

CREATIVE DIRECTOR

+ 3D CREATIVE

I create powerful moments and experiences that deliver meaningful connections between brands and an audience.

Experience Design. Creative Strategy & Direction. Concept Design.
Spatial Design. Emerging Tech.



**Creative
Strategy**

**Creative
Direction**

**Creative
Design**

PROJECT WORK

During my career I've worked with some truly inspirational clients across the globe delivering some exceptional creative. I've shown some highlights but am happy to talk about the process involved in delivery...

Motorsport Hospitality

Aston Martin

British Grand Prix Hospitality

Introducing the Aston Martin Cognizant F1™ Team factory hospitality platform. A four day, luxury space for partners, team and fans to participate and experience throughout the Grand Prix weekend.

From initial design concept to delivery, each element, materials and technical overlay was extensively considered to ensure it was on brand and created the right environment for each event. The event space was changed multiple times to include gala and partner dinners, fan engagement events, VIP guest hosting and media events to launch the Aston Martin Valhalla.





Creative
Design Visuals





SOUL REBELS

Dr Martens
Global Product Launches

Showcasing biannual collections to a global audience.

Event Design

Dr Martens

AW/SS Launches

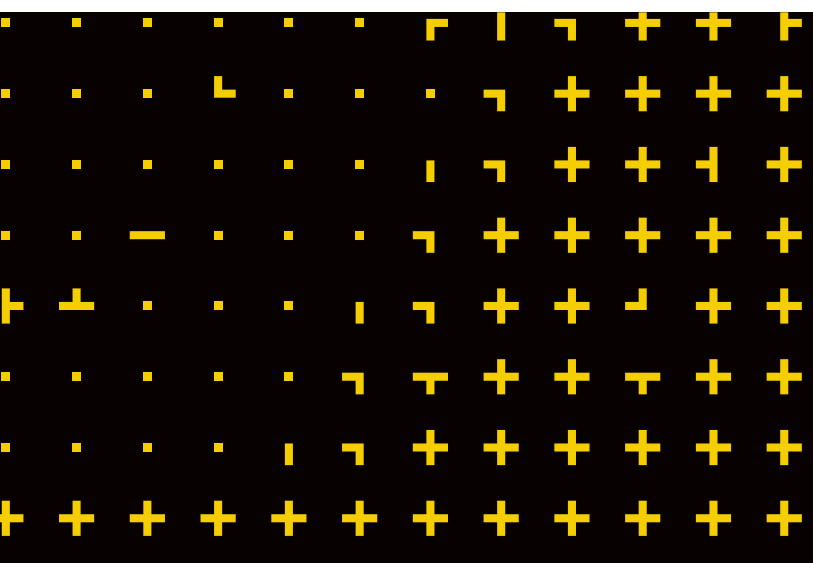
Presenting the iconic footwear brand with an edgy aesthetic to a global audience.

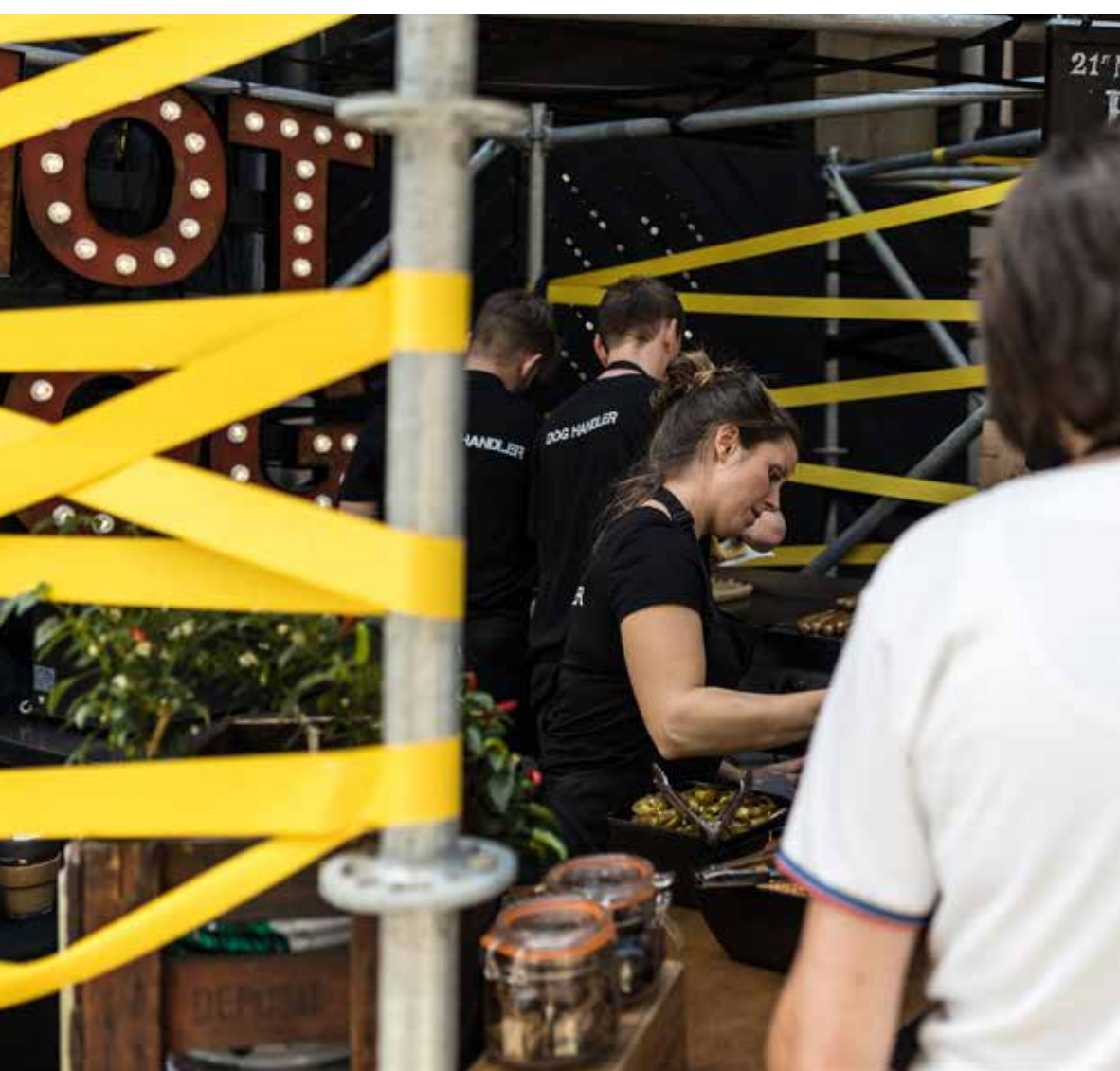
Having worked with Dr Martens since 2016 and developed an approach to seasonal product launches that places innovation at its heart, told through unique venues and found objects and immersive product spaces.

Continually evolving, I've created environments that reference the past and re-imagine it through the lens of an iconic footwear brand, be this a nightclub, the original DM factory or an urban future-scape. Working closely with product teams to ensure that presentations and workshops maximise messaging.

A 3-day event, where guests experienced a launch party and enjoyed London-centric evenings from junk-yard golf to a Specials gig.









LUXURY LAUNCHES

Jaguar Land Rover
Global Touring Experiences

Designing and creating experiences that can tour the world – supporting local markets to build the brand and sell Land Rover vehicles.

Automotive + travelling retail

Jaguar Land Rover

Global Touring Experiences

For both Jaguar and Land Rover I've developed touring kits to be used at indoor sales events, designed with engaging digital and hands-on experiences that invited guests to "play" and immerse themselves in the vehicles and its options.

With a range of digital and tactile elements that had to match the design details of the vehicles I worked closely with the JLR in-house automotive design team at their Midlands studio.

