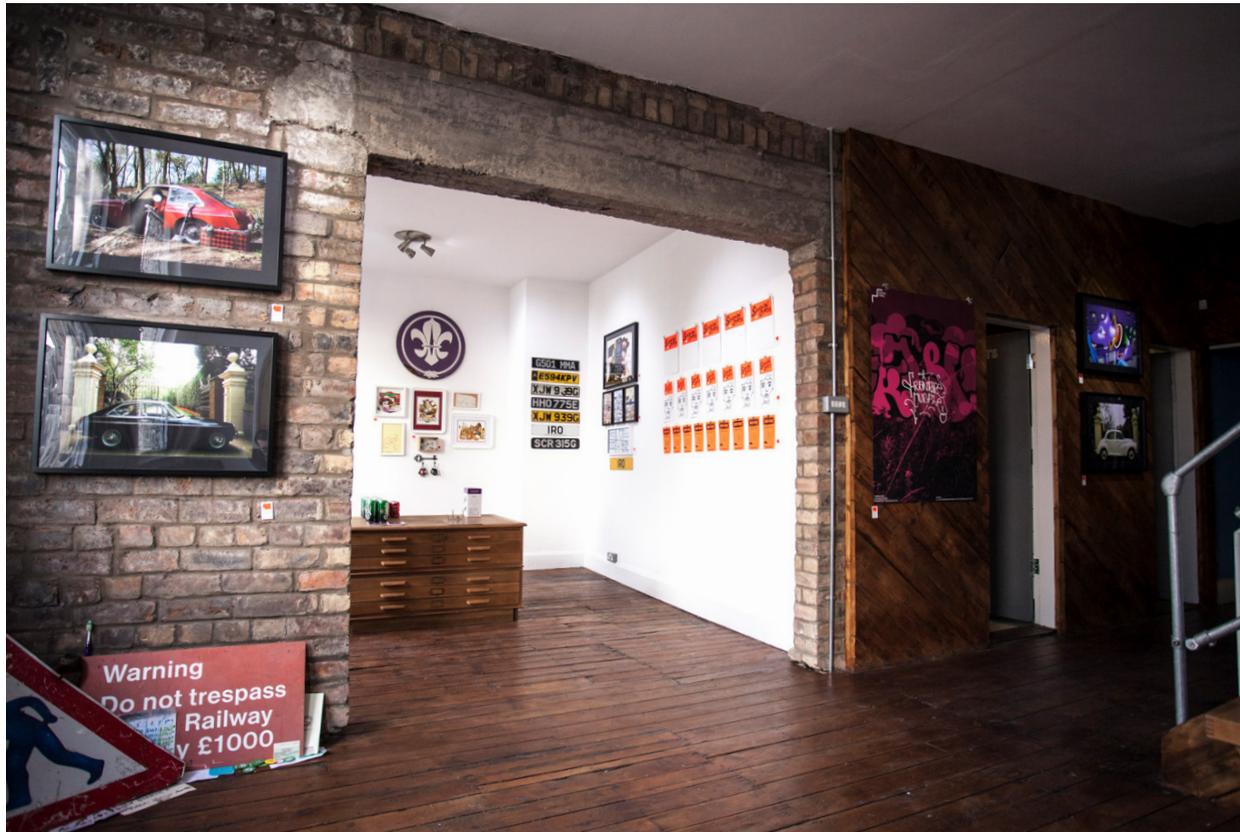
at Upstairs Gallery, Stoke-on-Trent

“The only reason I began to create any type of artwork was because it felt like the closest thing to freedom.”

There are some artists whose atmosphere is so complete that their work appears to give us a view into an entirely different world. This is no more true than for Krek FMS, whose many different pseudonyms and his distinct output features a myriad of bright colours, loose forms and exotic characters with clear influences from 60's psychedelica, European graffiti and fine art.

From playing with letterforms to custom clothes, installations and vehicles, there is simply no outlet that his creativity cannot find an outlet in. Krek is a true northern powerhouse of the UK art and graffiti circuits.

