

# \* Truth



## BIRMINGHAM DESIGN FESTIVAL

\*Never has **truth** been a more important topic – new technologies have brought both great opportunity and stark new challenges. The word is most often used to mean *being in accord with fact or reality, or fidelity to an original standard*. But truth is also defined as an idea of truth to one's self, or authenticity.

Truth can be a difficult thing to face, discuss and implement – but over the three days of **Birmingham Design Festival** we're embarking on a quest for truth. Expect honest insights, talks confronting difficult subjects head-on, and a light shone upon topics often deemed awkward and uncomfortable.

6–8 June 2019  
**Event Guide**



# Contents

Introduction	<b>04</b>
This year's theme	<b>09</b>
Districts	<b>10</b>
Venues	<b>11</b>
Festival map	<b>12</b>

## Thursday 6th

Schedule	<b>14</b>
Speakers	<b>16</b>
Main event:	<b>18</b>
<b>Designing community</b>	

## Friday 7th

Schedule	<b>22</b>
Speakers	<b>24</b>
Main event:	<b>26</b>
<b>Celebrating storytelling</b>	

## Saturday 8th

Schedule	<b>30</b>
Speakers	<b>32</b>
Main event:	<b>34</b>
<b>Building bigger brands</b>	
Workshops, Tours, Screenings and Exhibitions	<b>38</b>
Digital Play	<b>42</b>
Best of Brum	<b>43</b>
What to expect	<b>44</b>
Our partners	<b>46</b>
Your festival team	<b>54</b>



Welcome to Birmingham Design Festival – a celebration of the dynamic design industry, held over three packed days and hosted in our own backyard.

For years Birmingham's vibrant creative scene existed with a festival-shaped hole – a design festival. In 2017 a group of Midland's based designers got together and decided to remedy this. The following year Birmingham Design Festival debuted with dozens of talks, workshops, screenings and exhibitions, inviting the local community and beyond to immerse themselves for four days of a jam-packed programme that was sure to delight and surprise.

Tired of the extortionate prices charged for design conferences and events, our goal is to provide an affordable experience for every visitor whilst still maintaining high quality. Most of the events at the Birmingham Design Festival are free to attend or very low-cost, meaning they're accessible to everyone regardless of their position on the career ladder.

#### Social media:

@designfestbrum  
#BDF2019

#### The schedule

Throughout the day, each of the hubs plays host to free talks delivered by designers from across the globe, offering a 40-minute insight into their careers and ideas.

Meanwhile, in other venues, we offer up screenings, workshops and tutorials allowing you to immerse yourself further into the design world.

Each day finishes with one of the main events, a series of talks delivered by some of the biggest names in the business, at one of our theatre venues.

#### The structure

To make the festival an immersive experience for every attendee we split 'design' into three key areas of study that we call 'Districts'. This allows us to create hubs across the city and engage audiences in close quarters, whilst showcasing some of Birmingham's beautiful creative spaces.

Inside each district is a series of satellite venues based around the main hub. This allows us to tailor each space for individual purposes such as screenings or exhibitions and for multiple events happening at the same time.

We hope you enjoy this year's festival.

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ORB

The creative  
universe is  
ever expanding.

We're always on the look out for people to  
join our network of brand builders.

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Digital Hub, The Old Library

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This year's theme:

The insight that makes  
a brief come to life?  
The talk you've attended  
that changed your views?  
The work that challenges  
how you think?  
All these have something  
in common...

TRUTH

This Summer of 2019,  
we're embracing our  
responsibility to  
ourselves and our  
industry by planning an  
honest and open festival  
which will challenge,  
inspire and maybe even  
surprise you!

Birmingham is a very honest city - rough around the edges maybe, self-deprecating and humble definitely. In an age which has seen truth questioned and deception utilised in many areas, we're more passionate than ever about truth... About finding honest insights and sharing them, about confronting difficult subjects head-on, and shining a light on topics which might be uncomfortable. We hope by setting truth as our central theme for BDF 2019 we'll be playing a small part in helping our corner of the creative industries become more transparent, helpful and genuine - a responsibility we all feel.

Truth has never mattered more, to our industry and our world. We're all fed up with showboating and glorifying with no mention of the realities of practicality and cost. We'll be bringing you a warts-and-all look at our industry through a diverse line-up of frank practitioners and speakers who will share their honest thoughts on that most elusive and important of subjects - truth.

Districts

# Graphic

BCU Parkside

Disciplines:

- Design for print
- Branding
- Photography
- Typography
- Illustration
- Advertising

Supported by:

Commercial

G . F

SMITH

1885 ONWARDS

F

FOILCO



BIRMINGHAM CITY  
University

# Digital

The Old Library  
and Mama Roux's

Disciplines:

- UX/UI Design
- Digital design
- Digital products
- Game design
- Design for film & TV
- Animation

Supported by:

DIGBETH

SUPER<sup>H!</sup>

šubstrakt



# Product

BCU STEAMhouseç

Disciplines:

- Interior design
- Product design
- Fashion
- Architecture

Supported by:







STEAM  
house

Powered by  
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SONY



IMPACT  
HUB

Birmingham

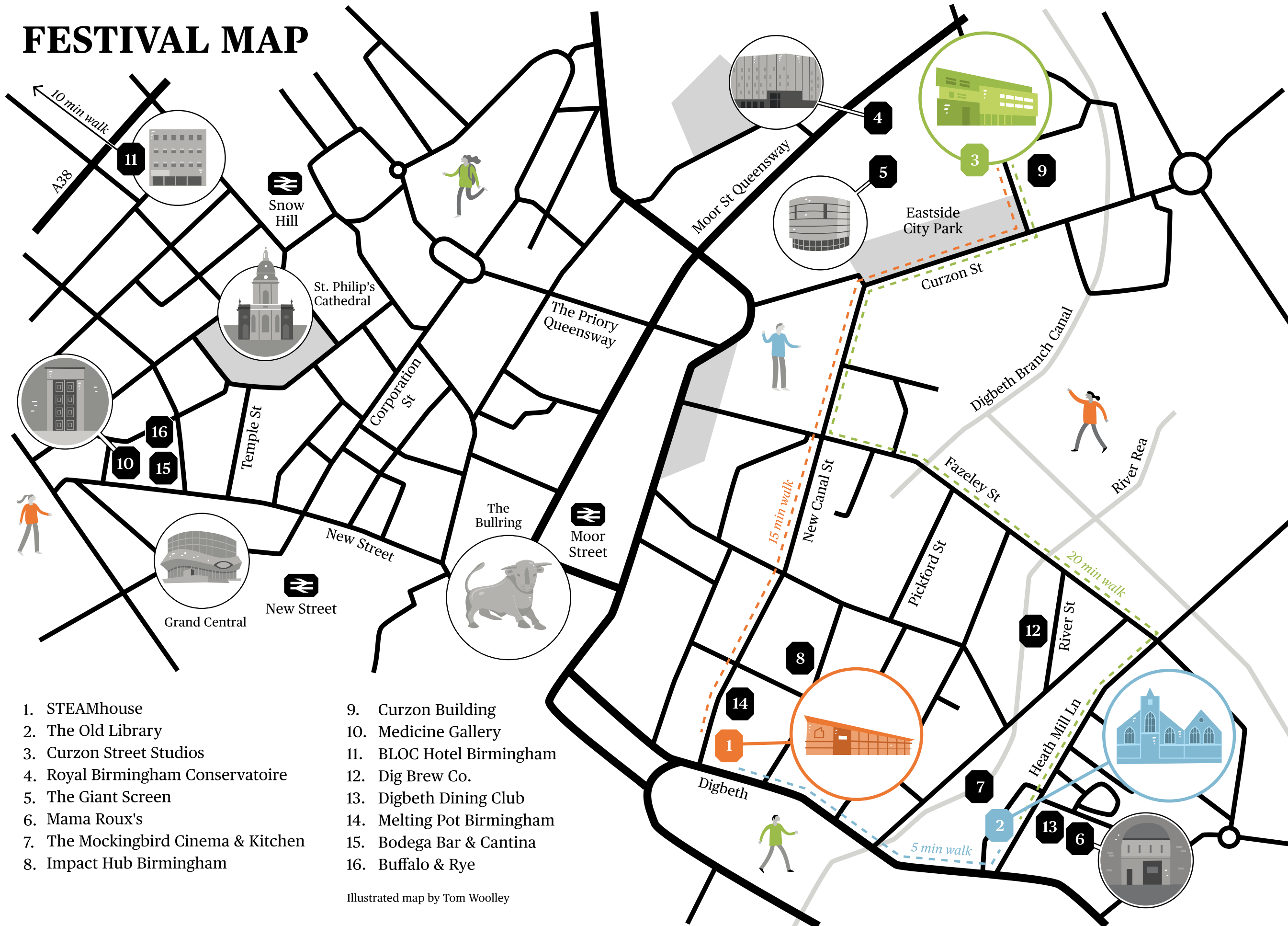
Venues



In 2019 BDF will span over 20 modern and historic venues across Digbeth and the city centre, including...

- BCU Parkside
- The Old Library
- BCU STEAMhouse
- The Giant Screen
- Royal Birmingham Conservatoire
- Custard Factory
- Mama Roux's
- Impact Hub
- Medicine

# FESTIVAL MAP



# Thursday 6th

	<b>Graphic</b> BCU Parkside	<b>Digital</b> The Old Library	<b>PLAY</b> presented by Mama Roux's For more information see page 42	<b>Product</b> BCU STEAMhouse
11:00	<b>ICBQ &amp; Fully Justified</b> <i>ICBQ magazine and Fully Justified</i>	<b>Luke Matthews</b> 383 Designing for the polar extremes of wealth	<b>Abigail Flores</b> <i>ustwo games</i> From Dreams to Pixels	<b>Anna Parker</b> <i>Intervention Architecture</i> Do bricks really talk?
12:00	<b>Extinction Rebellion</b> This is an Emergency	<b>Eriol Fox</b> Ushahidi Designing for crisis – Research in emergency services and international disaster relief aid	<b>Toshi Omagari</b> Monotype The Forgotten Masters of Videogame Typography	<b>Imbue</b> An Artist as a Brand
13:00	Break			
14:00	<b>Tracey Thorne</b> <i>Ghost Streets</i> Big tings a gwaan down di street	<b>Bianca Berning</b> Dalton Maag The Future of Type	<b>Richard Newbold</b> Frontier Why are videogames so hard to make?	<b>Sam Pierpoint</b> Illustrator & paper artist Paper worlds and conscious creativity
15:00	<b>Joy Nazzari</b> <b>Patrick Eley</b> <i>dn&amp;co</i> Finding new truths for old places	<b>Tina Touli</b> Tina Touli Studio Blending the physical and the digital world	<b>Event TBC</b>	<b>Alessandro Columbano</b> Birmingham School of Architecture and Design  <b>Ruth Claxton</b> Artist From Pub to Production Space
16:00	<b>Alice Tonge</b> 4creative The first draft of anything is shit	<b>Jane Anderson</b> <b>Ally Standing</b> Birmingham City University  <b>Adrian Franklin</b> Aula Wait, remind me who we're designing for?	<b>Liam Wong</b> A Journey of Style	<b>Anna Burles</b> Run for the Hills Interior designers: What are they good for?
17:00	Break			
19:00	<b>Main Event:</b> @ Mama Roux's  <b>Designing community</b>			
		<b>Wes O'Haire</b> Dropbox/Blacks Who Design  <b>Perrin Drumm</b> AIGA	<b>Chris Do</b> Blind/TheFutur  <b>Milan Moffatt</b> SuperHi	



# Speakers

## Graphic



### ICBQ

Magazine

ICBQ is a magazine led by a group of final year graphic design students at Falmouth University. It celebrates and investigates the unseen and unused work of graphic designers and other creatives in the industry.



### Fully Justified

During their last year at Falmouth University, Eleanor and Emma wanted to approach and develop an understanding of the under representation of women within the design industry.



### Extinction Rebellion

Extinction Rebellion is an international movement that uses non-violent civil disobedience to achieve radical change in order to minimise the risk of human extinction and ecological collapse.



### Tracey Thorne

Founder of Ghost Streets

Ghost Streets delivers arts and culture projects working with communities. Tracey fuses together the act of walking the streets to discover alternative ways to navigate and think about places, exploring themes connected to 'freedom and space'.



### Joy Nazzari

Founder of dn&co

Joy is the founder of dn&co, a brand consultancy inspired by culture and place, and the team behind the reinvention of some of London's most remarkable areas.



### Patrick Eley

Creative Director of dn&co

Patrick is creative director of dn&co. With nearly 20 years in the industry, he has wide-ranging experience across all disciplines of design – from static print and moving image to wayfinding and immersive environmental.



### Alice Tonge

Head of 4creative, Channel 4

Alice Tonge is 4creative's first female creative leader. She will share a series of methods she uses to create and craft bigger, better, more beautiful ideas. Amongst other projects, she will share her experience working on the 2016 Paralympics campaign 'We're the Superhumans', which won two D&AD black pencils.

## Digital



### Luke Matthews

Experience Designer at 383

Luke works at 383 in Birmingham as an experience designer, helping lead the Human Centred Design process and working closely with a wide variety of clients to uncover product opportunities, using design to solve problems for real people.



### Eriol Fox

Product & UX Designer at Ushahidi

Eriol is a product & UX designer (via a fine art degree) who has worked in-house roles for 9+ years. Now working at Ushahidi, a humanitarian, non-profit technology leader, developing open-source, digital tools to help people with better democratic process, human rights issues and in the event of natural and human-made disasters.



### Bianca Berning

Creative Director at Dalton Maag

Bianca is a designer and engineer based at the intersection of typography, type design and technology. She is creative director at font foundry Dalton Maag and active member of Alphabettes, Association Typographique Internationale (ATypI) and the Unicode Consortium.



### Tina Touli

Creative Director  
Tina Touli Studio

Tina Touli is a creative director, graphic communication designer, maker, speaker and educator. She currently runs her own London based award-winning multidisciplinary studio, and teaches at Central Saint Martins, University of the Arts London.



### Jane Anderson

Lecturer in Graphic Communication at Birmingham City University

Jane is a lecturer in Graphic Communication at Birmingham City University's School of Visual Communication. She is also a freelance designer with over 17 years industry experience in brand and visual identity, illustration, packaging, design for print and photography.



### Ally Standing

Lecturer in Contextual Studies at Birmingham City University

Ally Standing is a Lecturer in Contextual Studies at Birmingham City University. She is a Birmingham-based visual artist and writer, with a psychogeographic, interdisciplinary practice, exploring ideas surrounding the built environment.



### Adrian Franklin

CPO & Co-founder of Aula

Adrian is CPO and co-founder of the education startup Aula. With degrees in product design and management, Adrian first worked in luxury re-brandings and fragrance products before founding and designing his own technical sportswear clothing line.

## Product



### Anna Parker

Founder Intervention Architecture

Anna Parker is IA's founding Director, a qualified Architect who has gained experience in a number of renowned architecture practices within the UK, leading a variety of residential, education and commercial projects from conception to completion.



### Imbue

Artist

Imbue talks about his balance of business and creativity as an artist. How to brand yourself, find your audience and thrive as an artist in the internet age.



### Sam Pierpoint

Illustrator & Paper Artist

Sam is a Bristol-based independent illustrator and paper artist. Her paper sculptures are used both commercially and artistically, for a variety of different purposes ranging from ad and awareness campaigns, set design, editorial and publishing.