Launches:

Land Rover Discovery

Land Rover Sport

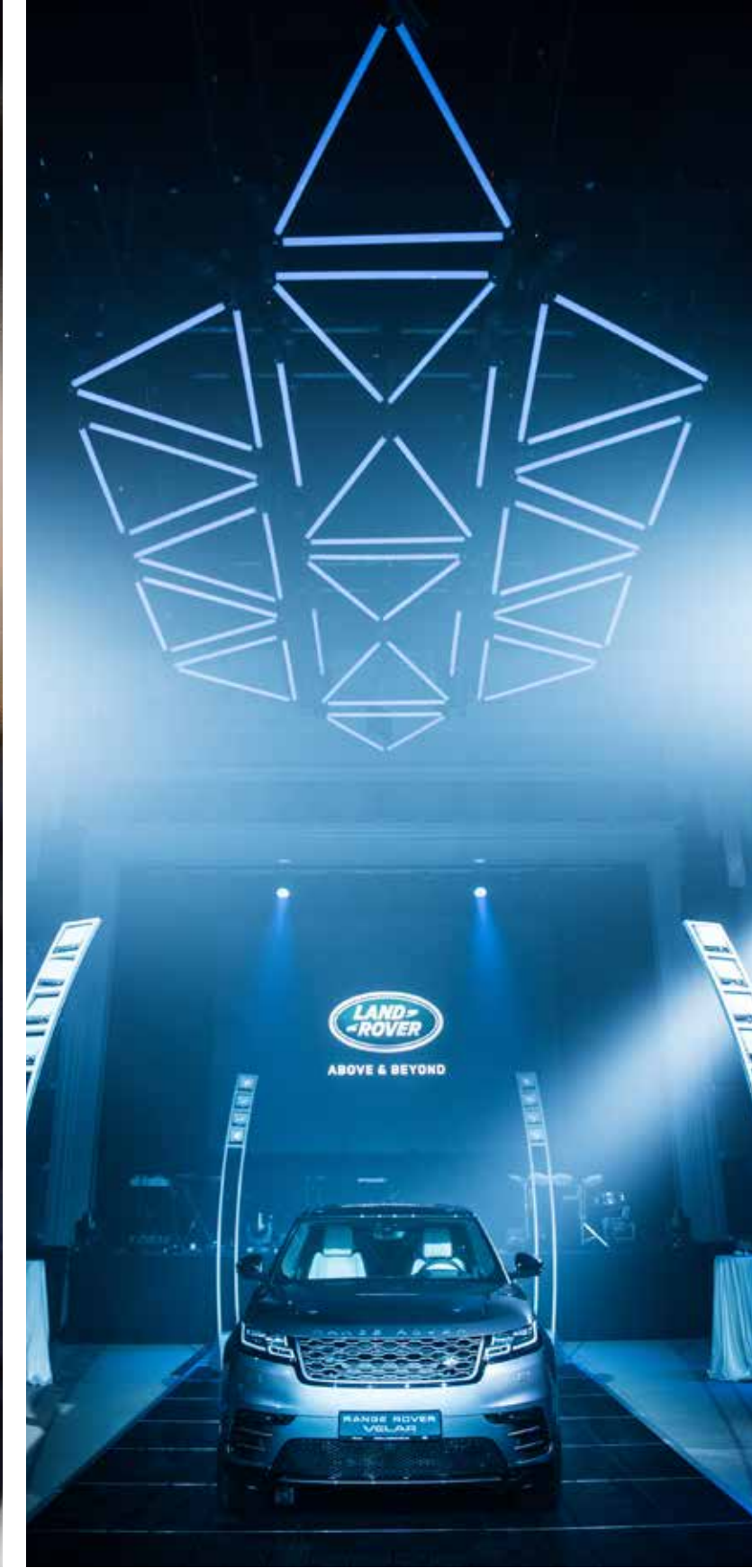
Land Rover Velar

Jaguar F-Pace

Jaguar E-Pace

Jaguar I-Pace







Ben Ainsley Racing
America's Cup Activations

*Experiential activation that tour the globe & motorshows incorporating
BAR race team utilising BAR tech and training materials.*

TEAM BUILDING

BAR

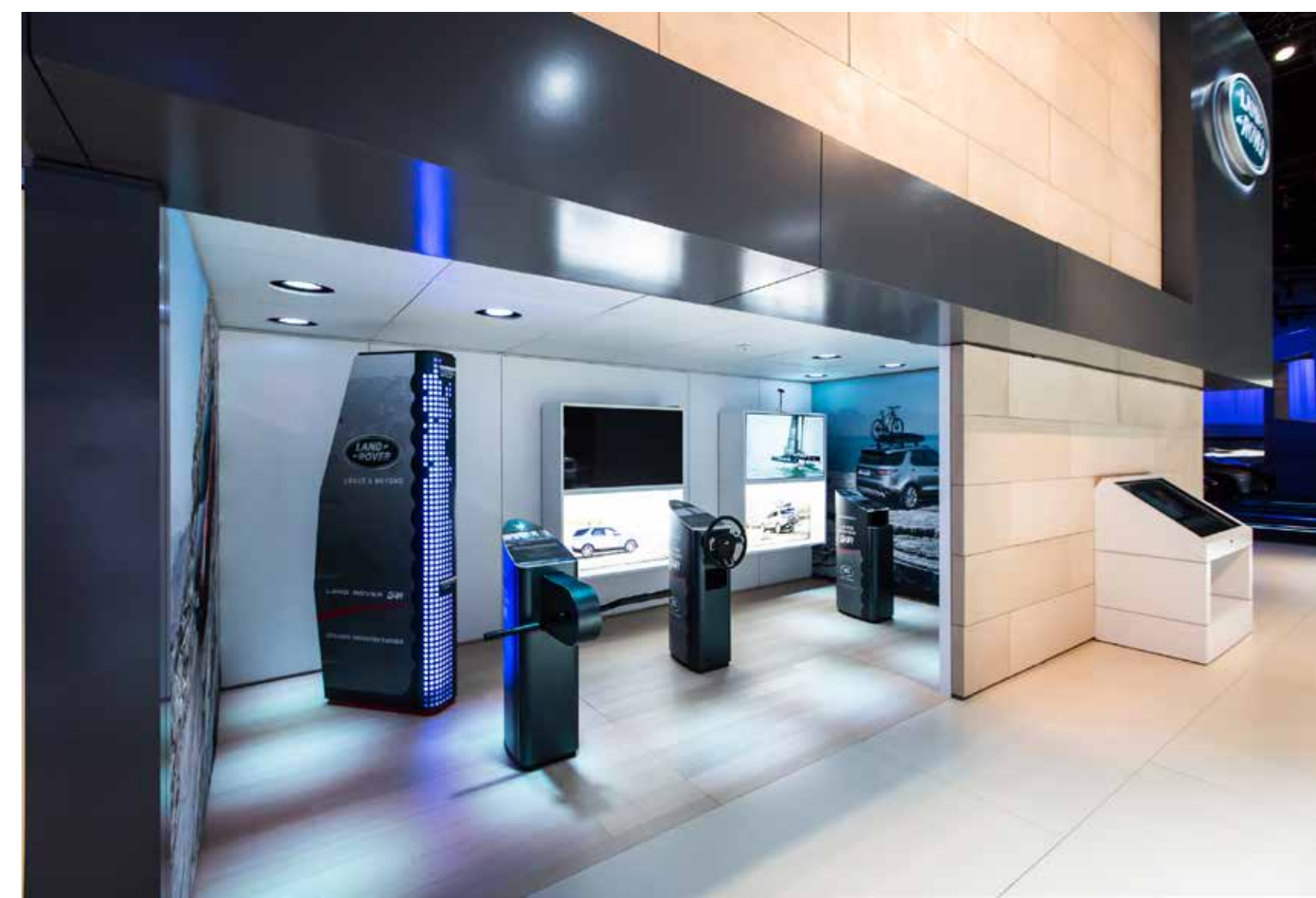
Land Rover & Americas Cup

America's Cup is the oldest trophy in international sport, which pre-dates the modern Olympic Games by 45 years.

Land Rover Discovery BAR

The 5th generation Discovery represented a massive change in design and engineering, extending the SUV's appeal. It needed to connect customers to the car more powerfully than ever before and also bridge the link between All New Discover and the innovation partnership with BAR – Ben Ainsley Racing

I designed and developed a range of interactive experiences based around BAR, working closely with the BAR design team in Portsmouth incorporating ocean race technology





A photograph of the interior of a vinyl record store. The left wall is covered in a dark, textured material. Shelves filled with vinyl records line the right side of the store. A sign in the background reads "ROUGH TRADE". The ceiling has exposed pipes and bright, linear lighting fixtures.

VINYL JUNKIES

Rough Trade
Shops

"I don't think music belongs on the high street as the high street exists at the moment, and that retailers, not the consumers, are to blame for the decline in sales." Stephen Godfroy, Director Rough Trade Shops

Retail Design

ROUGH TRADE

EAST & WEST

Back in 2007, as record stores were closing across the country and no one wanted to buy vinyl, I was fortunate to enough to work with a team that created arguably the best music store in the country.