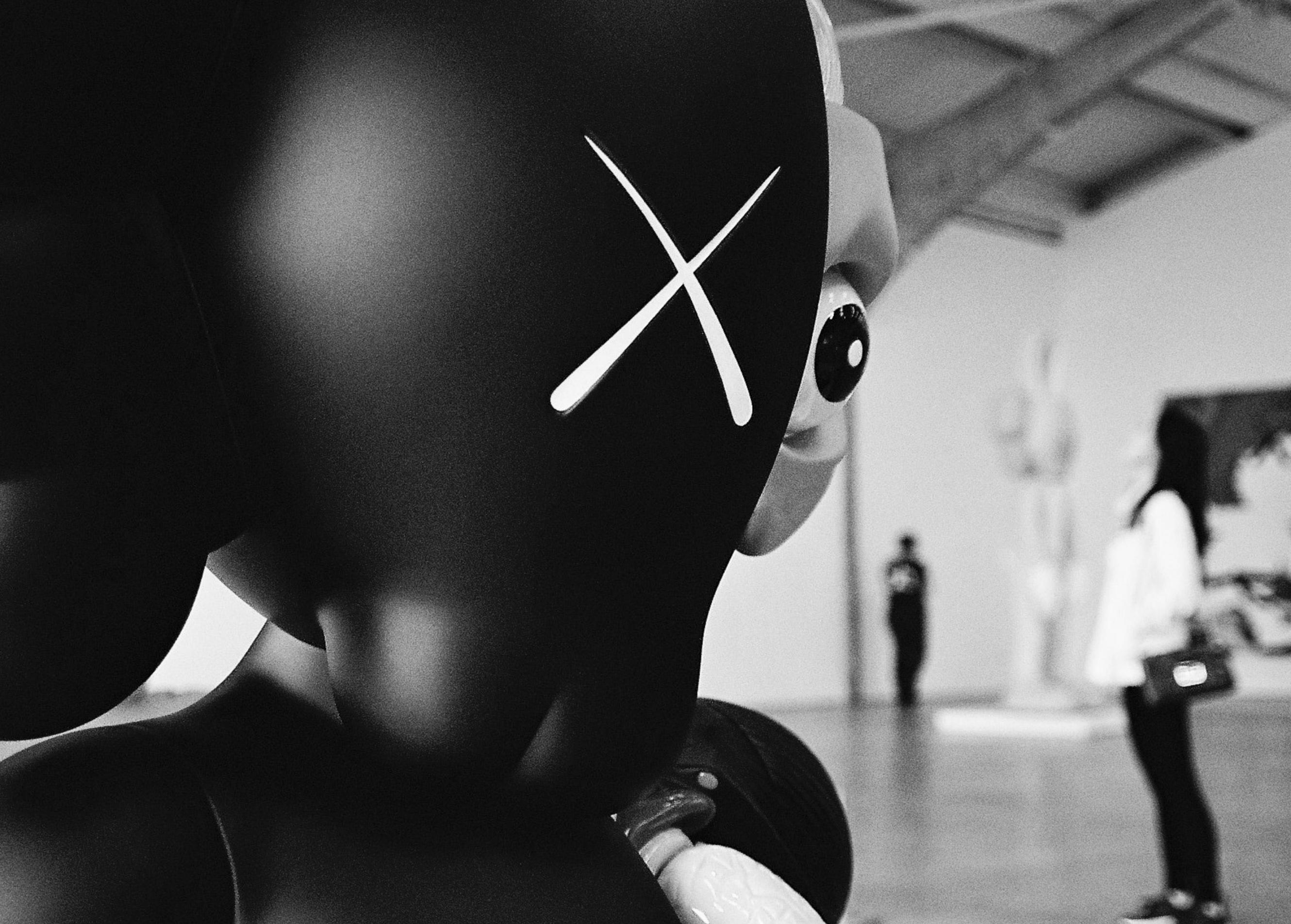


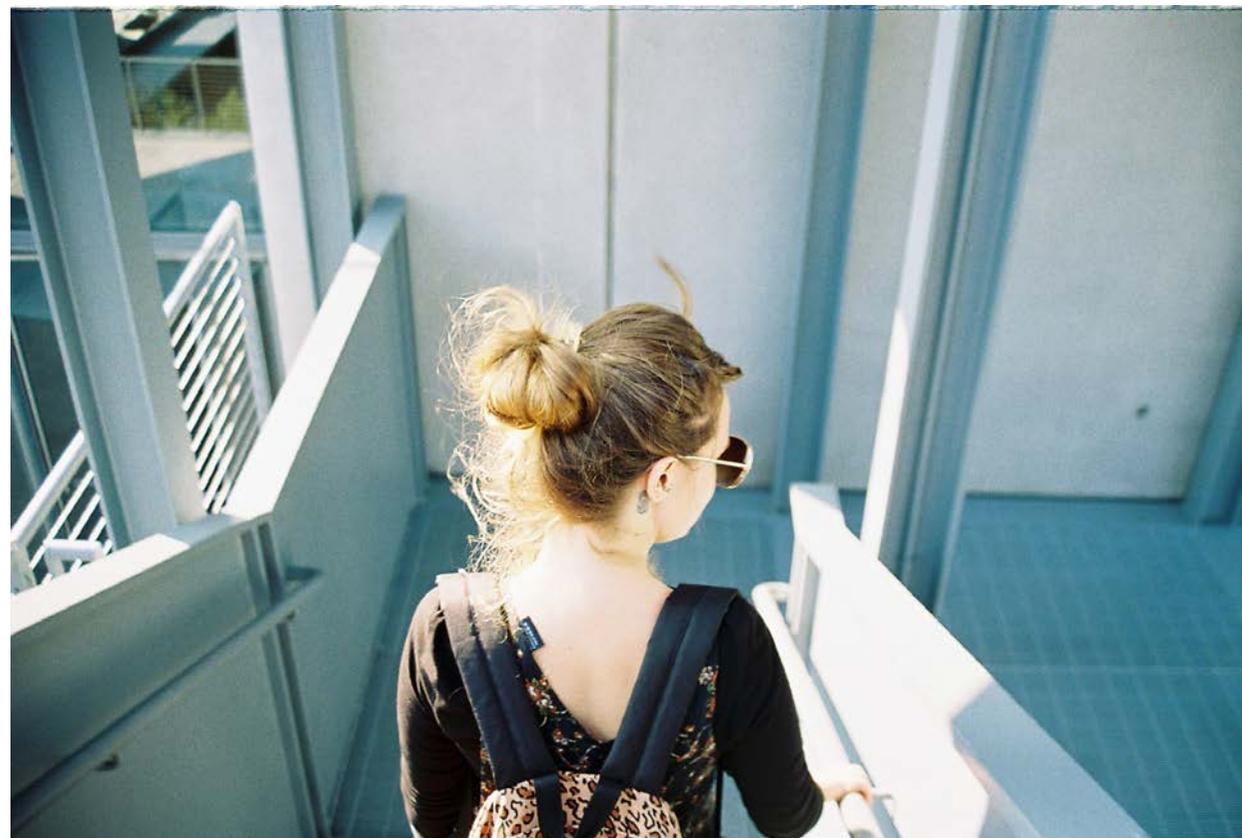
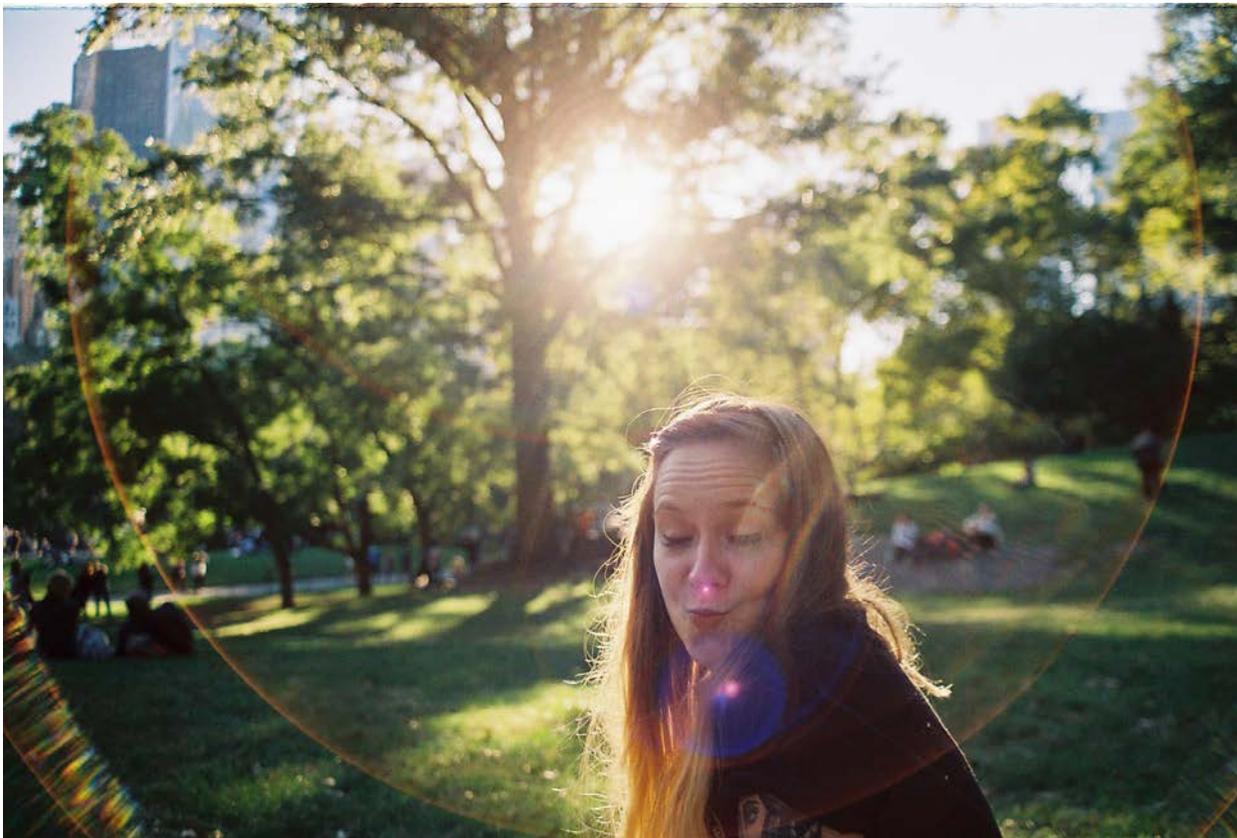