### Alessandro Columbano

Senior Lecturer at Birmingham School of Architecture and Design

Alessandro is a senior lecturer at the Birmingham School of Architecture and Design, Birmingham City University. He co-established and leads the Collaborative Laboratory (Co.LAB) a design and research initiative within the school that integrates teaching with practice through live projects, staff research and design consultancy.



### Ruth Claxton

Artist

Ruth Claxton is an artist. Her work has been presented nationally and internationally by galleries and projects including Ikon Gallery and Whitechapel Gallery. She has work in the Arts Council Collection, and in 2012 she won the Arts Foundation's Yoma Sasburg Sculpture Fellowship.



### Anna Burles

Creative Director & Founder of Run for the Hills

Anna Burles runs an award-winning boutique interior design studio in West London called Run For The Hills, specialising in the design of highly original and conceptual commercial and residential spaces. Her interiors are full of individuality, innovative surprises and hidden creative touches, styling modern and traditional spaces in conceptual ways.



## Wes O'Haire

Product Designer for Dropbox,  
Founder of Blacks Who Design

Wes O'Haire is a product designer for Dropbox, where he's helping design a more enlightened way of working. Before joining Dropbox, his work spanned designing products for Nike, Hudl, and several startups. He also founded Blacks Who Design, a directory that highlights Black designers. He cares about the future of technology, mentorship, and diversity in tech.



“Truth in design is about learning to listen to what is desired, what is needed and finding where the two meet.”



## Chris Do

CEO and Chief Strategist of Blind  
and the Founder of The Futur

Chris Do is an Emmy award-winning designer, CEO and Chief Strategist of Blind and the founder of The Futur – an online education platform that teaches the business of design to creatives.

Thursday main event:

# Designing community



“Truth in design isn't always expressed in Helvetica.”

## Perrin Drumm

Founder & Director of  
AIGA Eye on Design

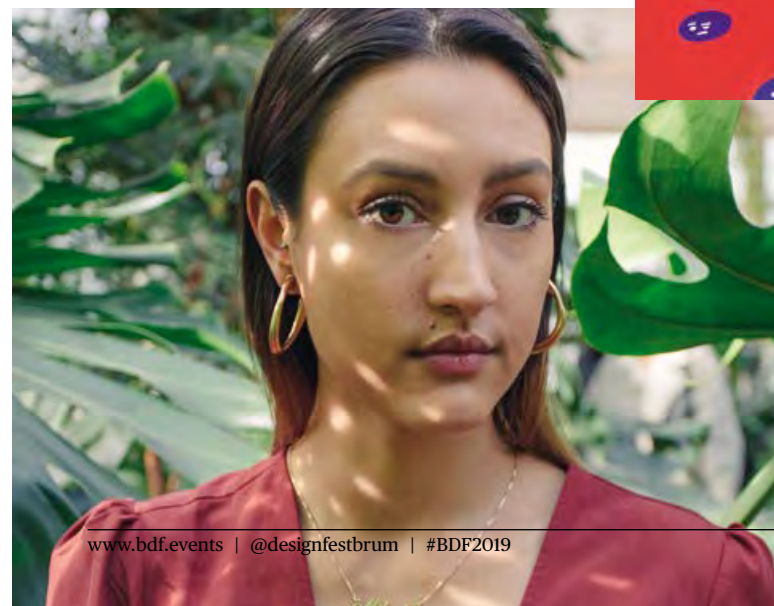
Perrin lives in Brooklyn and works as a writer and editor, a job you'd think is pretty safe, but in the past few years she's been thrown from her bike twice, torn her rotator cuff, and undergone minor toe surgery. Keep your fingers crossed for her.



## Milan Moffatt

Design Lead at SuperHi

Milan Moffatt is a designer, educator and mentor based in New York City (or anywhere in the world with a solid WiFi connection). She leads all things design at SuperHi, an online school and community helping creative people from 80+ countries learn new skills and grow in their careers.



—

“ALL THE PARTS  
OF A CONFERENCE  
SPEECH THAT DON'T  
APPEAR IN THE  
TWITTER QUOTES”

—

# Friday 7th

	<b>Graphic</b> BCU Parkside	<b>Digital</b> The Old Library	<b>Product</b> BCU STEAMhouse
11:00	<b>Nick Asbury</b> <i>The truth about what writers think of designers</i>	<b>Kirsty Joan Sinclair</b> <i>FutureGov</i> Walls and bodies in service design – making your work visible and tangible to help your team	<b>Steve Webb</b> <i>Webb Yates</i> <b>Maria Smith</b> <i>Interrobang</i> Branching Out
12:00	<b>Bryan Edmondson</b> SEA Identity & No Bullshit	<b>Chappell Ellison</b> Huge Too Much Damn Content	<b>Rob Nield</b> Arup Honesty in Structural Design
13:00	Break		
14:00	<b>Dan Rhatigan</b> Adobe Hot Type	<b>Brendan Dawes</b> Artist The Art and Beauty of Data	<b>Felix Ackermann</b> <b>Toby Hextall</b> MOO Imagining it Better
15:00	<b>Cat Powell</b> Artfelt All Hospitals Look the Same. Don't they?	<b>Kota Kobayashi</b> ustwo	<b>Jon Marshall</b> Pentagram Industrial design: Are we damaging the environment?
16:00	<b>Michael Johnson</b> Johnson Banks Keep having great ideas. And survive in the creative business.	<b>Vanessa Dewey</b> Adobe Do you miss being creative?	<b>Shu-Ting Huang</b> <b>Bruno Schillinger</b> Kano Re-imaging technology for the future generation
17:00	Break		
19:00	<b>Main Event:</b> @ The Giant Screen  <b>Celebrating storytelling</b>		
	<b>Erica Dorn</b>  <b>MinaLima</b>		
	<b>Mike McGee</b> Framestore  <b>Gavin Strange</b> Aardman Animations		



# Speakers

## Graphic



### Nick Asbury

Nick Asbury is a writer for branding and design. Recent projects include Sideways Dictionary (a dictionary explaining technology using analogies, created with Google); Dear World and Yours Cambridge (a fundraising campaign for Cambridge University led by Johnson Banks).



### Bryan Edmondson

SEA

Bryan Edmondson is a British graphic designer and founder of independent design consultancy, SEA. Over the past two decades SEA has attracted some of the world's most influential brands across all sectors.



### Dan Rhatigan

Adobe

Dan Rhatigan works with Adobe Type in New York as the Senior Manager for Adobe Type Development. He has almost 30 years of eclectic experience in various parts of the design world as a typesetter, graphic designer, typeface designer, and zine publisher.



### Cat Powell

Artfelt

Cat is celebrating 10 years as head of Artfelt at Sheffield Children's Hospital. Under her management, the project has grown to be a leader in its field; transforming the hospital and helping children recover in spaces tailored to them. Championing the impact art can have on health.



### Michael Johnson

Johnson Banks

Michael Johnson has pretty much seen it all. He's had nine jobs and was fired from three of them, before deciding he'd become unemployable. He started Johnson Banks in London 26 years ago.

## Digital



### Kirsty Joan Sinclair

FutureGov

An experienced service designer with a background in UX and product design, Kirsty designs services for the public sector with the people who use them. Working on end-to-end process and diving into detail, Kirsty uses her skills in visualising ideas, analysis of research and prototyping to bring new and useful ways of working to her teams.



### Chappell Ellison

Huge

Chappell Ellison is a content strategist at the Brooklyn-based digital agency Huge, a UX writing teacher at the School of Visual Arts, and the co-editor of Design for People. She's also a former graphic designer and recovering civil servant.



### Brendan Dawes

Artist

Brendan Dawes is an artist exploring the interaction of objects, people, technology and art using form and code with an eclectic mix of digital and analogue materials. Author of two books on interaction design, his work is featured in the permanent collection of New York's Museum of Modern Art and has been 3D printed on the International Space Station.