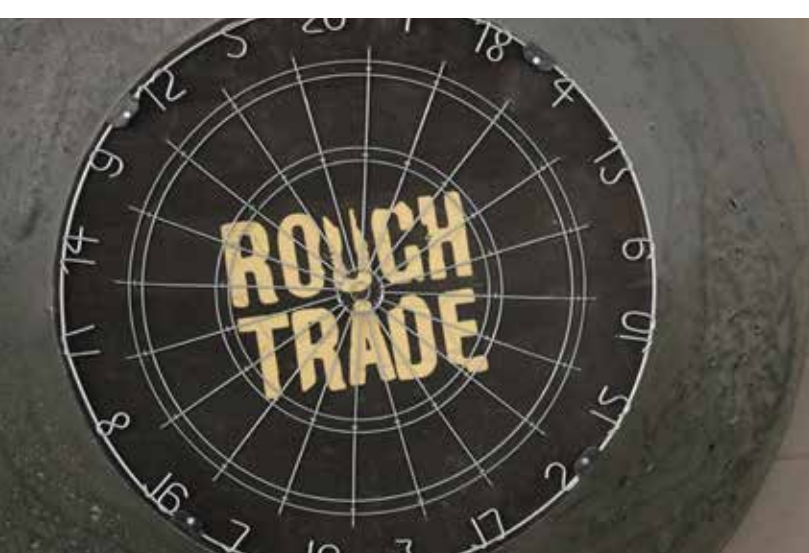
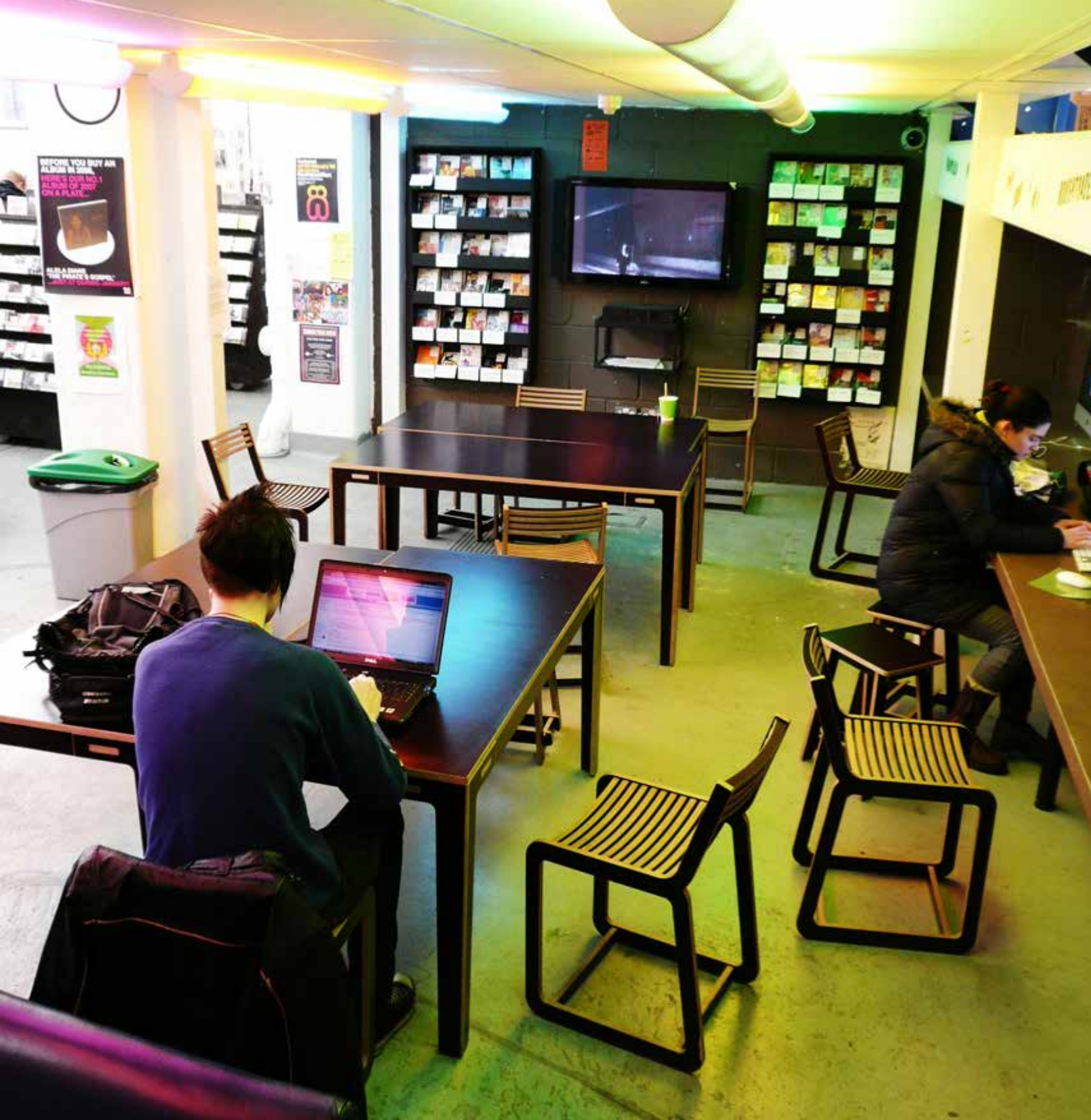
David Adjaye Associates

Having already delivered the refit for the iconic West London store and created the launch materials and branding for the album club, I was asked to partner with David Adjaye (an avid customer at the time) in the design and build of the store.

Located in the former Truman Brewery, the 5000sqft store off Brick Lane, the record store has a cafe, snug, office space and the ability to put on free music gigs for 200 guests.

It's been great to watch this store flourish over the years and open sister stores in Nottingham, Bristol and New York and soon Berlin.





ROUGH TRADE

EAST



ROUGH TRADE

WEST + ALBUM CLUB

RETAIL
ONE



CALIFORNIA DREAMING

California Wine Institute
Eureka 2022

CWI is on a mission to get the UK to drink more Californian wine

Experiential + Digital

Eureka! California Wines

A multi-sensory journey, transporting you to the vineyards of California.

The inaugural launch of Eureka! with California Wines. The goal was to capture the essence of the Californian wine region, and bring it to London, taking guests on journey to build curiosity, desire to taste, and eagerness to discover more.

Exploring California's dramatic geological landscape up close via a 12m long, floor-to-ceiling wraparound video presentation of the wine country in the 'Virtual Vineyard, providing insight on how the mountains, valleys, coast, and climate shape the exceptional wines of the region.

The venue was split into multiple zones including a sensory garden, tasting lounge and sustainability showcase.







IN SEARCH OF BETTER

Carlsberg
NY Dawn

Carlsberg is on a mission to get the UK to drink better beer

Brand experience

Carlsberg

NY Dawn

"A watershed moment... a chance to relaunch and reposition the brand to truly excite our customers for the future."

Going back to their roots by creating an authentic Danish experience in the original Carlsberg Brewhouse in Copenhagen.

A totally immersive journey experienced by a maximum of 10 guests at a time that told the future story of Carlsberg and their ambition, inspired by their past. The experience ran for 10 days and was then replicated in two UK locations.







SKÅL TO A BRIGHT FUTURE

Carlsberg
Annual Conference

Delivering positive outlooks in an immersive environment

Conference + Celebration

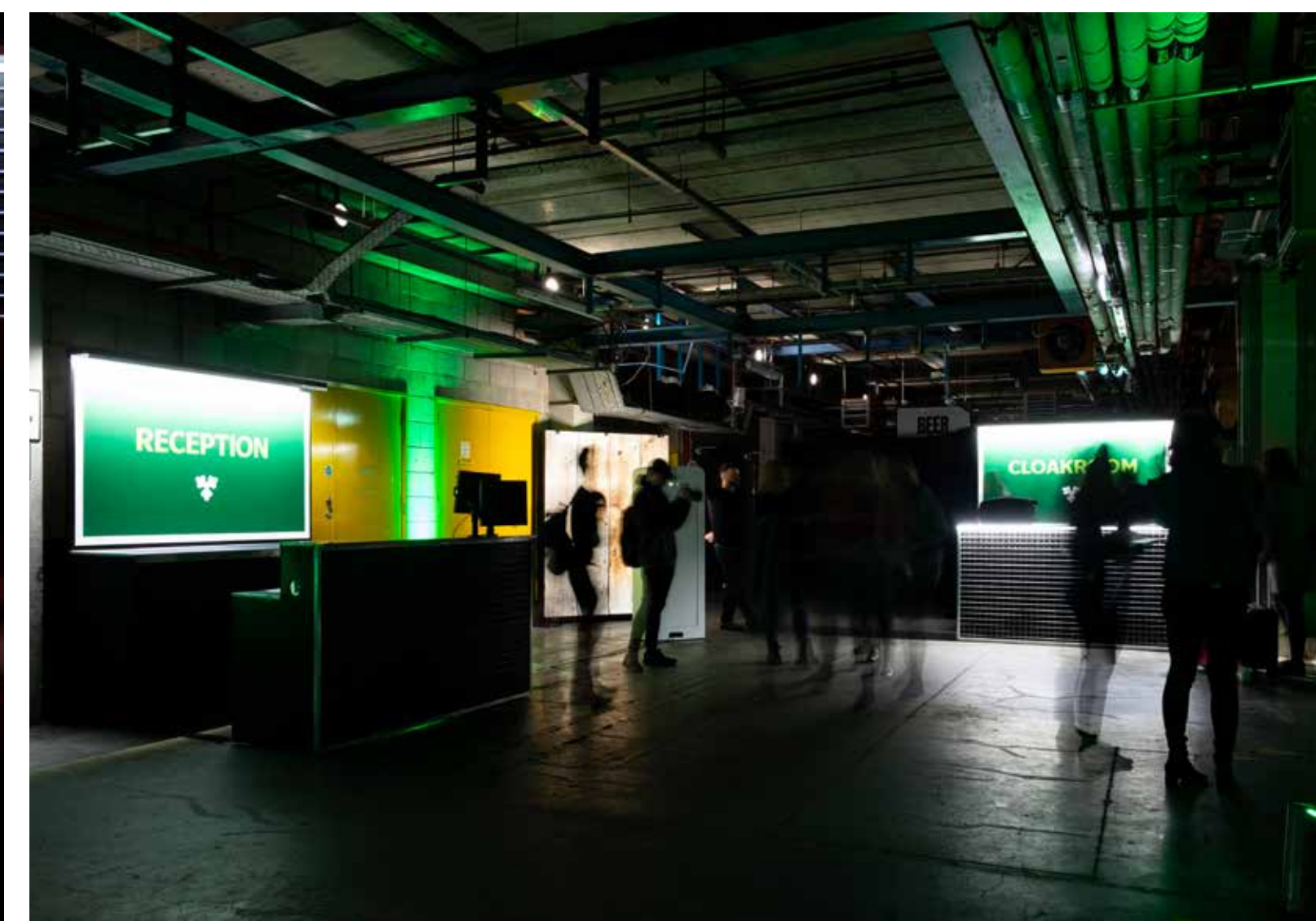
Carlsberg Annual Conference

"Now I know what it would be like to work for Apple"

Creating an industrial future thinking conference in one of London's newest venues provided an exciting challenge to devise and execute.