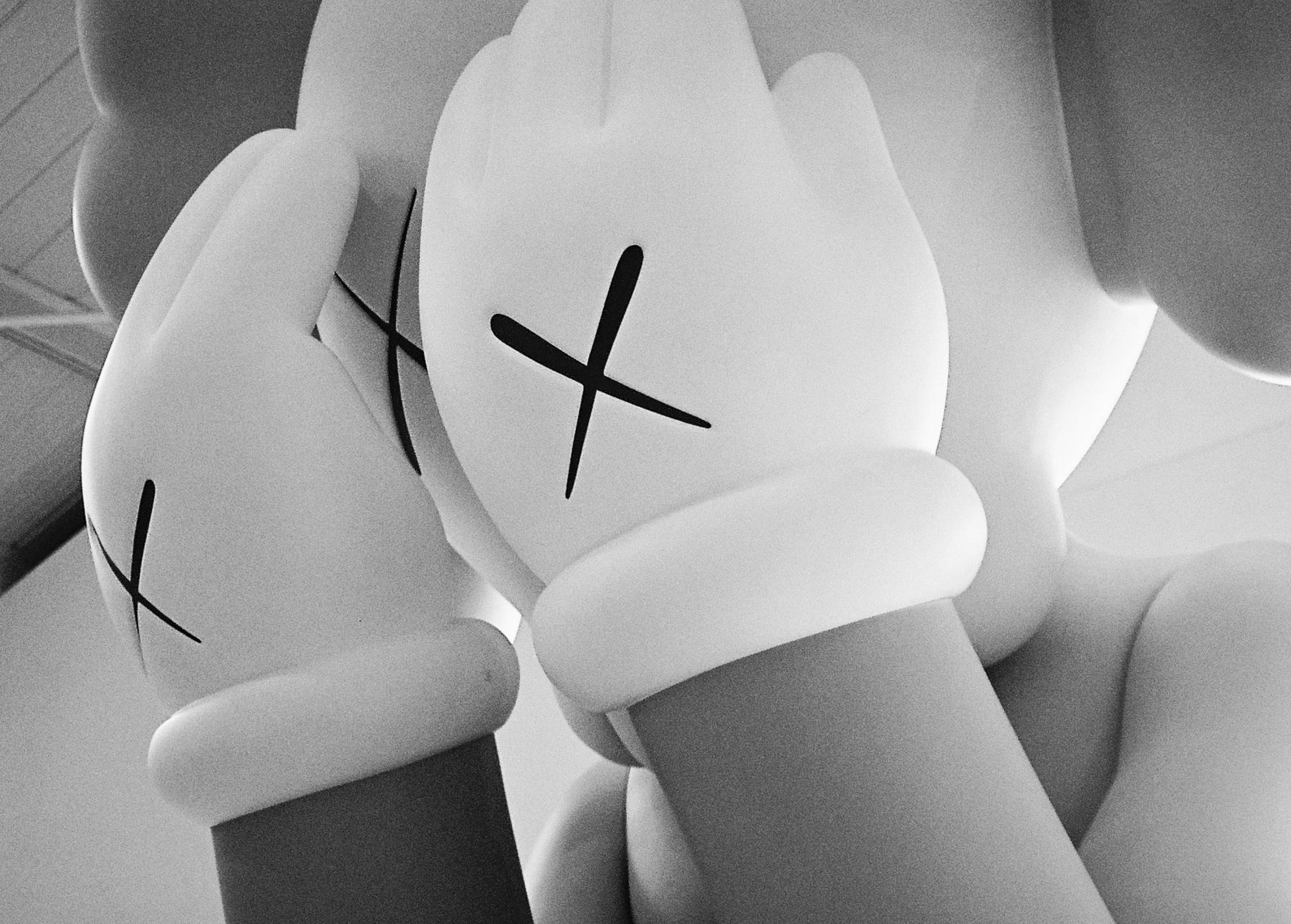
“You don’t take  
a photograph.  
You make it.”

Way back on Page 009, I mentioned that I love just getting straight into it, and making things. And that’s what I love about photography. By instantly capturing a moment in time, you have instantly *made* something. A snapshot from a perspective that is totally unique to you, at that time, in that place. Even if a thousand other people are taking the same photograph of the same thing at the same time; that single point of view that *you* have is still significantly different. An instant creation with the sole ownership of a little slice of history. How magical.