### Kota Kobayashi

ustwo

Kota provides design leadership across projects and practice at ustwo's London Studio. Before moving to London, he lived and worked in New York City where he gained a multitude of design experience. His work lies in the intersection of brand, product, and technology. He aims to bring useful and delightful experiences to all products that he touches.



### Vanessa Dewey

Adobe

Throughout her career, Vanessa has been driven by three things: cultures, connections, and communities. She continually looks both outward and inward to foster inspiration, forge creative communities and encourage risk-taking, curiosity and bold action.

## Product



### Steve Webb

Director at Webb Yates

Steve started his career as a site engineer for the Jubilee Line Extension, gaining first-hand experience of site issues and subterranean construction in London. He went on to work at Whitby Bird and Sinclair Knight Merz and Santiago Calatrava, where he worked on prestigious projects including Wembley Arena and the Turning Torso tower in Sweden.



### Maria Smith

Interrobang

Maria is an architect and founding director of architecture and engineering practice Interrobang. Interrobang was founded with engineers, Steve Webb and Andy Yates of Webb Yates Engineers in order to make extraordinary contributions to the built environment through a genuinely transdisciplinary design process.



### Rob Nield

Associate at Arup

Rob is a structural engineer with a passion for creating innovative, efficient and elegant structures. Having worked with some of the best architectural practices throughout his career he has developed award winning structural designs on projects around the world ranging from solid stone staircases to air traffic control towers and railway stations.



### Felix Ackermann

Lead Product Designer at MOO

Felix Ackermann is the lead designer in the Product Design team at MOO, bringing a huge wealth of print and paper knowledge to the team from his prior life in graphic design. The MOO notebook product line was conceived by Felix, who felt that there was the opportunity to imagine it better through useful design and beautiful detailing.



### Toby Hextall

Director of Product Design at MOO

Toby Hextall is the Director of Product Design at MOO leading the team tasked with concepting, creating and delivering all of MOO's products and packaging. Toby conceived MOO's Cotton Business Cards made of t-shirt offcuts and worked with partner Mohawk Fine Papers to bring the product to market.



### Jon Marshall

Pentagram

Jon Marshall is an industrial designer whose work fuses product design with strategy, branding, packaging and digital experiences. In 2012 he co-founded and directed industrial design consultancy Map. In 2018 he joined Pentagram's London office as a partner. He has created products and user experiences for some of the most innovative companies in the world including global brands like Google and IBM.



### Shu-Ting Huang

Kano

Shu-Ting is a London-based UX designer passionate about making emerging technologies accessible to the public. She formerly worked as an interaction designer of a home robot, looking at the applications and social implications of machine learning technology. Right now she works at Kano Computing focusing on STEM/STEAM products for children.



### Bruno Schillinger

Kano

Bruno Schillinger is a product designer with a focus on combining form and detail with creative and informed design processes to create thoughtful and innovative products. After working for several London design studios Bruno has spent the last 4 years working as lead product designer at Kano computing, delivering new ways for people of any age to make, play and learn with technology.





## Gavin Strange

Director & Designer at  
Aardman Animations

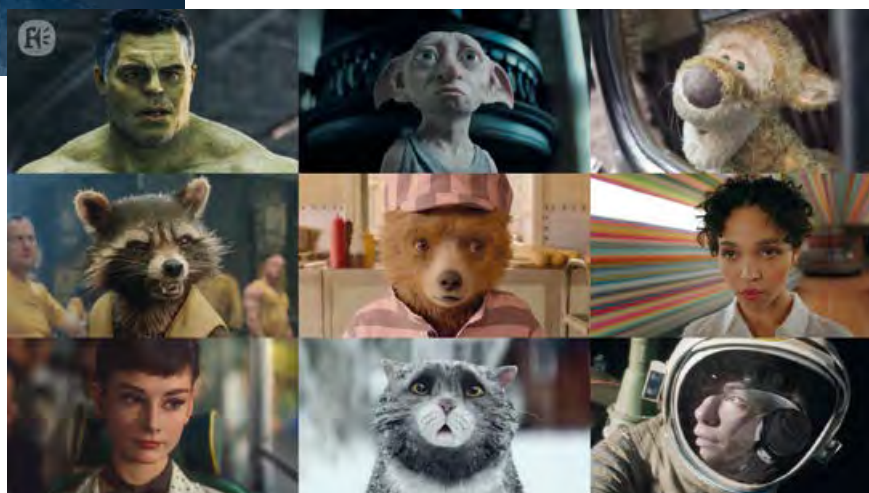
By Day, Gavin is a Director and Designer for the UK's beloved creative studio Aardman Animations. By night he goes under the alias of JamFactory, indulging in all manner of passion projects, from filmmaking to illustration, toy design to photography. In 2016, after speaking at the prestigious Do Lectures, he wrote the book 'Do Fly', a motivational mantra published by The Do Book Co & Chronicle Books. He co-founded the contemporary design store 'STRANGE' with his wife Jane and even appears in CBBC's art-themed TV show 'Art Ninja'.



## Mike McGee

CCO and Co-founder of Framestore

Framestore Chief Creative Officer and Co-founder Mike McGee has been in the VFX industry for over 25 years. Framestore is an Oscar-winning creative studio, dedicated to creating extraordinary experiences and combining world-leading craft and relentless creativity with tomorrow's technology.



## Mina Lima

The Wizarding World  
of Harry Potter

Eduardo Lima and Miraphora Mina joined forces in 2002 to take up the artistic challenge that was proposed to them: to imagine and create the graphic universe of the Harry Potter film series. Since then they have shared a common artistic passion and have developed the entire graphic style of all the Harry Potter movies.

Friday main event:

# Celebrating storytelling

(Design for Film & TV)



## Erica Dorn

Graphic Designer & Illustrator

Erica Dorn is a graphic designer and illustrator. Having started her career in traditional advertising and branding contexts, she now works in cinema, working closely with directors and production designers to create bespoke visual worlds for television and cinema.



Truth matters...

WITHOUT TRUTH,  
WE ERODE THE INVISIBLE  
BUT CRITICAL SOCIAL  
CONTRACTS WE HAVE  
WITH EACH OTHER, OUR  
GOVERNMENTS AND  
ORGANISATIONS

Typeface designed by: David Henshaw  
from Birmingham City University

Jacob Dutton  
Speaking at  
The Old Library  
Saturday 8th at 15.00



# Saturday 8th

	<b>Graphic</b> BCU Parkside	<b>Digital</b> The Old Library	<b>Product</b> BCU STEAMhouse
11:00	<b>Paul Barnes</b> <i>Commercial Type</i> Commercial Classics: The Past is the Present	<b>Trish Thomas</b> <i>Southbank Centre</i> The truth about prioritisation: is it a dirty word in the arts & culture sector?	<b>Oliver Brunschwiler</b> <i>FREITAG</i> Sacred recipes for intelligent, creative and entrepreneurial enlightenment
12:00	<b>David Wall</b> <i>WorkGroup</i> Three truths about running a design studio	<b>Paul Woods</b> <i>Edenspiekermann</i> Assholes, Egomania & Great Work	<b>Mike Dring</b> Birmingham - Pioneer City
13:00	Break		
14:00	<b>Katherina Tudball</b> <i>Superunion London</i> Behind the curve: The story of BBC Two's first rebrand in 25 years	<b>Michael Morgan</b> <i>Animator</i> Animate your World!	<b>Mike Roberts</b> <i>Green Room Design</i> Driving brand affinity through abstracted emotional recall
15:00	Kerning the gap. The conversation — <b>Craig Oldham</b> <b>Merle Hall</b> <i>Kinneir Dufort</i> <b>Sweta Pathak</b> <b>Ollie Purdom</b> <i>Health Unlimited</i> <i>McCann</i> <b>Laura Jordan-Bambach</b> <i>Mr President/SheSays</i>	<b>Jacob Dutton</b> <i>McCann</i> Why designers will be the CEO's of the future	<b>Adam Cox</b> <i>Cavendish Pianos</i> How To Build A Piano
16:00	<b>Verònica Fuerte</b> <i>Hey Studio</i>	<b>Ross Seabury &amp; Charlotte Banks</b> <i>McCann</i> Speed Pitching	<b>Karishma Kusurkar</b> Peer Review
17:00	Break		
19:00	Main Event: @ Royal Birmingham Conservatoire <b>Building bigger brands</b>		
		<b>Laura Pol</b> <i>Founder of OLIO</i> <b>Jennifer Daniel</b> <i>Google</i>	<b>Andre Jay Meissner</b> <i>Adobe XD</i> <b>Richard Small</b> <i>Sony</i>



## Graphic



### Paul Barnes

Commercial Type

Paul Barnes is a type and graphic designer, and a partner in Commercial Type, a leading Anglo-American type foundry. With his partner Christian Schwartz he designed the famed typefaces for the Guardian newspaper in 2005 and recently revisited them for the 2018 redesign.