With multiple events during the day to an immersive tasting for 500 guests, this was a chance to bring the new brew launch 'experience' to the staff of Carlsberg uk.

All in one of my favourite venues.







+ Carlsberg
Festivals & Bars

From conceptualising and producing bespoke Carlsberg Pilsner bars at the world's largest festival through to bringing a slice of Ibiza from San Miguel to a muddy field in the Cotswold's.

Festival Experiences

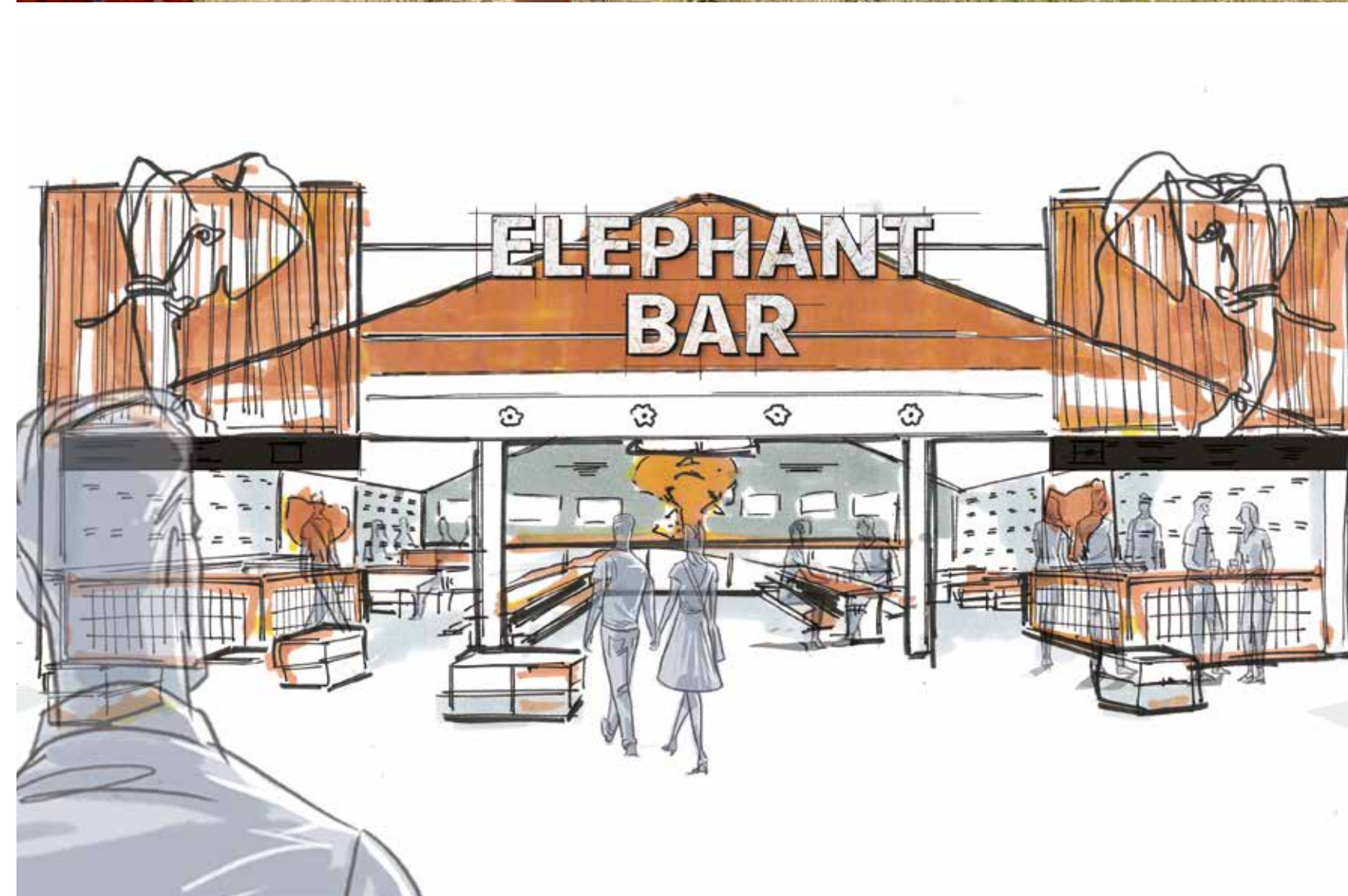
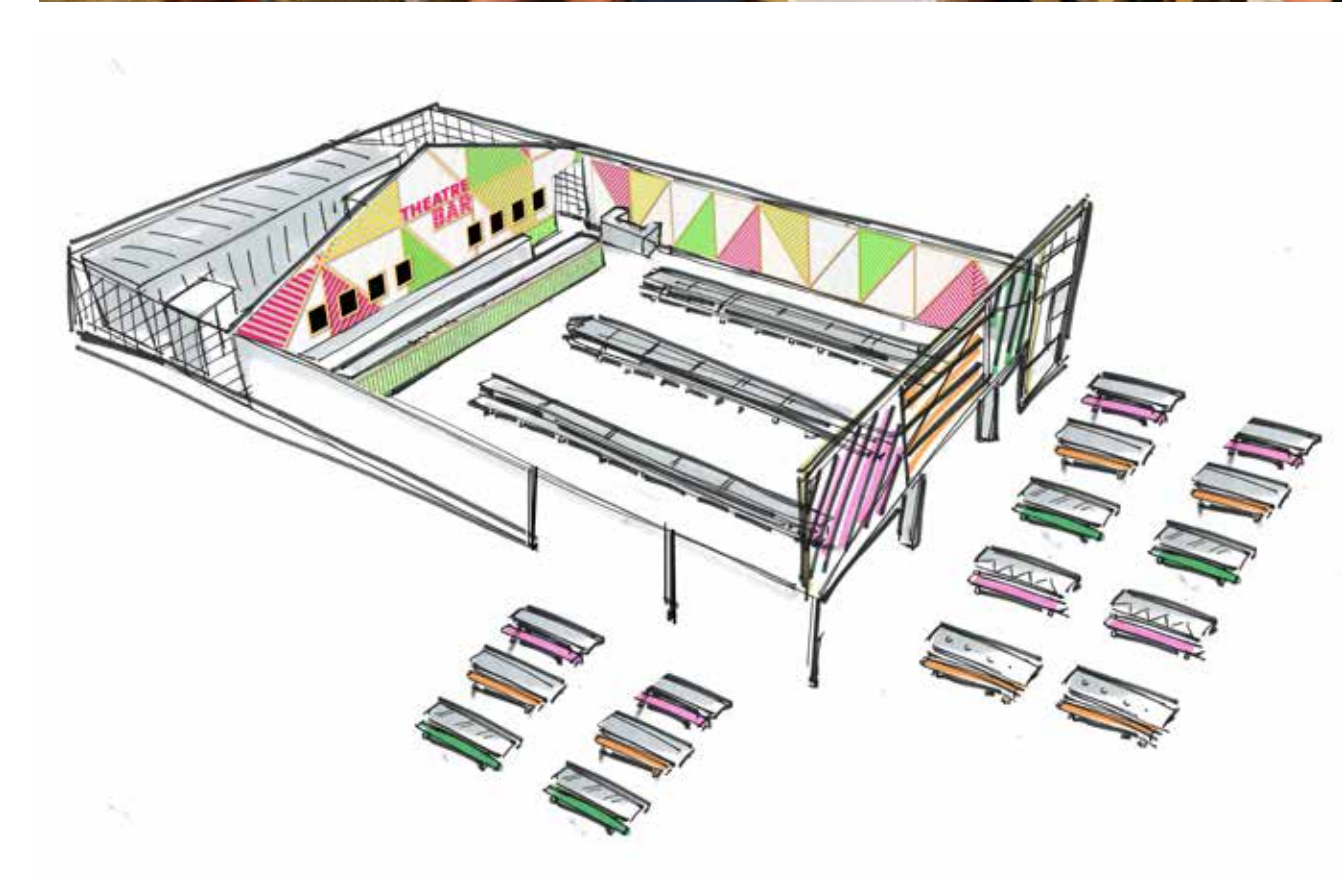
Carlsberg Bar Activations

From conceptualising and producing bespoke bars at the world's best festival through to bringing a slice of Ibiza to a field in the Cotswolds.