Ansel Adams













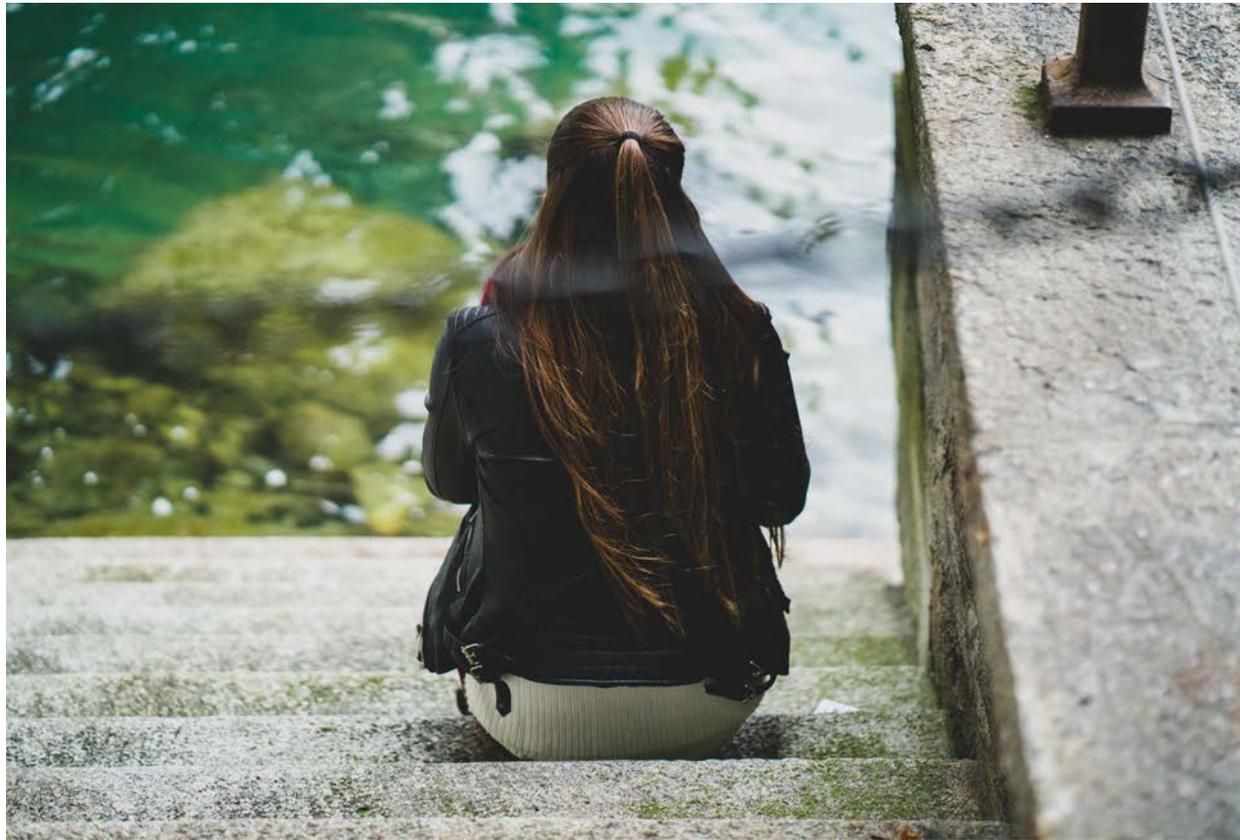




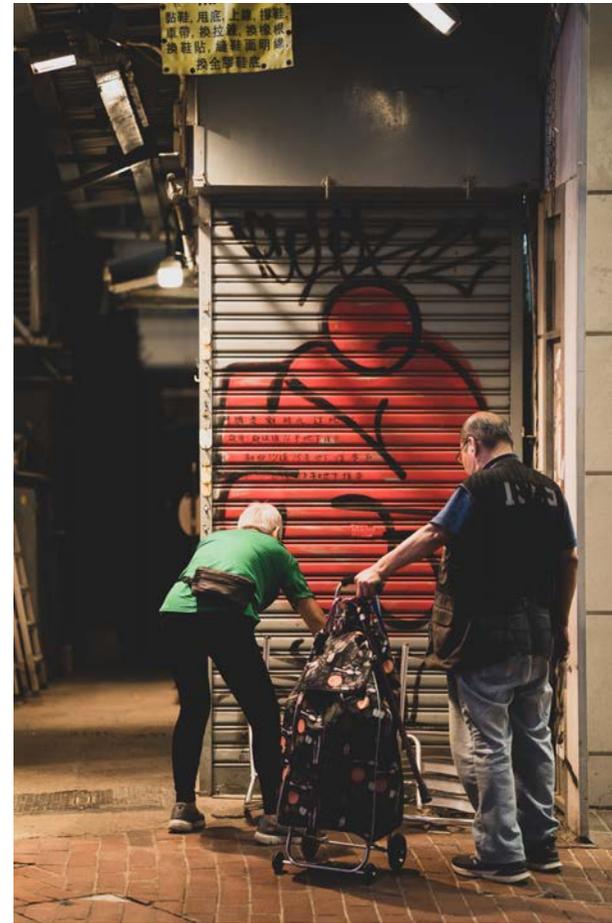
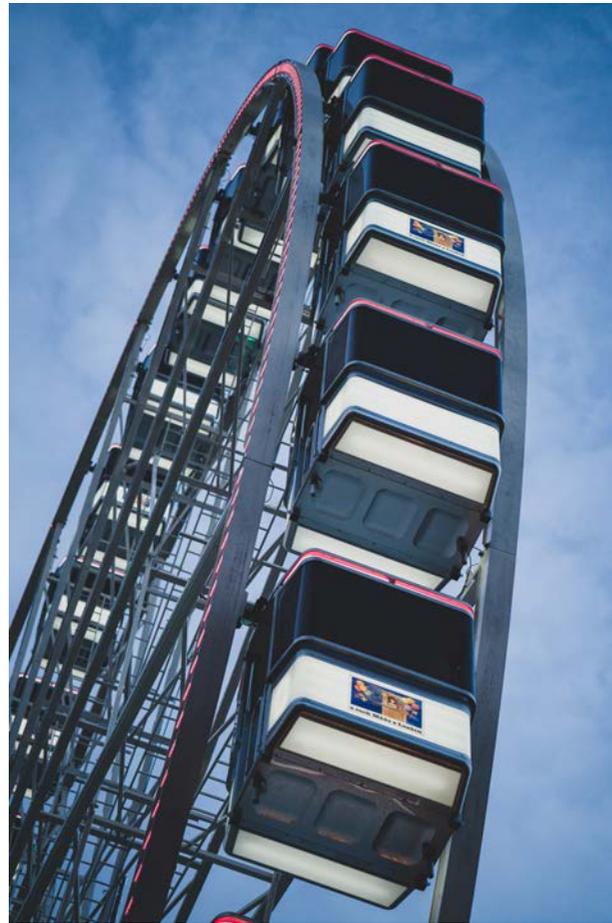








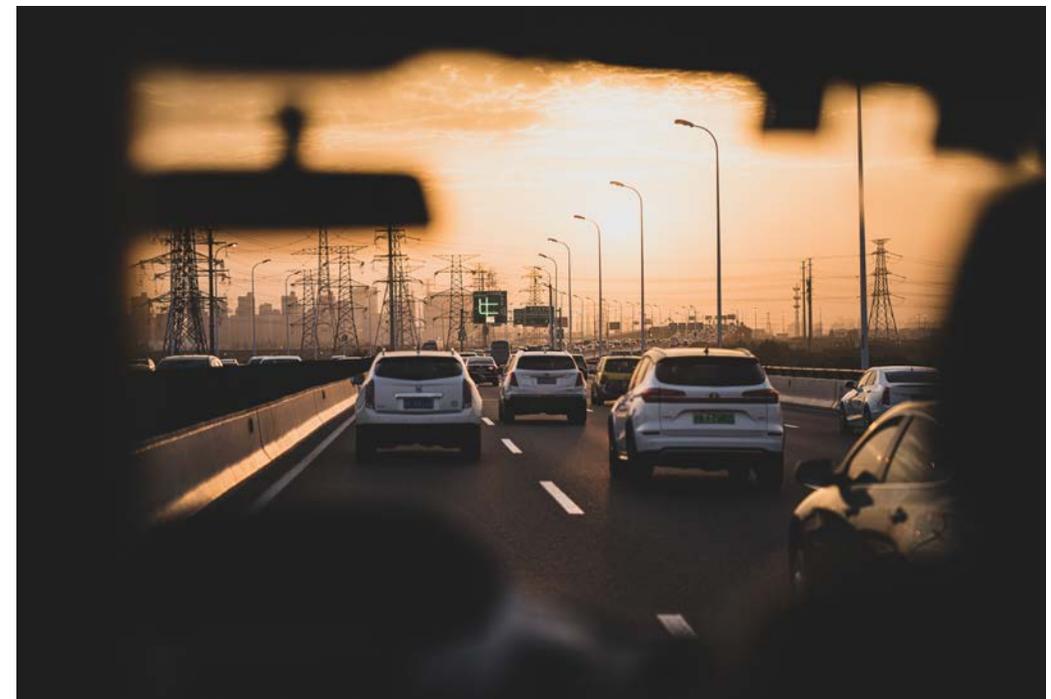
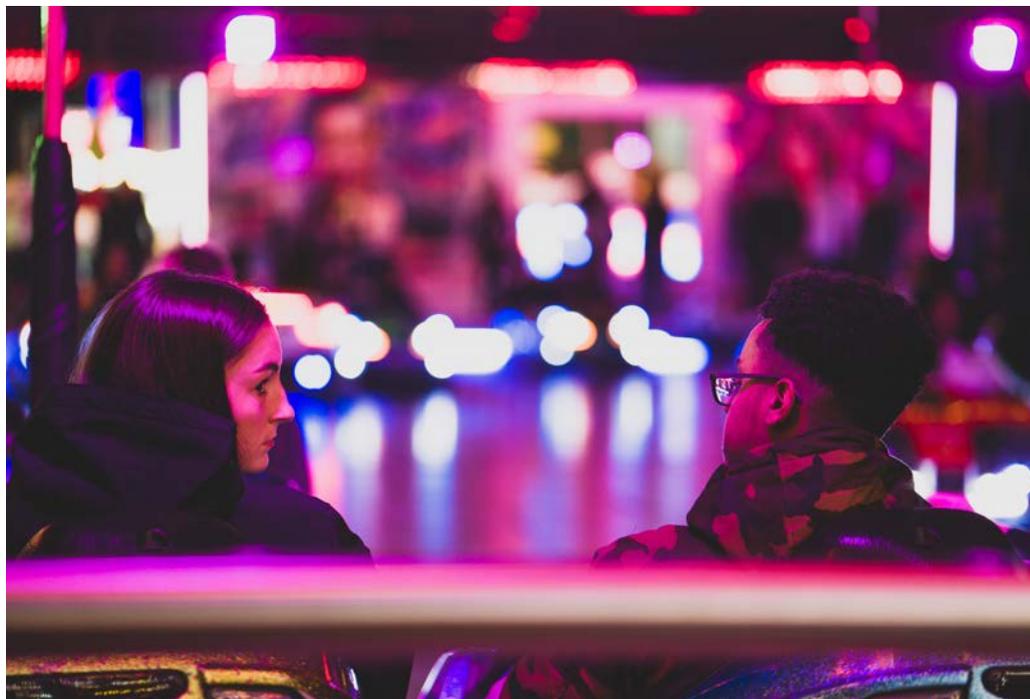




