

Microsoft Surface partners with D&AD to find Extraordinary Solutions to the British Public's Everyday Problems



Microsoft Surface has partnered with D&AD and some of London's most creative talent to unearth and celebrate creativity within the British public.

As part of the partnership, British inventor Dominic Wilcox and some of the UK's most exciting creative talent including Hattie Newman, the Yarza Twins, Gaurab Thakal and Tom Harnett O'Meara, have each been challenged to create extraordinary solutions that solve some of the UK's most common everyday problems - in only six weeks.

The solutions will be brought to life through art, design, illustration, animation and more, and revealed during a dedicated three-day exhibition *Extraordinary Solutions for Everyday Problems*, which will take place as part of the prestigious "D&AD Festival" between 21-23 May. Guests will have the opportunity to get hands on with the innovative solutions, speak to the masterminds behind the inventions and get a bespoke behinds-the-scenes look at the creator's journeys.

Gillian Binks, Senior Category Manager for Microsoft Surface, said, "Surface devices have been designed to help unlock creativity in work, play and problem solving for everyone. We're excited to be partnering with D&AD and shining a spotlight on five up-and-coming creative minds to show how technology can facilitate great ideas and design innovations that solve everyday problems of people in the UK."

You can follow the journey of the creators on Microsoft social channels:

@Surface_UK

#CreatedOnSurface

#ExtraordinarySolutions

About the creatives

Dominic Wilcox

- Dominic Wilcox is an artist, designer, inventor and 'thinkeruper' who works within the territory of the 'everyday'
- His work, which is usually layered with wit, places a spotlight on the banal, always adding a new, alternative perspective on things we take for granted
- His work has been exhibited worldwide and sold in shops such as [Moss](#) in New York and Selfridges London. He has been commissioned to create artwork by people such as [Nike](#), [Esquire magazine](#) and Helena Christensen' [charities](#)

Hattie Newman

- Paper artist and set designer who creates for advertisements, magazines, galleries, websites, books and many other places around the world. Hattie's studio is a place where sketches and ideas quickly outgrow their pages and leap to life
- As well as practicing commercially, Hattie is also active in design education, giving frequent talks and workshops to adults, students and children
- Work includes; [Selfridges](#) festive window display, [HP](#) Sprocket paper animation and an animation for a [Childline](#) campaign

Yarza Twins

- Award-winning London-based graphic design studio run by Eva & Marta Yarza.
- Design achievements include being awarded a prestigious D&AD Pencil in Packaging Design 2018 and selected as 1 of the 15 most exciting designers under 30 by Print Magazine (2016).
- Work includes a collaboration with [Converse](#), a limited edition range of [Smirnoff](#) bottles and a series of [Adidas](#) advertisement campaigns

Thomas Harnett O'Meara

- Thomas Harnett O'Meara is a London based animation director
- Over the years he has won a number of animation and film awards for his work including ADC Young Guns award and a BFI Future Film Best Writer award
- He has worked with some high profile clients, including working on a the trailer for Wes Anderson's film [Isle of Dogs](#) and TV campaign for [Maynard's Bassetts](#)

Gaurab Thakali

- London-based artist and illustrator, originally from Nepal
- His designs have been taking the London music and skate scenes by storm, working with the likes of Skateboard Café, The New Yorker, commune, Church of Sound and Camden Town Brewery to name a few
- His signature artwork contains a vivid fusion of bold colours and strong lines

To find out more about the Surface family of devices, go to [Surface.com](https://surface.com)