

Five make the grade on to **Northwest RDA** design panel

By Gina Lovett

Five groups have been appointed to the Northwest Regional Development Agency's latest design panel. Manchester consultancies Glorious Creative, Mark Studio, Vivid and Hemisphere, as well as Liverpool group Kaleidoscope ADM have been selected from a shortlist of nine, distilled from 66 initial applications. The tender for the NWDA's third design panel, which will provide design services to help promote the region, was issued through the Official Journal of the European Communities last May (DW 30 May 2007). The five successful consultancies will now be able to pitch

for commissioned projects that will span business-to-business, corporate, tourism and place branding categories. NWDA head of marketing services Nigel Dove, who oversaw the selection process, says that the panel will be in place for a maximum of four years. 'We've deliberately kept the panel small because we want to make sure that all of the groups get work. It's easier to build relationships that way. We'll look at pitching out bulk jobs and aggregate pieces of work for a number of years. For example, with our cultural campaign we'll be putting out cinema and press advertising, but it will be for a

NWDA PANEL COMPOSITION

- Print** – eight consultancies and in existence for two years
- Event marketing** – currently being put together
- Design** – just finalised and comprising five consultancies
- Public relations** – existing panel
- New media** – under review

Airside devises visuals for new **BBC One** film



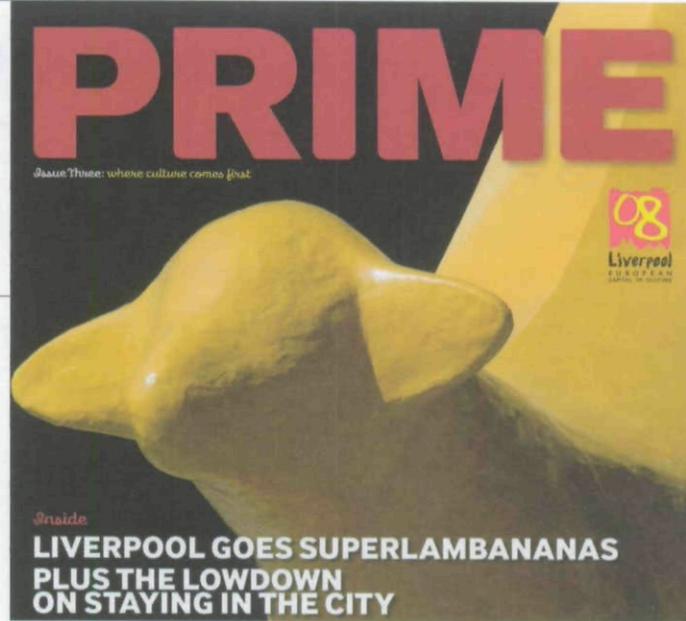
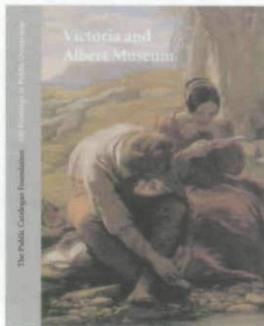
Airside is designing the opening and closing visuals for BBC One drama *The No 1 Ladies' Detective Agency*, directed by Anthony Minghella. The show (pictured), about Botswana's only female private detective, will be previewed on 18 March along with Airside's animations, and screened nationwide on 24 March. Making feature-length animations is part of Airside's long-term plan, says a company spokeswoman.

Inspired by the film's setting, Airside has used a warm colour scheme. The 20 designs depict five key scenes, each comprising four illustrations which show the main characters, says Airside designer Malika Favre. Favre continues, 'We took our inspiration from African shop signs, dress patterns and the reds and yellows of Botswana.'

'The show is a comedy, and the bright and saturated African

earth colours we are using suit the light-hearted mood of the programme,' she adds. Originally, Airside's brief was to design the closing credits but the BBC decided to open the drama with the rugged and action-packed drawings as well, in a 15-second introduction. The programme is based on the best-selling book series by Alexander McCall Smith. Airside won a pitch for the work last September.

The Victoria & Albert Museum's collection of more than 2500 paintings, including works by John Constable and Joseph Turner, is presented for the first time in a catalogue, designed by Sally Jeffery and published by The Public Catalogue Foundation. It shows paintings from the V&A's Asian, theatre and performance and the Museum of Childhood collections.



Front cover of North West culture magazine **Prime**, designed by Hemisphere Design and Marketing Consultants

considerable amount of time,' says Dove. He reveals that the tender process was 'rigorous', in that groups were asked to answer two strategic and corporate identity briefs – for the Kendal Mountain Film Festival and the Ancoats Urban Village regeneration project in Manchester – both incorporating implementation. According to Dove, the NWDA's in-house design team worked on the brief simultaneously, comparing external

entries to its own offerings to test external consultancies' understanding of key issues and audiences. But although the briefs undertaken by design groups as part of the tender were 'live, relevant examples', they may 'not necessarily be taken forward', says Dove. The NWDA is also putting together a new media panel, with groups including Manchester-based Love vying for a place. The development agency has so far received entries from 30 digital groups.

All of Us creates interactive suite for **Land Securities**

Property investment company Land Securities is launching an interactive marketing suite format by All of Us, to help sell space in its office buildings. 'The aim is to create a fully immersive experience that combines all the traditional aspects of a marketing suite in a subtler, more hi-tech way,' says All of Us design director Mickey Stretton. An illuminated table bears an etched map of the area and a scale model of the building, while embedded at one end is



an interactive console that allows sales agents to project presentations on to the far wall. The presentation is flanked on two sides by projections of views photographed from the top of the building. The first suite has just been installed in the recently refurbished Dashwood office block in London EC2. Land Securities appointed All of Us to its design roster in 2007, when it tasked the digital group with refreshing its website. The marketing suite is being created in conjunction with fellow rostered branding and graphics groups 300million and NB Studio.

IN BRIEF

R-Co has designed the identity for the AU\$1.4bn (£650m) **Melbourne Convention Centre** in Australia.



The Brand Nursery has appointed **Lynn Dorward-Benn** (pictured) as project director. She joins from marketing group Aylesworth Fleming.



K4 Creative has renamed and rebranded outdoor events company Capital VIP – which relaunched last week – as **All or Nothing**.



Consultancy **Very** has created an identity for London record company **Bread & Butter**.



People Will Always Need Plates has designed a range of plates and mugs featuring graphic renderings of famous Liverpool buildings, commissioned by organisers of the first **Design Show Liverpool**.



Carter Wong Design has created a brochure and website for energy trader **Vitol**, called **The Power of Partnership**.

HLW has been appointed by French lawyer **Gide Loyrette Nouel** to revamp the interiors of its new London offices at 125 Old Broad Street.

The new brand identity for WPP marketing services network **Wunderman** has been created by branding design consultancy **Lambie-Nairn**.

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