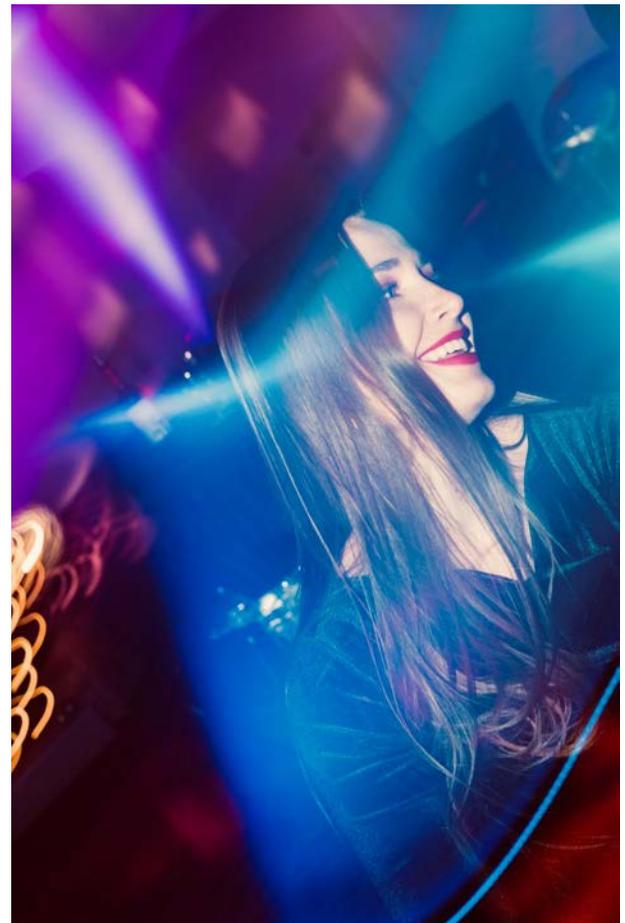
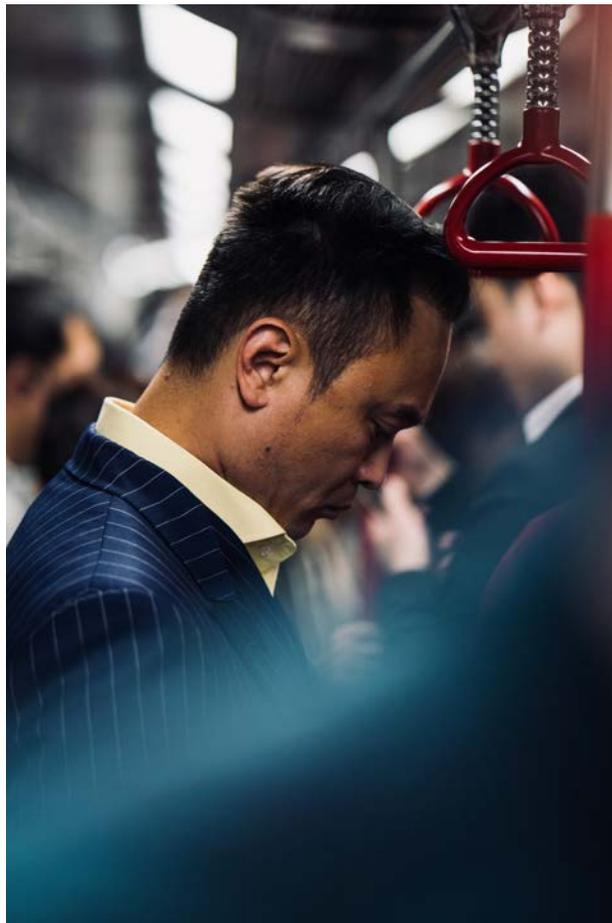








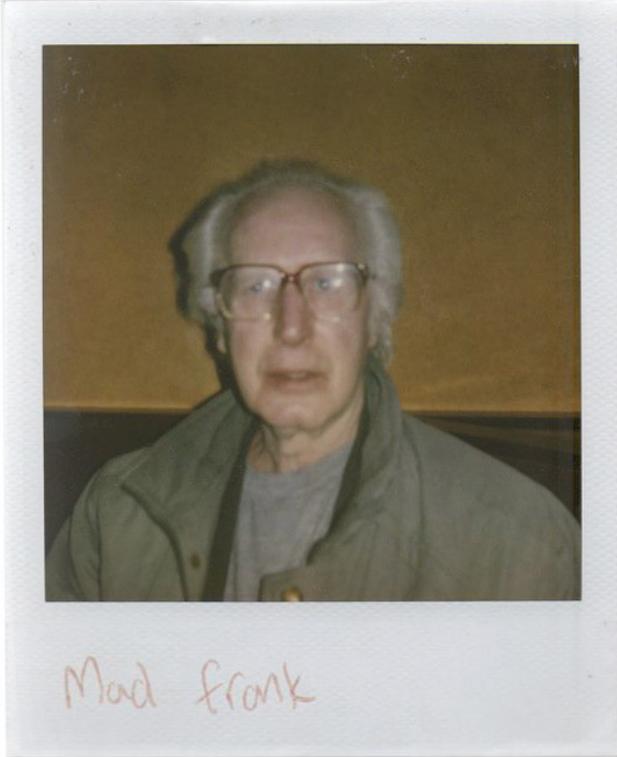








+



Mad Frank



CHANDLERSMILE.



“Easy don’t  
build great.”

It’s easy to take the easy way out. The path of least resistance beckons in every instance that crops up in business decision making. It’s not how I think, though. The entities I’ve started, ran and ended were abundant with risk and reward. Some succeeded. Some didn’t. But every failure taught me not to be afraid of failure. Only by choosing the difficult thing, do we create anything that’s special.

James Clear

2011 - 2014

# MayNinth

5 Oak Street, NQ, Manchester, M4 5JD

University collaborator Alex Farrall and I opened up a small design studio on the 9th of May 2011 in Manchester, UK. At the time, we were young, hungry and so naive. But this naivety helped us a lot looking back; we weren't afraid to do things how we thought they should be done, even if it turned out that they really shouldn't be done the way we did them.

