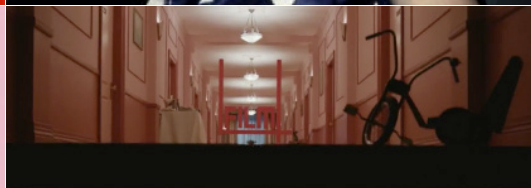
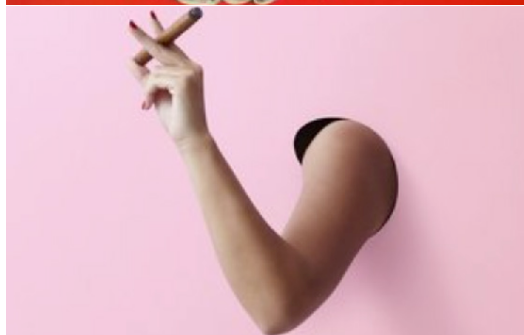


DESIGN CREATIVE LAB

Mon 24th July – Fri 28th July 2017



THE DESIGN CREATIVE LAB

The Design Creative Lab is an immersive week of design-focused workshops led by award winning creative talent. Workshop attendees will also be able to attend free of charge, a series of late afternoon sessions.

The Design Creative Lab is your chance to hone your existing talents as well as learn a broad range of core skills that underpin design creativity. You can attend all five days, or just one should you only want to concentrate on a specific area of expertise.

SUITABLE FOR

Anyone in the creative industry looking to develop a particular skill or to get inspired through learning and doing.

PRICING

Workshop + Late session £316+VAT members, £395+VAT non-members. Late session only - free to members, £16+VAT non-members.

PROGRAMME

Monday 24th July

9.30am – 4.00pm Workshop: Thinking Strategically About Design, Gill Thomas. 4.30pm – 6.00pm Late session with Kath Tudball, Design Director, The Partners

Tuesday 25th July

9.30am – 4.00pm Workshop: Presenting Creative Work, Tom Evans. 4.30pm – 6.00pm Late session with Bruce Duckworth, D&AD President, Co-founder, Turner Duckworth

Wednesday 26th July

9.30am – 3.00pm Workshop: Design Work(&Play) Shop, Jim Sutherland. 3.30pm – 6.00pm Late session with Craig Oldham, Founder and Creative Director, Office of Craig Oldham, Jim Sutherland, Founder, Studio Sutherland and Kelvyn Smith, Smith's Rules

Thursday 27th July

9.30am – 4.00pm Workshop: Branding. In Five and a Half Steps, Michael Johnson. 4.30pm – 6.00pm Late session with 2017 design Pencil Winners

Friday 28th July

9.30am – 4.00pm Workshop: Design Bravery, Dave King. 4.30pm – 6.00pm Late session with Stuart Radford, UK Creative Director, The Partners, followed by drinks

LATE AFTERNOON SPEAKER BIOGRAPHIES

Katherina Tudball, Design Director, The Partners

Kath is a multi-award winning designer with 15 years experience. After graduating from Central Saint Martins, she worked at Johnson Banks for over a decade. She has a keen interest in design education, as a regular visiting lecturer and speaker at CSM as well as external examiner for the Graphic Design and Illustration degree course at the Cass School, London Metropolitan University. Kath has appeared as a speaker at various events and is a regular design awards judge. She was elected as a D&AD Design Trustee in 2016 and now leads a design team at The Partners.

Bruce Duckworth, Co-founder, Turner Duckworth

Bruce started Turner Duckworth in 1992 fellow designer David Turner. With studios in London and San Francisco, Turner Duckworth is responsible for work that's won most of the world's top brand identity and packaging design awards including D&AD Yellow Pencils, the first ever Cannes Grand Prix for Design, and the first design company to have their work inducted into the CLIO Awards Hall of Fame. He's judged most of the best-known international design awards including, Foreman of Judges at D&AD and President of the Cannes Lions design jury and is now D&AD President.

Kelvyn Smith

Mr Smith is a craftsman, designer, typographer, printmaker, wordsmith and maker. He is of strong temperament and is chiefly concerned with good design, attention to detail, thorough practice and quality workmanship. He creates exquisitely crafted contemporary typographic printed matter using wood and metal type in his Letterpress workshop. 'Smith's Rules' is the philosophy applied to the work undertaken, less of a dogma – more of a guide: a series of starting points and restrictions implemented by the workshop materials themselves.

Craig Oldham, Founder and Creative Director, Office of Craig Oldham

Craig's work has been celebrated internationally on television, in press and books, exhibitions and festivals, and been described as "absolutely magnificent" by The Guardian; "passionate and impressive" by Deyan Sudjic, director of the Design Museum; "Superb" by Jeremy Deller; and "Terrific" by Ken Loach. He moonlights on committees, global awards juries, educational panels, as well as consults for arts festivals and was a former D&AD Trustee. In just over 10 years, Craig has won almost every industry award going and been named as one of the most influential designers working in the UK today.

Jim Sutherland, Founder and Creative Director, Studio Sutherland

Jim has worked in design for 26 years, founding Hat-trick design 13 years ago. Hat-trick became the number one awarded UK agency in 2012. He left in 2014 and set up Studio Sutherland. He's worked for clients including Royal Mail, British Heart Foundation, Natural History Museum, Kew Gardens and Williams Martini Racing. He's a visiting Professor in Design at Norwich University of the Arts. He's had over 75 pieces of work in D&AD, including a yellow and graphite pencil in 2014 for the storybook 'Hide & Eek!' and served on their executive board for 3 years.

Stuart Radford, UK Creative Director, The Partners

Stuart started his career at Fitch, Radley Yeldar and HGV working with Diageo, Barclays, Royal Mail and Unilever. In 1999 he co-founded Radford Wallis where he gained a reputation for highly creative work for clients including Land Securities, The Design Council, Aviva, Ted Baker, Royal Mail and D&AD. Stuart's work has been widely recognised by DBA Effectiveness, Design Week, The Drum, Benchmark, New York Art Directors, Cannes Lions and the D&AD. Stuart joined The Partners in 2011 and leads their London design team.

CONTACT

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D&AD is a registered charity in the UK
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