### David Wall

WorkGroup

WorkGroup is an identity design studio founded by David Wall and Conor Nolan in 2006. The studio creates useful, beautiful graphic design for a wide variety of clients, from pioneering startups to national institutions. The work lives in print, on-screen and in environmental applications.



### Katherina Tudball

Superunion London

Kath is a Creative Director with over 15 years' experience creating brands for some of the world's most prominent organisations. With a passion for design that delivers a positive social impact, she has worked on numerous projects in the arts, culture, education and non-profit sectors, at Johnson Banks, The Partners, and now Superunion.



### Craig Oldham

The Office Of Craig Oldham is the eponymous practice of designer and creative consultant Craig Oldham (obviously). Working across numerous disciplines, the studio creates brands, books, websites, films, exhibitions, and objects. We also teach, write, curate and consult. And we do this for clients, audiences, and sometimes just for the joy of it.



### Sweta Pathak

Health Unlimited

Sweta is Head of Art at Health Unlimited with more than 20 years experience in the advertising & marketing comms industry. She has worked in London, the regions and Internationally for agencies big and small, producing award-winning work across all disciplines.



### Laura Jordan-Bambach

Mr President/SheSays

Laura is the co-founder of SheSays, a global volunteer network and 40,000-strong community that works to get more women into the creative industries; co-creator of the VOWSS, a showcase celebrating the world's best work created by women; and co-founder of The Great British Diversity Project, proving the power of diversity for creative effectiveness.



### Merle Hall

Kinneir Dufort

Merle is CEO of Kinneir Dufort, a world leading, user-centred innovation and product development consultancy, whose purpose is to design a better world. She has over 20 years' experience in consultancy, an expert in design thinking, strategy and innovation.



### Ollie Purdom

McCann

Ollie is Chief Talent Officer for McCann Central, the UK's largest integrated agency group, where his remit includes further developing the brand to attract, develop and retain transformational talent, spearheading employee communications and bringing greater diversity to the agency.



### Verónica Fuerte

Hey Studio

Verónica Fuerte is a designer and illustrator from Barcelona. In 2007 she founded her own studio, Hey, which has grown steadily since. She received the ADC Young Guns 7 award and her work has appeared in prestigious media such as It's Nice That, DesignBoom, Communication Arts and AIGA.

## Digital



### Trish Thomas

Southbank Centre

Trish Thomas is Head of Digital Engagement at Southbank Centre where she leads a team of 13 to deliver the websites, digital content production and social media channel experience. As part of the Audiences Directorate her team has a responsibility for driving sales as well as audience engagement.



### Paul Woods

Edenspiekermann

Paul Woods is a Los Angeles designer, writer and illustrator. He leads Edenspiekermann's American creative and technology teams as CCO, building products, brands, and service design work for clients in industries as diverse as editorial, sustainability, and transportation.



### Michael Morgan

Animator

Raised on a diet of cartoons, video games and movies, it only made sense that Michael would become an Animator one day. It didn't hit him until he was in his teens that Animation was an arena that he could have a career in. In 2000 he became a professional Animator, working in Video games, TV/Commercials and VFX Films.



### Jacob Dutton

McCann

Jacob leads innovation inside the world's most effective agency network, McCann Worldgroup. He is also a writer and speaker on experience design, product development and business transformation. With over ten years worth of experience in helping global organisations such as Hilton, General Motors and the BBC to innovate.



### Ross Seabury & Charlotte Banks

McCann

The team from McCann Birmingham present back their ideas following an intense two-day pitch. See the latest creative ideas for a deserving small business, developed at pace and pro bono, by the UK's largest integrated agency.

## Product



### Oliver Brunschwiler

FREITAG

After finishing School of Applied Arts, Oliver Brunschwiler travelled the world as a professional snowboarder and founded his own snowboard clothing label. In October 2018 he was promoted Lead Link of FREITAG which, in the world of domination and hierarchical organisation charts, translates into Delegate of the Board of Directors.



### Mike Dring

As an architect, artist, lecturer and researcher, Michael Dring is interested in recording physical civic and infrastructural spaces, and in capturing the ephemeral, often fragmentary experiences of extant, threatened or lost spaces of the city.



### Mike Roberts

Green Room Design

Mike's business and creative philosophy is a simple one; everything starts with humans! It's this refreshingly grounded perspective and approach that spearheads the creative vision of Green Room Design.



### Adam Cox

Cavendish Pianos

Adam Cox is the founder of Cavendish pianos. His company handcrafts pianos in the beautiful setting of the Yorkshire Dales National Park. Now in its sixth year Cavendish pianos are sold throughout the UK and exported to China.



### Karishma Kusurkar

Karishma is a designer, collaborator, entrepreneur, lover of all things creative, avid podcast-listener and postcard enthusiast. Karishma is passionate about putting Belfast on the international map for Design and making it a must-visit destination for design lovers. Karishma founded her multidisciplinary design studio Karishma's World in 2014.





## Andre Jay Meissner

Adobe XD

Jay is a Metalhead working on Adobe XD. Prior to joining Adobe, he designed and developed complex web apps and human friendly enterprise workflows with his own software company. In his spare time Jay is building his own furniture.



## Laura Pol

Founder of OLIO

Laura Pol is a creative based out of L.A. She specializes in branding, and problem solving through design strategy. Currently, she works for Apple leading on the Design Department at TBWA\Media Arts Lab. She also recently funded and leads OLIO, a small creative house offering effective and thorough design solutions.



Saturday main event:

# Building bigger brands



## Jennifer Daniel

Creative Director for Google emoji

Jennifer Daniel is a designer for a small ad company called Google. Her work explores the divergence of communication and messaging through verbal, written, auditory and visual expression. She hates writings bios and her work has been recognized by many fancy awards, yadda yadda yadda.

“Truth in design should be an unconscious thought.”



## Richard Small

Art Director at Sony Design

With a background in typography and graphic design, Richard works as Sony Design's European art director, responsible for the brand's appearance from typeface to TV advertising, and including brand, retail, product and online communications.



Truth matters...