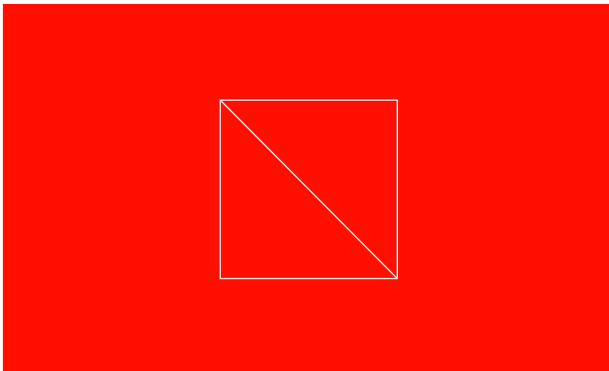
It was all a massive learning curve for us, so soon out of university. As time moved on, we worked our asses off on large, international accounts for Coca-Cola and Pelé Sports, whilst keeping our fingers in local pies too. We had a lot of fun, and soaked up every moment of it. Sure, we made mistakes, but who hasn't?

At the start of 2014 Alex and I parted ways and left our beloved little studio for pastures new. On the next few pages is the company we built.





- [X] Identity
- [X] Website Design
- [X] Website Build
- [X] Packaging
- [X] Editorial Design
- [X] Motion Design



MayNinth
All Projects
News
Moodboard

**A graphic design studio.**

5 Oak Street, Manchester, M4 5JD  
0161 270 89 74  
greetings@may-ninth.co.uk

Newsletter sign-up

MayNinth is the graphic design partnership of Andy Cooke and Alex Farrall that specialises in creating brand identity and art direction, based in the vibrant Northern Quarter of Manchester.

Twitter: @V\_IX  
Facebook: /MayNinth

**About MayNinth**

Why MayNinth? The 9th of May 2011 is the day we got serious about what we wanted to do. Initially it was an idea, a rough plan that didn't materialise until that first day. 2 years on and we're more serious than ever (we like a laugh too, mind).



**About Us**

(We) Andy and Alex are originally from desolate industrial towns somewhere in various bits of Staffordshire. We first joined forces when we studied together a few years back, and after a short (unbearable!) time apart we were reunited under the MN banner.

Along with MayNinth, we both take part in various extra curricular activities, such as teaching, writing, attempting to diet and some self-initiated projects that are still a bit under the radar (for now).

**Process**

As plastered all over each page (as a constant reminder, you know) we work in across branding, digital and print. Within these disciplines, we offer services such as: logo design, identity design, website design & build, packaging, POS, stationary, vehicle livery, and editorial & layout. We can accommodate for everything. We have the best of both worlds. We're small enough in ourselves to work with the little 'uns. Give us a shout if you're up for a chat. It could be the start of something beautiful.

**Our Approach**

We build things with you, collaboratively, to support and enhance the work that you do. Combining your knowledge of your organisation and its work, with our experience and design process, we produce things that have real impact.

Finally, we develop and deploy final products and assets, and work out how best to launch the project for the most positive impact.

**Services**



**Identity**

A brand (noun) is an abstract concept, made up of an accumulation of audience and stakeholder perceptions. To 'brand' (verb) is to influence these perceptions.

A brand identity is how a company looks, feels, sounds, tastes, and smells. The quantity and appropriateness of each of these experiences is relative to every brand. The best identities are the skin, shell or fur of living, breathing organisms that are the brand and it's values. They are surfaces that act as a portal to the brand it's self for stakeholders to engage with, interact with and become friends with.



**Screen**

The digital landscape involves wading through a sea of information, and so it is important for brands to be relevant to their audiences in order to engage their stakeholders.

Website design can strengthen your brand by creating a bespoke platform in which to engage audiences. When we approach a project we start by thinking of typical users, swiftly followed by analysing content, in order to display it to it's full potential.

We help to manage websites, or give our clients the tools to manage it themselves by implementing e-commerce or content management systems.

**Print**

Print is a very important and a tactile medium that scratches those itches that digital just sometimes can't reach.

It is an effective way to display information without people having to search for it. Designing for print allows for experimental formats and can often add a personal touch to marketing communications.

Editorial design is a fine art in creating documents with enough diversity from page to page, while maintaining an overall flow. Typical editorial projects would be magazines, books, booklets, newspapers and annual reports.



2013 – 2019

# EN. Agency

51–53 Piccadilly, Cultural Quarter,  
Stoke-on-Trent, Staffordshire, ST1 1HR

The idea behind the Entrepreneurs Network, A.K.A. EN. Agency, was to inspire people to create, build and make something of, and for, themselves within the realm of street culture. We did this by aspiring to be entrepreneurial ourselves, in every facet of the business, and bring that culture to the masses.

We felt that street culture in North Staffordshire was massively under-represented. When Rob, Tom and I got together late in 2013, we hatched an ambitious plan to bring our interests to the forefront of our city. Based on the four pillars of graffiti, streetwear, music and youth culture, we built a business that quickly became a bastion in the local cultural landscape.

There were many ways we could have brought our culture to light in Stoke-on-Trent. We chose to initiate a series of projects, in true entrepreneurial style, that would do this. We created these five individual businesses that would aid us on our quest to become catalysts of street culture in the region.

- 01 **51–53**  
Retail store selling streetwear, skate hardware and artist supplies
- 02 **Present Workshops**  
Screen printing studio, fulfilling commissions and workshops
- 03 **Upstairs Gallery**  
Gallery space showcasing local, national and international artists
- 04 **New Horizons**  
City-wide street art and mural program
- 05 **Hall of Fame**  
The biggest legal graffiti space in the country outside of London

# ENTREPRENEURS

Business

Projects

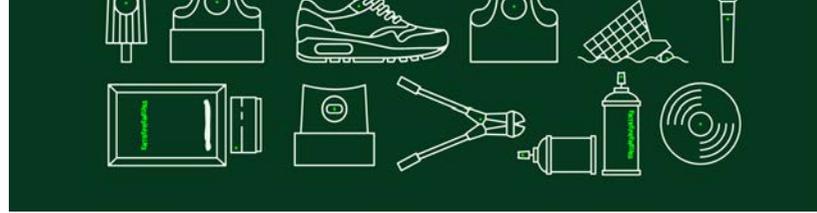
Present  
Workshops



NEW  
HORIZONS

51–53

H.O.F



# ENTREPRENEURS

# HUSTLERS OF CULTURE



**EN.**

**Hello**

We do creative projects, for creative people and with creative people. Between running a screen printing studio, hosting practitioner-led printing workshops, curating our own gallery space and completing creative commissions for a range of clients in the public and private sector, we also work alongside a bunch of talented photographers, stylists, designers, artists and managers to bring creative projects to life.

**ENTREPRENEURS**

**People**

Entrepreneurs is run by Andy, Rob and Tom – three Staffordshire-born gentlemen who aspired to create something we saw missing in the city we live in. We continue to work with the City Council and other local authorities and businesses to develop Stoke-on-Trent and the surrounding areas involvement in current cultural trends through high profile events and art installations across the city.