Shaped both by the ethos of the Glastonbury festival rich history and new direction of Carlsberg Pilsner, I activated bars across multiple sites designed encourage festival goers to choose Carlsberg brands as their festival beer of choice.

The activations increased product purchased across the festival and created some lasting images.

We even ran out of beer.



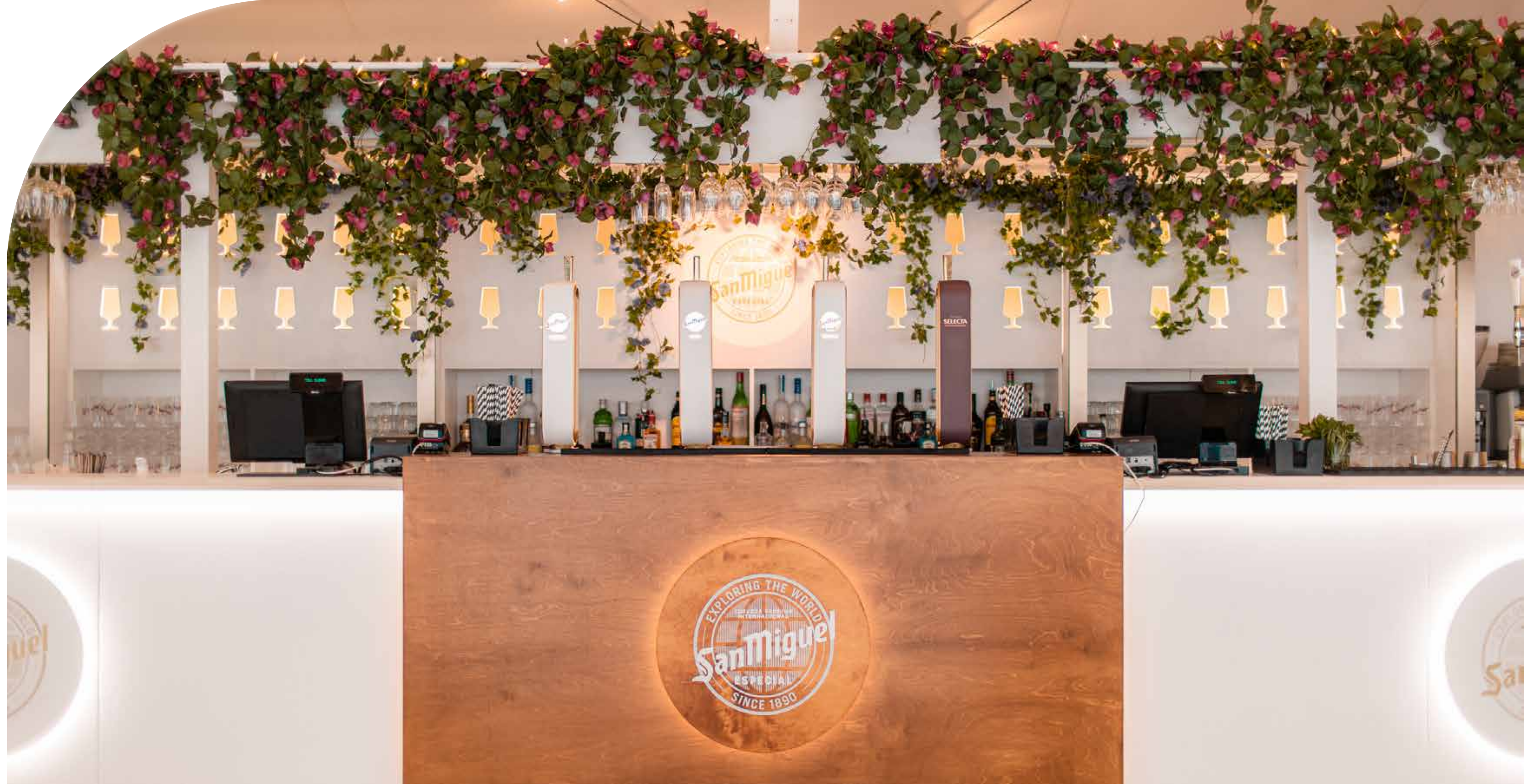
Festival Bars

San Miguel

Somerset House & Wilderness

For two summer I designed destination bars for San Miguel and Mahou at the iconic Somerset House on the banks of the Thames and Wilderness Festival. Each bar provided differing experiences based around Ibiza vibes.

A new bar for Mahou became the Madridian party Terraza, banging out tunes and beverages till the early hours, San Miguel provided a relaxed laid-back Ibiza vista for consumers to grab a drink and watch the sun set over the atrium stage.



Brand Activation

Mahou

Sundown Series

The Mahou Sunset sessions was a pop-up brand immersion for the biggest selling beer in Madrid 'Mahou Cerveza Especial'. A six-week programme of Madrid specific activity that centred around a bespoke Mahou bar in five different locations nationally. Each week consumers were invited to partake in a differing expert lead activation to immerse and inspire the attendee. Sessions ranged from Tapas making through to Madrid street art and Madrid acoustic sessions. At each event, visitors had the opportunity to sample pints of Mahou poured from the iconic font, which was a centre piece of each bar.





RETHINK RACING

W Series
Fan zones

Introducing W Series, the ground breaking women's racing series with a serious ambition - to change the face of motorsport. Quite literally.