I BECAUSE MANY  
OF OUR  
WORLD'S PROBLEMS  
HAVE STARTED  
→ WITH A LIE ←

Typeface designed by: Huan Cao  
from Birmingham City University

Karishma Kusrkar  
Speaking at  
BCU STEAMhouse  
Saturday 8th at 16.00



## Thursday

### One Minute Briefs - One Rule. One Minute. Create an ad.

Louise Chorley - Marks R5  
Nick Entwistle - Bank of  
Creativity

BCU Curzon - The Hive  
**11am** (60 minutes)

### Happy Faces

Bianca Berning, Pablo Bosch -  
Dalton Maag

ZELLIG - Gallery Church  
**11am** (90 minutes)

### Creative Rapid Prototyping

Chris Hay, Andre Reid - KIONDO

BCU STEAMhouse -  
Production space  
**11am** (120 minutes)

### Workshop by Foilco

Foilco

Custard Factory - The Arches  
**11am - 5pm** (60 minute  
workshops every hour)

### Make Awesome Things!

Awesome Merchandise

BCU Parkside - Atrium  
**11am - 5pm**  
(Drop in sessions from 11am)

### Patrick Thomas 72h Interaktiv

Patrick Thimas

BCU Parkside - Print Room  
**11am - 5pm**  
(Drop in sessions from 11am)

### Lunchtime workshop: Get Lost + Have Some Creative Fun

Colette Jeffrey - BCU  
Wes Sedman - Define

BCU Parkside - Atrium  
**1pm** (50 minutes)

### AOI Mini Business Masterclass

Georgia Luckman -  
The Association of Illustrators

BCU Curzon - The Hive  
**2pm** (60 minutes)

### Lean UX design & the path to prototyping

383

ZELLIG - Gallery Church  
**3pm** (120 minutes)

### Procreate workshop

Ian Barnard

BCU Curzon - The Hive  
**3pm** (60 minutes)

### Marketing for creatives

Tom Ross - Design Cuts, Ian  
Barnard

BCU Curzon - The Hive  
**4pm** (60 minutes)

## Friday

### Portfolio Reviews

Sione Raaijmakers -  
The Mighty Shed  
Sweta Pathak - Health Unlimited  
Marta Kochanek - Commercial  
and Fine Art Photographer  
Michelle Turton - Illustrator

Medicine Bakery & Gallery  
**11am - 1pm** (25 minute  
bookable sessions)

### Workshop by Foilco

Foilco

Custard Factory - The Arches  
**11am - 5pm** (60 minute  
workshops every hour)

### Make Awesome Things!

Awesome Merchandise

BCU Parkside - Atrium  
**11am - 5pm**  
(Drop in sessions from 11am)

### Patrick Thomas 72h Interaktiv

Patrick Thimas

BCU Parkside - Print Room  
**11am - 5pm**  
(Drop in sessions from 11am)

### Finding your superpower

Chris Do - Blind/TheFutur

BCU Curzon - The Hive  
**11am** (120 minutes)

### Tenacity and Tapestry

James Cross - BBC Creative

Mockingbird Cinema  
**11am** (50 minutes)

### Creative Lonely Hearts

Quartermasters

Impact Hub  
**11am - 5pm** (All day drop-in)

### Missing links

Quartermasters

Impact Hub  
**11am - 5pm** (All day drop-in)

### Natural Dye Workshop

Sarah King

BCU STEAMhouse -  
Production space  
**11am** (120 minutes)

### Mono Printing Workshop

Quartermasters

Impact Hub  
**12pm** (45 minutes)

### 'Made You Look' with intro from Ben the Illustrator

Ben O'Brien - Ben the Illustrator

Mockingbird Cinema  
**12pm** (120 minutes)

### Want to be a designer maker?

Quartermasters

Impact Hub  
**12:20pm & 1:20pm**  
(20 minutes)

### Ceramics Workshop

Quartermasters

Impact Hub  
**1pm** (45 minutes)

### Jesmonite Casting Workshop

Courtney Cornelius

BCU STEAMhouse -  
Production space  
**1pm** (120 minutes)

### Papercutting Workshop with Sam Pierpoint

Sam Pierpoint - Illustrator &  
Paper Artist

Medicine Bakery & Gallery  
**2pm** (150 minutes)

### Pricing Design Work & Creativity

Chris Do - Blind/TheFuture

BCU Curzon - The Hive  
**2pm** (120 minutes)

### Self Publishing Talk

Quartermasters

Impact Hub  
**2pm** (45 minutes)

### How to make friends and influence stakeholders

Josephine Farr, Olivia Sharp -  
Kainos

ZELLIG - Gallery Church  
**2pm** (90 minutes)

### Provenance in Design and Making

Quartermasters

Impact Hub  
**3pm** (60 minutes)

### Design your City using hand stitch

Quartermasters

Impact Hub  
**4pm** (45 minutes)

Saturday overleaf >



## Saturday

### Love Letters workshop

Jane Anderson, Ally Standing - Birmingham City University

Love Letters Studio  
**10am** (180 minutes)

### Workshop by Foilco

Foilco

Custard Factory - The Arches  
**11am - 5pm** (60 minute workshops every hour)

### Make Awesome Things!

Awesome Merchandise

BCU Parkside - Atrium  
**11am - 5pm**  
(Drop in sessions from 11am)

### Patrick Thomas 72h Interaktiv

Patrick Thimas

BCU Parkside - Print Room  
**11am - 5pm**  
(Drop in sessions from 11am)

### Creative Lonely Hearts

Quartermasters

Impact Hub  
**11am - 5pm** (All day drop-in)

### Missing links

Quartermasters

Impact Hub  
**11am - 5pm** (All day drop-in)

### Junction Graffiti Art Walks

Tracey Thorne - Ghost Streets

Old Lockers Cottage  
**11am** (120 minutes)

### Even if we're all doomed, can we try and design better?

Florence Okoye - Natural History Museum

ZELLIG - Gallery Church  
**11am** (120 minutes)

### The TypoCircle presents Typographic Truthiness

Jim Sutherland - Studio Sutherl & Louise Sloper - TypoCircle

BCU Curzon - The Hive  
**11am** (120 minutes)

### Continued overleaf >

### Calligraphy Workshop

Amy Lay - Pinched Post

Medicine Bakery & Gallery  
**11am** (120 minutes)

### Build your Creative Neighbourhood of the Future

Andre Reid - KIONDO

BCU STEAMhouse - Games room  
**11am** (90 minutes)

### Leather Coaster Workshop with B18 Leather

Quartermasters

Impact Hub  
**12pm** (45 minutes)

### Tasting Shape

Adam Carthy - Space\_Play  
Kaye Winwood - Artist

K4 Architects  
**12pm - 6pm** (60 minute workshops every hour)

### Want to be a designer maker?

Quartermasters

Impact Hub  
**12:20pm & 1:20pm**  
(20 minutes)

### Ceramics Workshop

Quartermasters

Impact Hub  
**1pm** (45 minutes)

### Collage Club

BCU Parkside - Atrium  
**1pm - 4pm** (Drop in between 1pm and 4pm)

### ARTXBAL presents Upcycling Your Wardrobe

Baljit Rayit

BCU STEAMhouse - Games room  
**2pm** (120 minutes)

### Mono Printing Workshop

Quartermasters

Impact Hub  
**2pm** (45 minutes)

### The TypoCircle presents Typographic Play

Jim Sutherland - Studio Sutherl & Louise Sloper - TypoCircle

BCU Curzon - The Hive  
**2pm** (120 minutes)

### Graffiti workshop

Tracey Thorne - Ghost Streets  
Panda - Graffiti Artist

Graffiti Artist - The Custard Factory  
**2.30pm** (120 minutes)

### I only work at home

Quartermasters

Impact Hub  
**3pm** (45 minutes)

### Recycle with Tech Workshop

Quartermasters

Impact Hub  
**4pm** (45 minutes)

### How to find your brand purpose

Naeem Alvi - Notepad

BCU Curzon - The Hive  
**4pm** (60 minutes)

## Exhibitions



### Black & White: 2019 festival launch party & exhibition

Phorm  
Custard Factory - Factory Works  
**Wednesday 5th June**  
**7pm till late**



### BDF x QUARTERMASTERS x Impact Hub, Birmingham

Impact Hub  
**Fri 7th & Sat 8th June:**  
**11am - 5pm**



### She Speaks the Truth Exhibition

Ladies Wine and Design

Medicine Bakery & Gallery - Gallery room  
**6th - 20th June**  
**Mon - Sat: 8.30am - 6.30pm**  
**Sun: 10am - 6pm**

**Thursday 6th**  
at Mama Roux's -  
Digital Play: A day of talks  
on game design presented  
by Read Only Memory:



presented by 

Presented by Read Only Memory's Darren Wall, Digital Play will feature speakers discussing their careers and passion for video games at our Glug Birmingham venue, Mama Roux's. Our friends Dead Pixels will be providing entertainment all day with some retro consoles around the venue to help you really immerse yourself in the gaming world.