**Andy Cooke**  
andy@entprnrs.com  
07 976 714 216

**Rob Fenton**  
rob@entprnrs.com  
07 731 334 940

**Tom Edwards**  
tom@entprnrs.com  
07 960 442 763

**Andy Cooke** is a graphic designer and Staffordshire University graduate. He is Creative Director at local graphic design studio Weather and is a part-time lecturer at Staffordshire University teaching on the Advertising & Brand Management award. He has extensive experience in design and branding and digital products, working with some of the biggest companies in the world, including Coca-Cola and P&G Sports.

**Rob Fenton** is a graphic designer and Staffordshire University graduate. He has extensive experience in graffiti, street art and the world that surrounds it – workshops and commissions have been a regular feature in Rob's working life for a number of years, working with Stoke-on-Trent City Council, Rankine Manchester and The Bench Birmingham. Rob's project management skills are second to none, and his contacts and experience in the sector is wide.

**Tom Edwards** is an Illustrator and Staffordshire University graduate, as well as Rob and Andy. Tom has worked with Rankine on commissions and workshops across England and Scotland, including holding workshops with consumers in a retail environment. Tom is an incredibly talented typographer, creating letters and words reminiscent of the golden age of typography. He creates amazingly detailed businesses, whether on a page or on a wall.

**ENTREPRENEURS**

**Notable Projects**

**Ryecroft Subway**

In 2014, we were commissioned by Newcastle-under-Lyme council to complete a mural in the Ryecroft subway celebrating Philip Asley, creator of the modern circus. Part of the process included student workshops with the year 9 Art groups at St. John Fisher Catholic College. We also commissioned street artists and typographers David Samuel and Harry Fieber to complete the designs over a 2 week period.

**ENTREPRENEURS**

**Notable Projects**

**Hall of Fame**

To accommodate the entire spectrum of those invested in graffiti and street art, in 2015 we worked alongside a number of local authorities to gain an official legal graffiti space, where individuals can practice and learn the art in a safe, secluded environment, set away from housing estates and core communities. We continue to maintain the space and facilitate annual events that draw people from around the country.

**ENTREPRENEURS**

**Our Process**

As local providers and facilitators of street art and graffiti led projects, we pride ourselves on also being the individuals to actually execute pieces of art work that have longevity and impact locally. Sometimes however assistance from experts in the city with it needed – and we have a vast network for when these situations arise.

**How we work with other creatives**

Our pool of collaborators is wide. Our many creative outlets of projects that make up the business has enabled us to meet and work with a lot of talented individuals who work across a number of disciplines – from graffiti artists, to photographers and project managers. Depending on the project in hand, we could call on any of these individuals or organisations. But rest assured, we'll always be at the centre of any activity as the leaders on any piece of activity. Nothing happens or moves if we don't know about it!

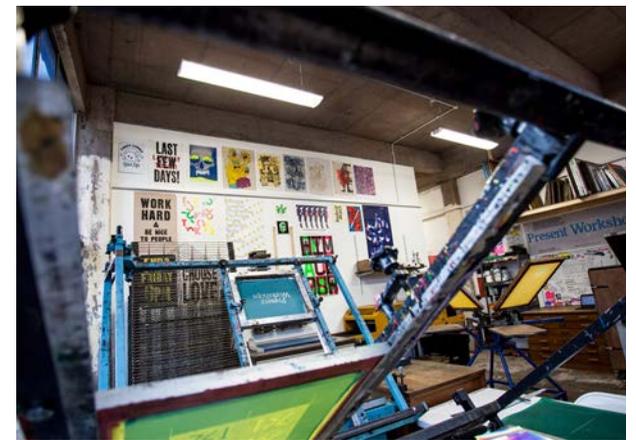
**ENTREPRENEURS**

**Referees**

We have worked with Gamma on a number of projects, including producing and project managing murals as part of Appleby's annual 'The Big Feast' weekend.

**Gamma Thomas**  
Creative Producer, Appleby  
New Vic Theatre, Eborac Road,  
Newcastle-under-Lyme ST5 3DQ  
(0782 386 373 (Ext. 308)  
07607 854 022  
gamma@applebystoke.co.uk

**Paul Bailey**  
Culture and Events Manager,  
Stoke-on-Trent City Council  
Hartley, Town Hall, City Centre, ST1 1QQ  
0782 327 055  
07626 535 656





2015 – 2018

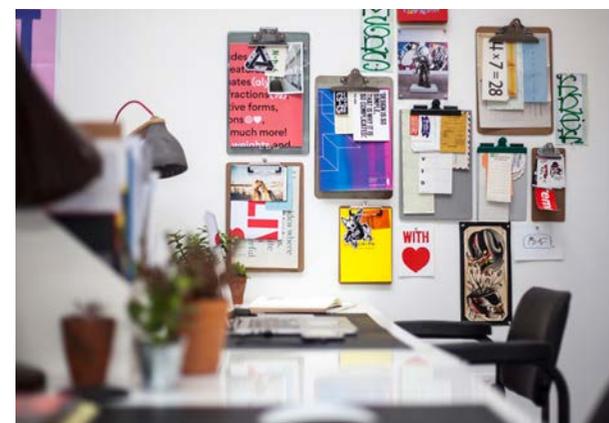
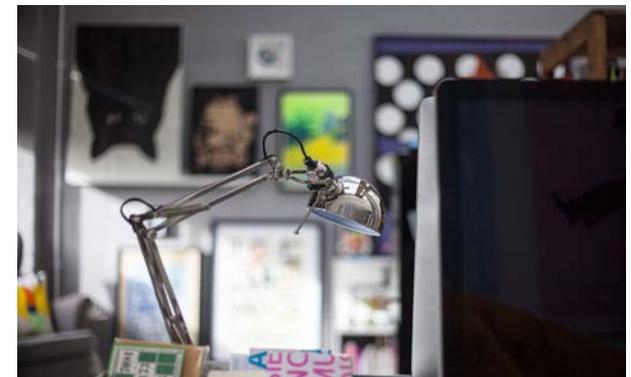
# Design by Weather