Motorsport

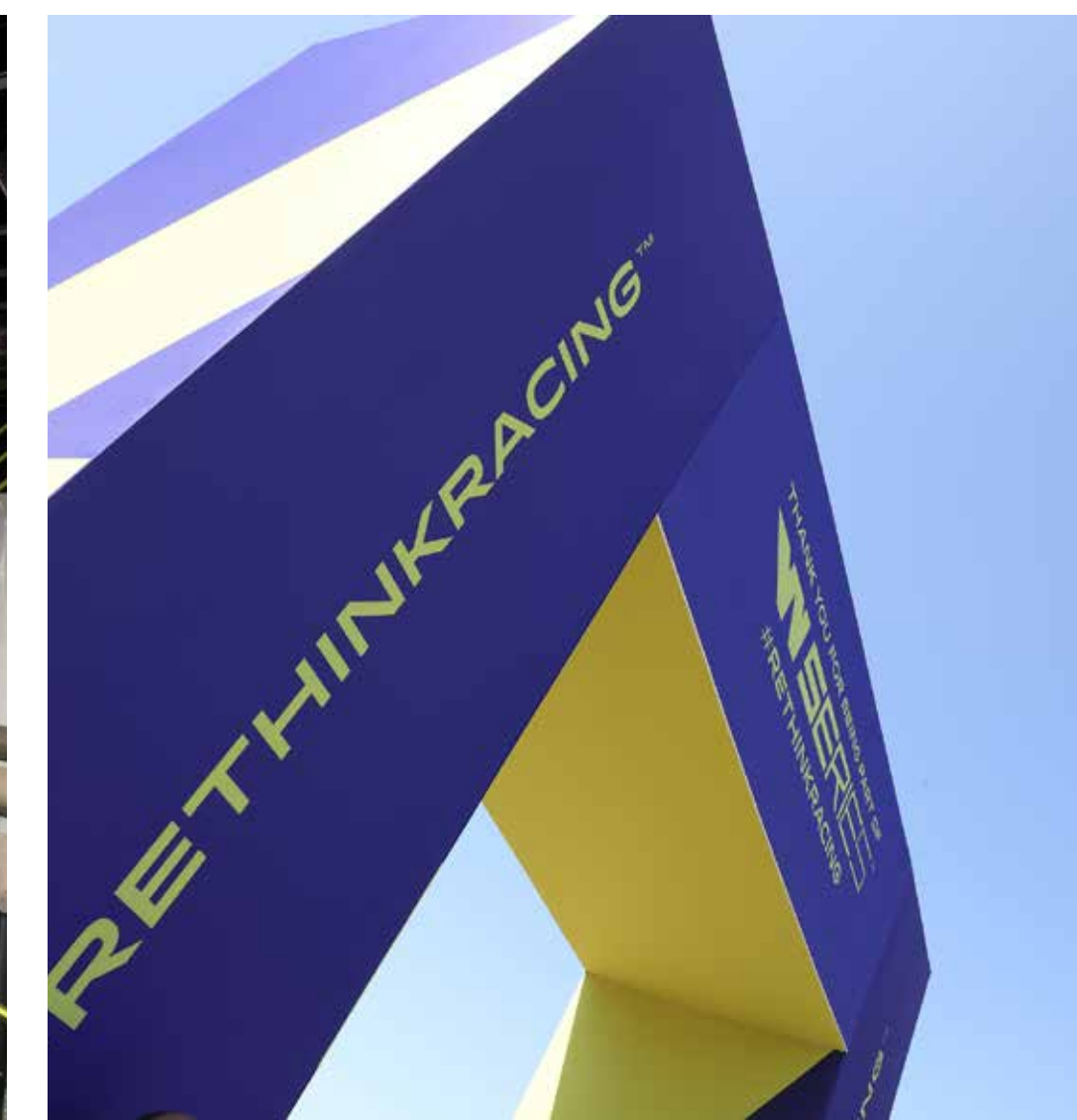
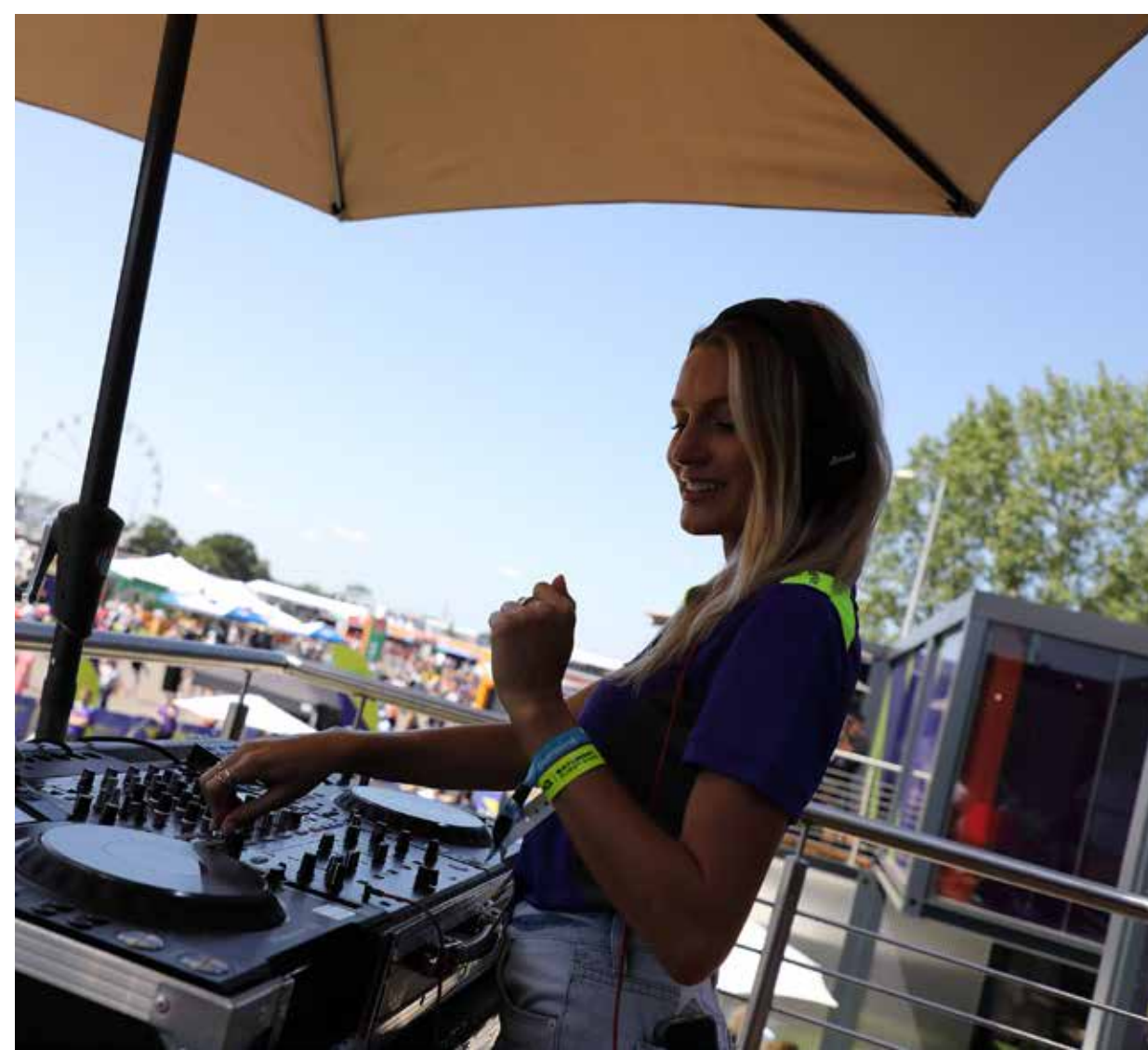
W Series

WHQ & Fan Zones

A hospitality and fan experience as innovative and ambitious as the race itself.

Modular in design, W HQ has toured Europe with the inaugural race series. On the outside its statement design attracts attention. On the inside a stimulating experience with a plethora of interactive elements to engage and educate racegoers on the ground-breaking movement in motorsports.

The connected Fan zone is a showcase and designed to be welcoming to all with multiple activations and live shows.



Launch

E1

Boat Launch & Series Reveal

Held at the Yacht Club de Monaco, with the waterfront as our backdrop, the VIP cocktail party celebrated the official launch of the RaceBird. Guests were immersed into the brand with a step & repeat for the perfect photo opportunity on arrival and a floating E1 Series logo in the centre of the venue's luxury pool. The RaceBird was revealed through a dramatic light show imitating the motion of the ocean, bringing to life the boat and creating that unforgettable reveal moment.





YOU SMILE. I SHARE

Samsung
Experience

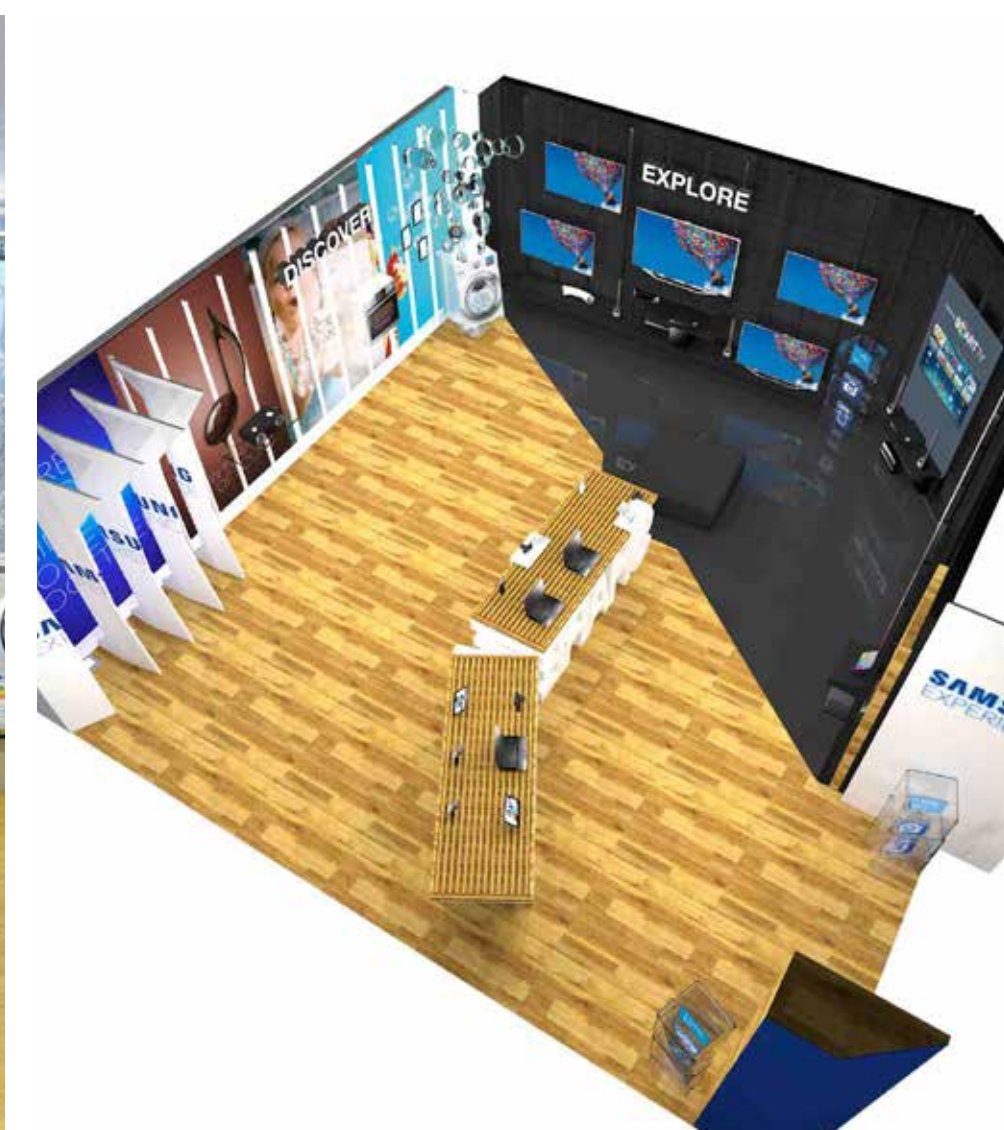
Presenting Samsung products in a new light with carefully selected hero product and a new tone of voice

Retail Design

Samsung Experience Stores

As well as implementing The Korean Samsung store design across the estate, I designed smaller concept stores based around lifestyle and use.