11am



## Abigail Flores

*usttwo games*  
**From Dreams to Pixels:**  
How to Make Your Video  
Game Idea a Reality

Have you got an idea for a game, but don't know where to begin? Did you know that everything you need to get started is just a few mouse clicks away? This talk will equip you with the tools you need to start bringing your ideas to life, regardless of who you are and what your background is. The ability to code or draw is not required to make your game idea a reality.

12pm



## Toshi Omagari

*Monotype*  
**The Forgotten Masters of**  
Videogame Typography

It is fair to say typeface design, lettering, and video games are more popular than ever, but how about typefaces in video games? We know old video games used low-resolution pixel fonts, but do we really know them? Toshi is going to give a crash course of the underrepresented and deceptively rich world of pixel fonts from arcade games. No video game nostalgia required to enjoy the talk!

2pm



## Richard Newbold

*Frontier*  
**Why are videogames**  
so hard to make?

Frontier Development's Rich Newbold shares a decade's worth of advice and lessons learned at the sharp end of the games industry. From simply what a producer does, to vertical slices and why the last 10% can take as long as the first 90%, Rich tackles the question 'why are videogames so hard to make?'

4pm



## Liam Wong

*A Journey of Style*

Liam will be speaking about how an interest in graphic design led him to becoming an art director in the video games industry. He will discuss style and what it means to him and how he has taken those learnings into his career as a photographer.

Plus one more speaker at 3pm  
to be confirmed, keep an eye on  
[www.bdf.events](http://www.bdf.events) for more information

## Best of Brum



OPM x  
Kilder

### See, do and shop:

#### Digbeth

Provide, The Custard Factory and Brum's best street art, Ghetto Golf.

#### City Centre

IKON Gallery, Canals, Birmingham Museum & Art Gallery, Liquor Store, Honest, Selfridges, The Mailbox, Muji.

#### Jewellery Quarter

Coffin Works, The Museum of the Jewellery Quarter, The Pen Museum, Minima.



Birthplace of heavy metal, the football league and the Peaky Blinders. We've come a long way in the past few years and can't wait for you to (re)discover the city.

For more things to see, eat, drink and buy visit  
[birminghamdesignfestival.org.uk/your-visit/](http://birminghamdesignfestival.org.uk/your-visit/)

### Eat and drink:

#### Digbeth

Original Patty Men, Kanteen, Digbeth Dining Club, Beer Digbeth, Stag, The Ruin, DigBrew, Kilder, The Old Crown.

#### City Centre

Bodega, Buffalo & Rye, Pho, The Pint Shop, The Victoria, Tilt, Purecraft, Jekyll & Hyde, Faculty, Yorks, Medicine.

#### Jewellery Quarter

Otto Pizza, The Church, Indian Brewery, 1000 Trades, 40 St Pauls, The Wolf, Rose Villa Tavern, Saint Kitchen, Urban Coffee.



Beer  
Digbeth

Kanteen



## What to expect:

Birmingham Design Festival is a festival like no other, so we thought it'd be handy to compile a list of things that it's good to know in preparation for your time with us.



### Your Tickets

#### Booking tickets

If you've not already got your tickets to BDF 2019 then what are you waiting for? Get over to the events page and get some in your basket. Whilst most events at BDF are free, nearly every event is ticketed - so make sure you're booked to that thing you want to see or you're going to miss out.

#### Returning tickets

Did you book something by accident or did something else catch your eye? You can return your tickets by dropping us an email and let us know what you need to get rid of and we'll put it back on sale. If you're booking on a different event instead make sure you book that beforehand and you're all set.

If the event is a paid and you need a refund you can apply for this up until a week before the festival. If you find out you can't make it in the week building up to the festival still let us know, as we can release that ticket to someone else.

#### Print at home tickets

All of our tickets are 'print at home'. That doesn't mean you actually need to print them, they're fine on your phone. When entering an event to keep things nice and speedy please have your ticket ready to be scanned, that means the QR code nice and big on screen. We've got a quick turnaround time between events and getting people through the door quickly is really important.

### Attending an event

#### Daytime talks

Just about all of our talks are scheduled to be on the hour every hour, with a couple of breaks in between. Because there's up to a 20-minute walk between venues, we've added some travel time in between the end of one talk slot and the start of another. Every talk will be timed strictly to 30-minutes, with 10 minutes optional Q&A at the end. You can choose to stick around or make your way to the next venue.

#### Workshops

Our workshops operate on a slightly different timescale, so make sure you check the duration and that it doesn't clash with any talks you want to attend. If there are requirements for the workshop, like bring a laptop or drawing tools, make sure you do!

#### Evening events

Get watered and fed after our 4pm events finish and come and join us for an evening of back-to-back talks centred around a theme. These are our showpiece events in bigger venues and last for 3 hours, with a 20-minute halfway through. After the event, there'll be an after party where you can get to know other attendees and enjoy the company of fellow designers.

#### Attention:

##### We over-sell our free events

Because free events tend to have a very high drop off rate (as proven by last year's festival), we over-sell our free events by a third. This means that we can make sure every talk is as full as possible and people aren't missing out on tickets thanks to someone who booked and decided not to show up. This also means that there is potential for an overly full venue, so if a talk is sold out make sure you arrive there in good time to ensure you grab a seat. Scootch up close and leave no seat spare.

### Staff & volunteers

Everyone at BDF is a volunteer. From the staff who work in their spare time to put the festival on to the volunteers who you will see running around tending to your every question throughout the 3 days. Everyone is going to be working their hardest to make sure you have a good time, so please let us know if you have any issues.

We're running a festival for a second time, so we're still learning, but we think you'll really enjoy the experience. Also please be nice.



### Getting around

The festival is located almost entirely in Digbeth, as a result, it's really easy to walk around the venues. If you need to head further afield more often than not it's better to walk. The one-way system from Digbeth to the city centre means Uber prices can rack up, so check both routes before you decide what to do.

If you're travelling from the festival hotel (Bloc) it probably is quickest to get an Uber, especially if you're heading to the Digital or Product hubs.

Check out our venues page for a map and guide to each of the major BDF venues



### Eating, sleeping and drinking

We've got some lovely partners on board who can help you do these things at a much-reduced rate and we would love it if you utilised them.

BLOC hotels are offering 15% off of rooms using voucher code BDF15 for the duration of the festival. Their rooms are very lovely and in the heart of the Jewellery Quarter, you'll love them.

Our catering partner Bitters & Twisted own the very excellent Bodega Cantina and Buffalo and Rye. There will be special offers for BDF ticket holders announced closer to the festival.

There's also this excellent list of things to do and see in Birmingham that we've compiled.

### Getting along

Because this is a festival you will be mixing with hundreds of other people who are your colleagues and contemporaries, please be respectful of everyone working and enjoying the festival. This goes for speakers, staff and attendees.

Stay safe in Birmingham, it's a lovely city that like any major metro area has its share of issues. Keep an eye out for BDF staff and volunteers if you need any help.

### Getting in touch

You can absolutely get in touch with us if you have any queries. Contact [hello@birminghamdesignfestival.org.uk](mailto:hello@birminghamdesignfestival.org.uk) and we will get back to you as soon as possible. Bear with us if we're slow to respond, we're putting on a festival!