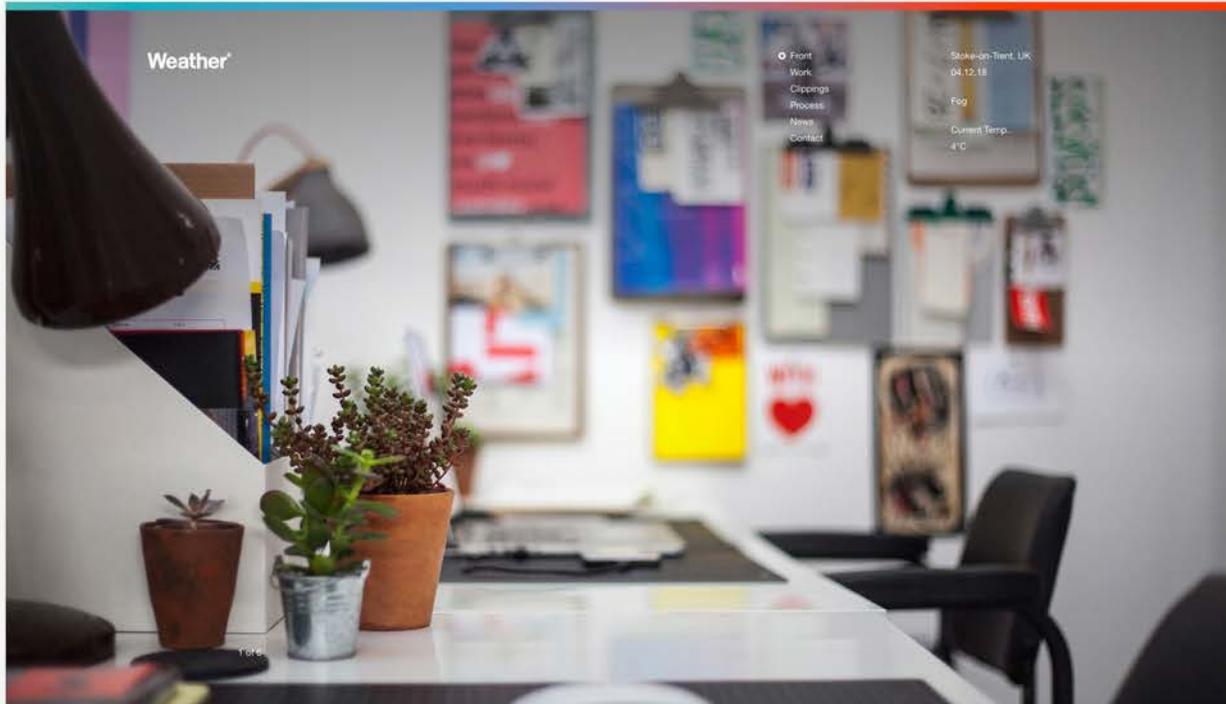
## Studio 38, Spode Works Studios, Stoke-on-Trent, Staffordshire, ST4 1QD

Anyone who has started a business will know that it can be difficult to make a living from it. After spending the majority of 2014 and 2015 getting the EN. Agency business into a good place alongside Rob and Tom, I decided I needed to invest some time into my design practice. This period had seen me take on a number of freelance jobs, and it was getting to the point where I was having to turn down work because of my individual capacity.

I opened up a new studio, taking all the learnings from MayNinth and throwing myself in at the head of what would become a six-person team working across brand identity and digital design.

Weather was the first of it's kind in Stoke-on-Trent; a creative studio that wasn't another 'one-stop-shop' of services where design was an afterthought. We attracted local and national clients within the arts & culture, educational and sports sectors that saw the value of meaningful and considered design solutions.





**Axia Solutions — Identity**

Axia are small but mighty — having the prestigious status as Ofsted rated Outstanding — but have struggled to cement themselves as the premier training provider in the area. Part of the enquiry revealed an array of audiences, obstacles and perceptions getting in the way of allowing Axia to realise their true position in the industry. The facts and assets of the organisation had to be made clear

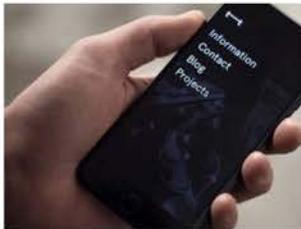
[View Project](#)

**Six Towns Beers — Packaging**



These six special beers have been brewed as one of the party pieces for a major ceramics festival, and represent Stoke-on-Trent's six towns. Knutton-based Mart's Brewery has come up with the six ales which will be on sale throughout the British Ceramics Biennial (BCB).

**The Temporary — Website Design**



The Temporary is transcultural exchange platform examining temporary and ephemeral experience in art, design, music, sound and performance between China, Australia and the UK through exhibitions, events and printed media.

**Stoke Art Map — Print**



The Stoke Art Map are celebrating the arts in Stoke-on-Trent for the second year running, and we're pleased to be a part of their journey again.

**Latest News — Posted by Andy — 29.01.17**

**Letterspace Exhibition 2018**

Both Andy and myself (Tilly) were invited to be a part of a new exhibition recently, curated by Lucy Biggs — design lecturer at MMU. The brief was simply to pick and design a letter 'either informed by or found within the everyday spaces that make up your life — This might be your home, street, or city, etc. The emphasis is on the graphic as a business, the letter as a signifier.



“Don't try to be original. Just try to be good.”

—Paul Rand

**Weather**

“If you're not sure whether it's a good idea or not, it's not.”

—Frank Bodin

**Weather**

“If you can't solve a problem, it's because you're playing by the rules.”

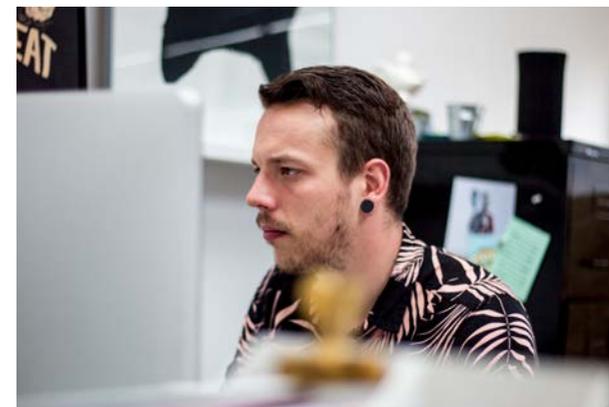
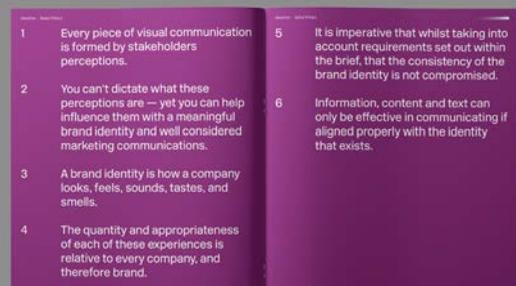
—Paul Arden

**Weather**

“Design is so simple. That is why it is so complicated.”

—Paul Rand

**Weather**





2015–

# Klay Pizzeria & Bar

52 Piccadilly, Cultural Quarter,  
Stoke-on-Trent, Staffordshire, ST4 1EG

What happens when three people with no real experience in the food industry get together and decide to open a restaurant? A lot of lessons learned, mistakes made... and a cool as f\*ck pizza place, that's what. In 2015, two friends and I got together and renovated a three-storey property in Stoke-on-Trent's Cultural Quarter that is now the city's only wood fired pizzeria.

We knew we wanted to do something different in the city—something that truly hadn't been done before. And when it came to pizza, nowhere in 2016 was offering anything wood fired. The gas ovens were present in all the big chains, so we saw an opportunity to stand out. Sure, making a DIY oven by following YouTube videos and guidance in books might seem ludicrous to some. But 3 1/2 years later our little oven is still dishing out pizzas inside two minutes 5 days a week. Combined with a selection of Ben & Jerry's ice cream, cocktails and craft beers that are seldom found inside a 50-mile radius, we are confident that by offering this new product range, customers will continue to flock.

Designing for yourself can be hard. Designing for your friends can be difficult. Designing for yours and your friends new business venture can be downright impossible! But, we got to a place that was directly inspired by the personality and lo-fi nature of some of our favourite pizza spots around the world. We wanted to evoke a feeling of cool nostalgia, with a clear low end influence.

This was very purposeful—we didn't want to open a fancy Italian restaurant. At the same time, we didn't want to open an American pizzeria either... we just knew that we were going in a direction that had elements of pizza from all over, and the brand identity had to convey that. By keeping the typographic direction simple and the colour scheme stripped back, the fun, laid back visual appearance is one that also equals approachability for customers.