Modular in design, for a limited roll-out within the UK, these small concept stores were designed as a place to explore technology in a directly relatable way to the consumer. Hero products were selected and combined with the ability to digitally explore the full range of related products.





ROVING CAMPAIGN

Samsung
NX ROVER

"Are camera-welding robots the future of photography?"

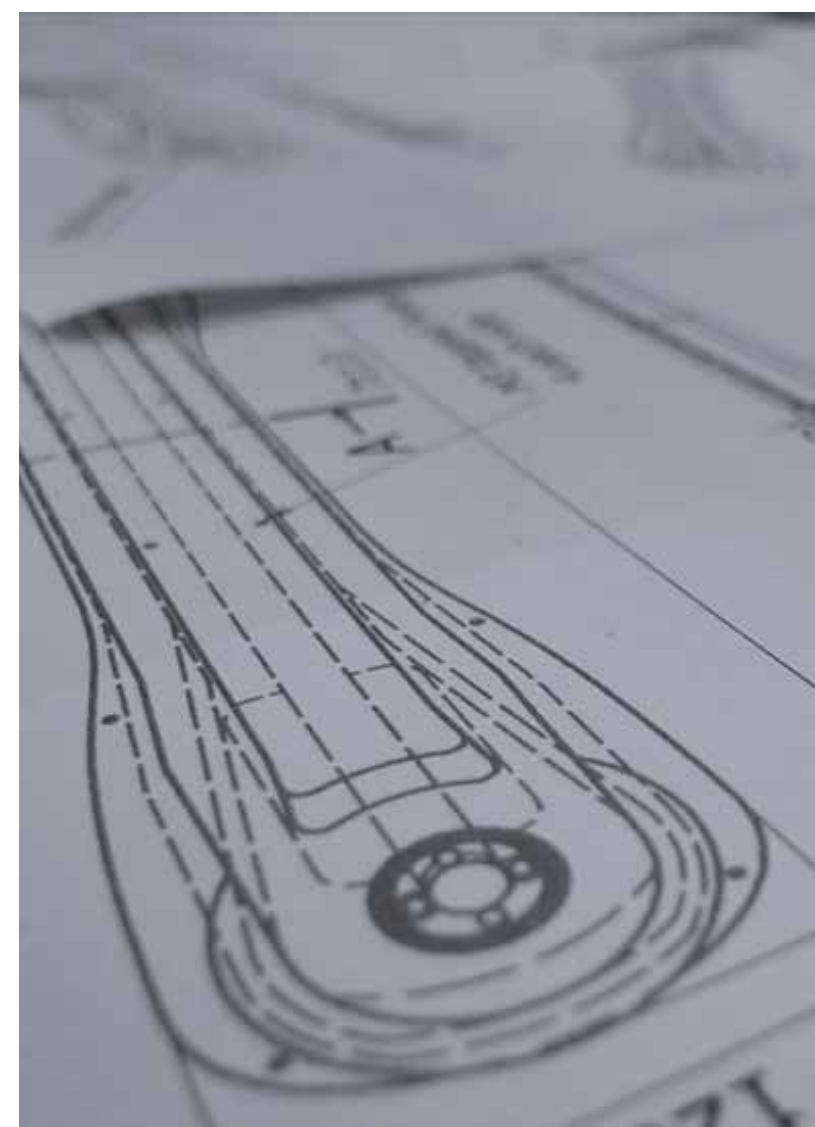
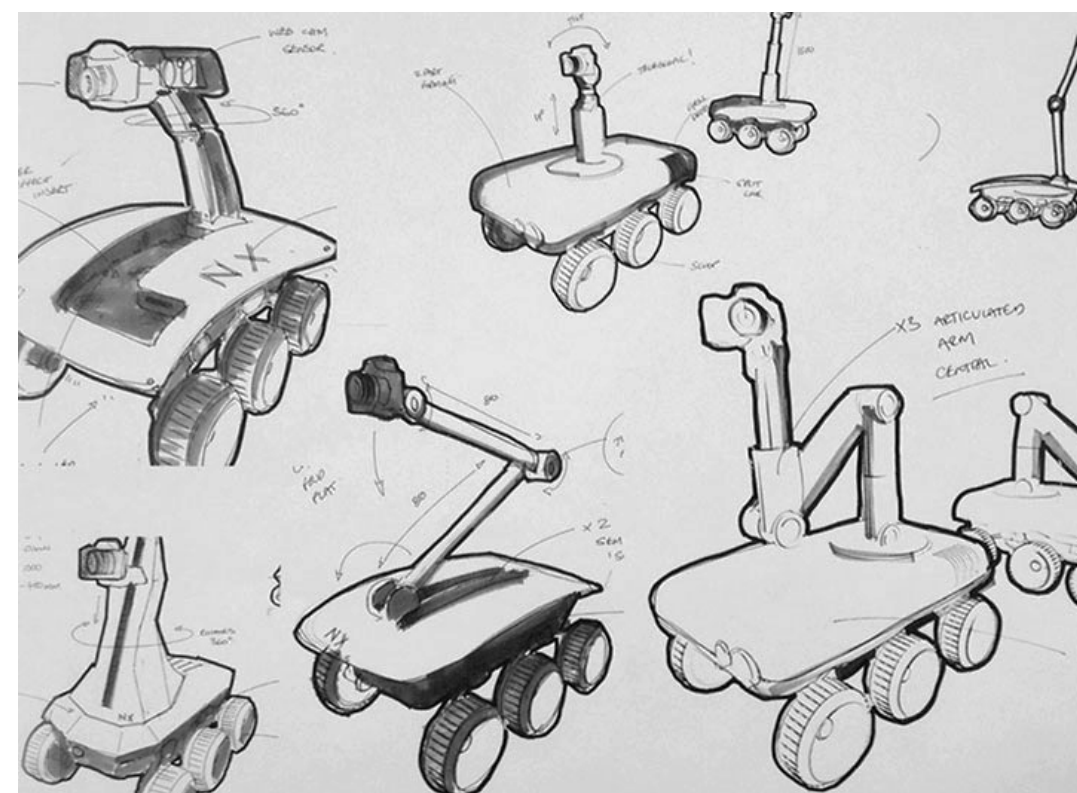
Advertising Campaign

NX Rover

SAMSUNG

To launch and showcase the NX camera for Samsung, we created a campaign in which guests virtually control the NX Rover at a number of global photo-shoots and had the HiRes images instantly delivered to their inbox.

In addition to working closely with strategists and art direction, I designed the NX Rover with the technical team to ensure the Rover's articulated arm and camera function was fully controllable from a remote desktop, requiring many hours of coding.



Scenic Design

Autosport

Autosport Awards 2017-22

"Autosport Awards is the motorsport industry's most prestigious awards event, the only one to celebrate achievement across all the major series of the sport"

The Awards recognise the achievements of established drivers and the industry's luminary leaders as well as accelerating the fortunes emerging talent and has an ever developing scenic design, lounges and guest experiences.



05

SAMSUNG GALAXY

SHOREDITCH STUDIO

OUT OF THE BOX

Samsung
Galaxy Studio

London pop up studio with a curated selection on partners from Defected to Fashion Force design to showcase what's possible with Samsung technology

Retail Design

Galaxy Studio

Working with Cheil we created a pop up in then newly created BOX PARK Shoreditch.

Curated Talent, Flexible Space

Rather than create another mobile store (which was the brief), we challenged the client and created blank canvas in to which we invited partners to offer a range of experiences around Samsung technologies, from fashion bloggers to artists to residency for Defected Records.





LIVE IN LONDON

Formula 1
F1 Live

"Where else could you have witnessed all ten F1 teams coming together for the first time outside a race weekend?"