## Our partners

The festival wouldn't be possible without the generous support from our partners:

### Main partners:



### District partners:



### Media partners:



### Supporters:



### Catering partner:



**F.**

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SAME FOILCO.**

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We are proud to support Birmingham  
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REVIEW**

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*The Old Man & the Sea*

**INFERNO**

Crime and Punishment

**ORWELL 1984**

JANE EYRE

Heart of Darkness

**A PASSAGE TO INDIA**

*Emily Brontë*  
*Wuthering Heights*

**Commercial Classics**

commercialclassics.com





108 Digbeth, Birmingham B5 6DT

A melting pot of technology, workspace and business support where your ideas meet our expertise. STEAMhouse is a home for innovators, creatives and entrepreneurs. It's time to make your vision... a reality. Make contact and **let's do it!**



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Plan it. Make it. Launch it.



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Esxside  
Projects



**BIRMINGHAM CITY UNIVERSITY**

YOU ARE INVITED 2 INDEX ▲ 19 0  
@BCU ▲ GRAPHIC COMMUNICATI  
GRADUATION SHOW 2019 ▲ OPE  
OPEN TO PUBLIC ▲ 6TH JUNE 19  
06.06.19 ▲ ADDRESS ▲ BIRMIN  
BIRMINGHAM CITY UNIVERSITY ▲  
4TH FLOOR, 5 CARDIGAN STREET  
PARKSIDE, BIRMINGHAM, B4 7BD

# substrakt

**We are substrakt.**

We design & build websites and digital products for arts and cultural organisations in Europe and North America.

We are a team of 20 that specialise in ambitious, beautiful, user-centred projects.

We are really proud to be sponsoring Birmingham Design Festival for a second time.

Dan, Luke and the whole team have put together an amazing programme, you're going to have a brilliant time.

**We work with:**

Shakespeare's Globe, Royal Court, Birmingham Hippodrome, The Hepworth Wakefield, English National Opera & Bridge Theatre to name a few.

**We're also hiring. Want to join us?**

team@substrakt.com  
@substrakt  
+44 (0)121 212 9737  
substrakt.com

INDEPENDENT | PASSIONATE | MADE IN BIRMINGHAM

# MEET THE FAMILY



BITTERS N' TWISTED VENUES

 @THEVICTORIA	 @ROSEVILLATAVERN	 @BUFFALOANDRYE
 @ISLANDBAR	 @BODEGACANTINAUK	 @JEKYLL_N_HYDE

>>> CHECK YOUR BDF TICKETS FOR SPECIAL OFFERS <<<



# &White<sup>®</sup> 05-06-19

A show curated by PHO<sup>000</sup>  
to open the 2019 Birmingham  
Design  Festival.

Black & White → 18:00 till late  
Factory Works, Custard Factory,  
Digbeth, Birmingham.



29th August 2019  
21st November 2019

Twitter & Insta.  
@glugbirmingham  
#glugbrum

Ladies, Wine  
& Design **Birmingham**



## ***SHE SPEAKS THE TRUTH***

A Ladies, Wine & Design Birmingham Exhibition

6-20 June 2019 / Medicine Gallery, New Street, Birmingham / Admission free



Three days of design related  
talks, workshops and exhibitions  
tackling the subject of truth

—  
Tickets and full schedule:  
**[www.bdf.events](http://www.bdf.events)**

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Your festival team:

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**Daniel Alcorn**  
Director BDF  
and UX/UI Designer at Substrakt



**Luke Tonge**  
Director BDF  
and Freelance Designer



**Lisa Barrett**  
Freelance Designer



**Lindsay Baker**  
Freelance Designer,  
Sister Minor



**Andy Roberts**  
Creative Director  
at Carousel Marketing



**Winnie Nip**  
Marketing and Content Executive  
at Rewired PR



**Ash O'Brien**  
Designer and Partner  
of 'Two of Us'



**Paul Felton**  
Founder and Creative Director  
at Common Curiosity



**Ash Wilson**  
SCULPT

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**Social media:**



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@designfestbrum

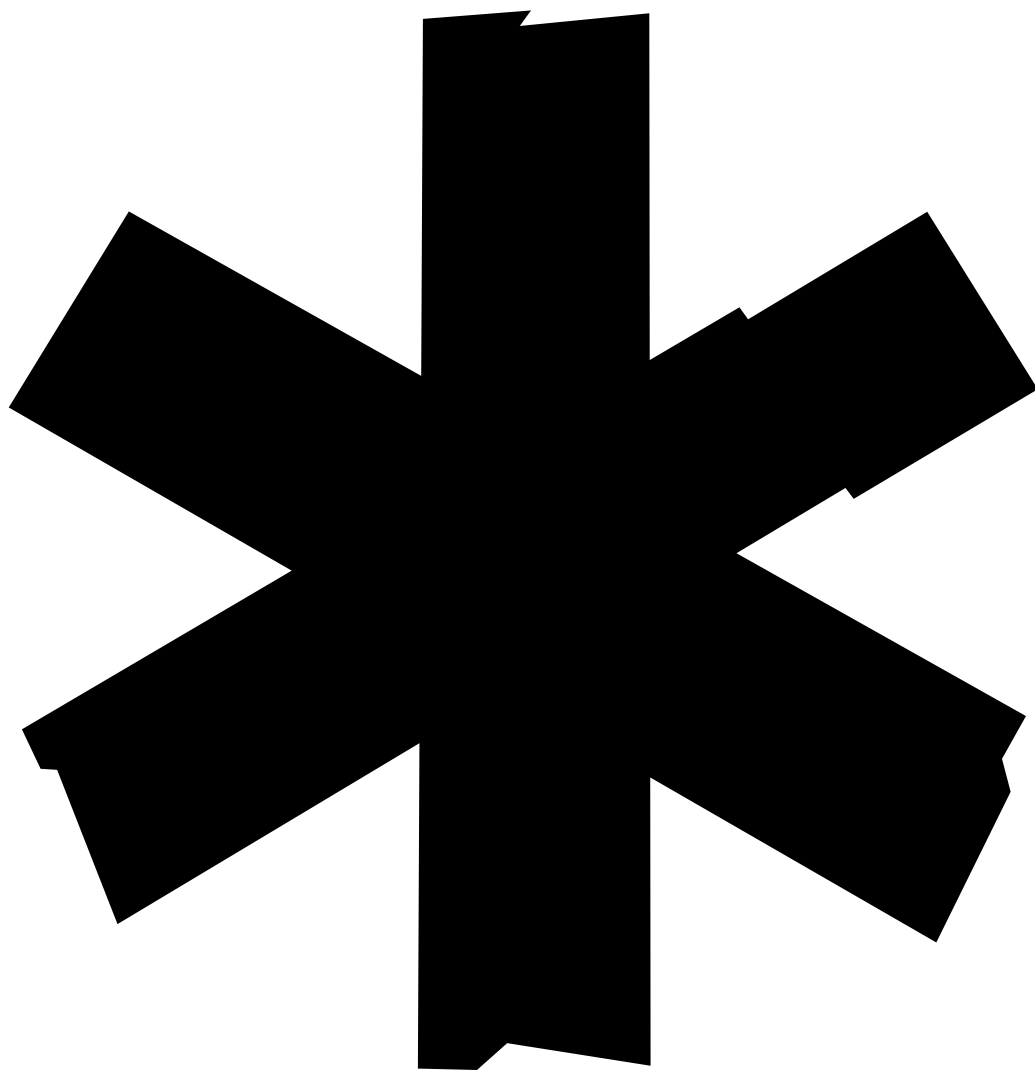
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#BDF2019

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II  
TRUTH IN  
DESIGN  
ISN'T  
ALWAYS  
EXPRESSED  
IN  
HELVETICA  
II

**Perrin Drumm**  
Founder & Director of  
AIGA Eye on Design



**BIRMINGHAM  
DESIGN FESTIVAL**