Motorsport + Live experience

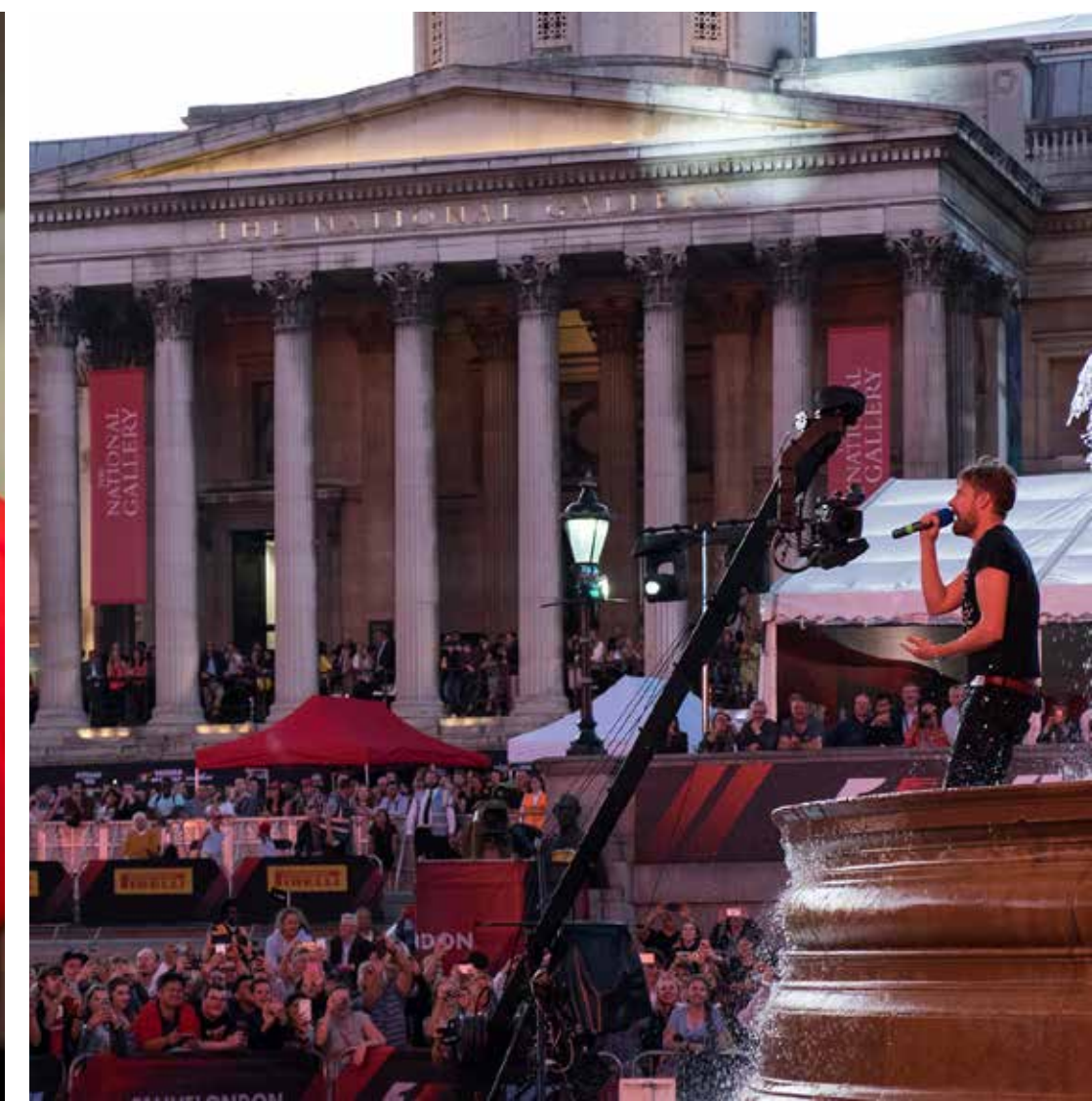
Formula 1

F1 Live

An experience that would engage the whole city and showcase F1 for new owners Liberty Media. With buy in from the local authorities, F1 Live incorporated core four events rolled into one.

F1 educational showcase, with local schools during the day. During the afternoon we staged a drivers walk and car run in Whitehall (which we had to tarmac afterwards).

In the evening, a fan festival and concert in Trafalgar Square, with bespoke VIP hospitality experience for 700 guests at the National Portrait Gallery.





Silverstone



A SPECTACULAR DRIVE

Silverstone
Lap of Lights

Born from lock down, this Christmas concept has grown into an exciting yearly event.

Public Show

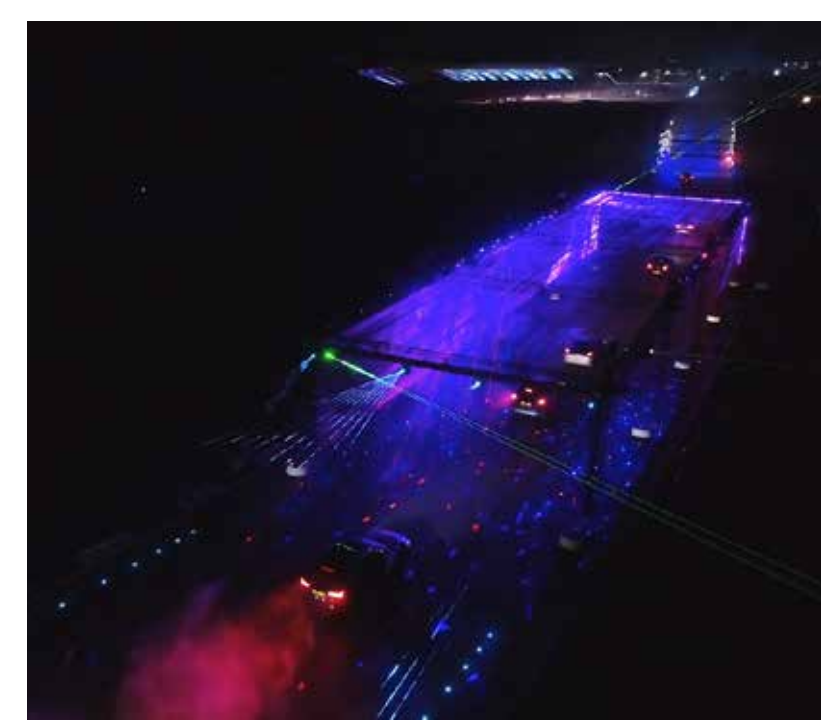
Silverstone

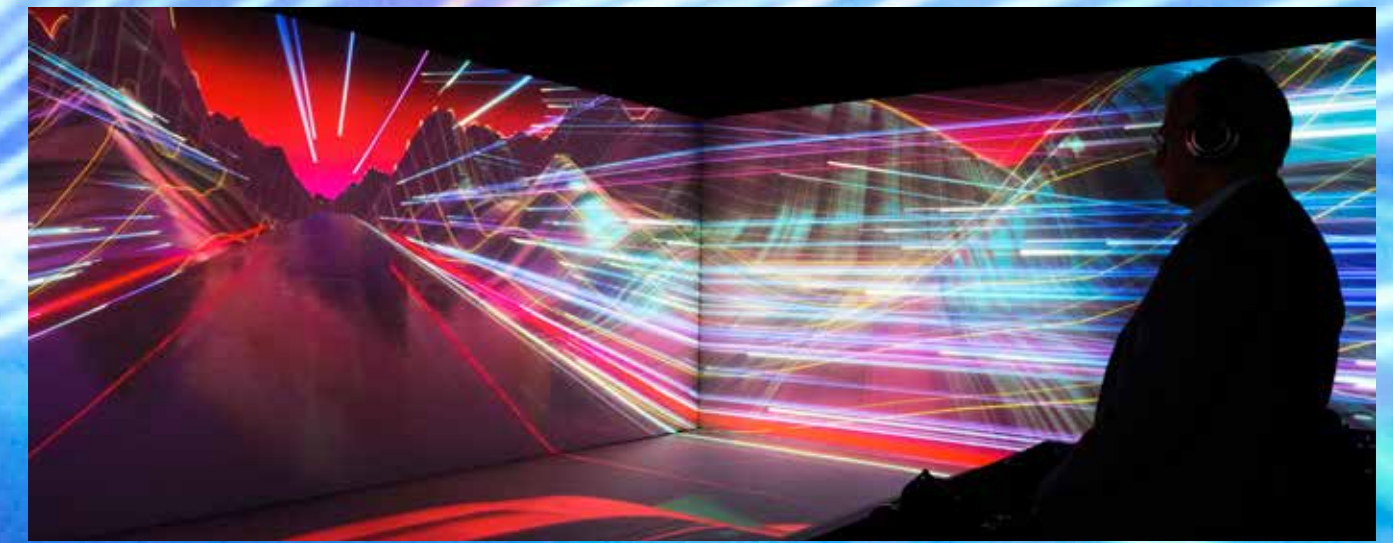
Lap of Lights & Lodge 2020-21

Silverstone Circuits

First developed as a response to lock down, on-site crew and technicians used 1120 lighting fixtures, 60 miles of cables and 48 lasers to turn this idea into a reality.

Returning in 2021, the event has grown with the addition of 'The Lodge' an experience which includes ice skating, food and family-focused activities from curling to axe throwing.





ELECTRIC DREAMS

JAGUAR
IPACE

IPACE 'ELECTRIFIES' IMMERSIVE EXPERIENCE FOR THE 2018 GENEVA MOTOR SHOW

Motor Show

IPACE

'ELECTRIFIES'

GENEVA

Designed to create an impact for the launch of the first all electric Jaguar IPACE at the Geneva Motor show and targeted global events. A fully immersive projection mapped space with bespoke content telling the story of IPACE from concept to road, with a VO from Mark Strong.

As well as the immersive experience guests would exit to discover the IPACE.





for taking the time...

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