

Jon Abbott

Visual worlds for
commerce and culture

With an ambitious new owner and one of the world's most esteemed horologists on board to develop a new collection, this 250 year-old watchmaker needed an identity that would take them into a new era.

The centrepiece is a custom-drawn logotype which takes inspiration from the 'King's Watch', designed in 1820 for the future King of Denmark, Frederick VII. This logotype then informed an original typeface, which is used for communications in print and online.

Furthering the intricate craft at the heart of the brand, a punch mark and a series of numerals were developed for use on the watch.

CLIENT
Urban Jürgensen

STUDIO
Winkreative

OUTPUTS
Brand identity
Custom typography for product
Custom typeface for communication
Display hardware
Packaging concept

COMMISSIONS
Custom typeface with Seb McLauchlan
Display tray by Moran's Wood Components

“We fell for the cool typeface design (inspired by the calligraphy on a pocket watch designed by Jürgensen himself)”
—VIVIAN MORELLI, GQ

“Urban Jürgensen is one of those IYKYK brands.”
—RACHEL CORMACK, ROBB REPORT

A new face for a storied watchmaker

THE MOVEMENT OF TIME

Urban Jürgensen is the most famous of dynasty of watchmakers that begins with his father, royal watchmaker Jørgen Jørgensen, and the founding in 1773 of the family business.



THE POWER OF MOVEMENT
The movement is the internal mechanism that powers an automatic watch

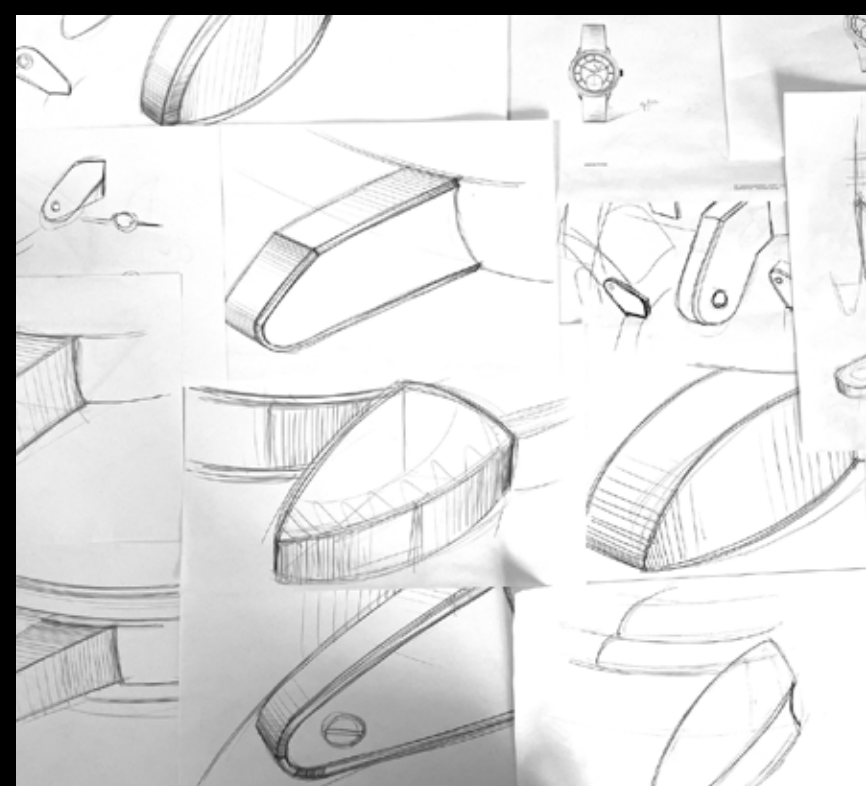


BRAND POSITIONING →

the beauty of movement



MOVEMENT ACROSS OCEANS
Jürgensen created marine chronometers for the Danish Navy



THE MOVEMENT OF THE HAND
From the hand-lettered watches of Urban's day to Kari's design of the new collection, the movement of the hand defines the world of Urban Jürgensen

A ROYAL MOVEMENT

The King's Watch, made in 1820 by Urban Jürgensen for King Frederick VII of Denmark, inspired the lettering in the custom-drawn logotype



URBAN JÜRGENSEN

U





0 1 2 3 4
5 6 7 8 9
I II III IV V
VI VII VIII IX X



**Born on the 5th August 1776 in
Copenhagen, the son of the royal
watchmaker Jørgen Jørgensen**

**B2835g
EQ74tz**

UJ-1

**→ THE 250TH
ANNIVERSARY
WATCH**

**The UJ-1 miniaturizes and adapts
a version of the legendary pocket
watch movement into a wristwatch
for the first time ever—a feat that
has been sought by watchmakers
since the Oval's unveiling.**

Robb Report

THE GRAIL IS THE UJ1—A WRISTWATCH TAKE ON A LEGENDARY OVAL POCKET WATCH, [...] BEGUN BY THE LATE DEREK PRATT OF URBAN JÜRGENSEN AND FINISHED BY HIS PROTÉGÉ, VOUTILAINEN.

PAIGE REDDINGER

[DISCOVER MORE](#)



leannecitrone

U



[@urbanjurgensen](#)



FINANCIAL
TIMES

WITH A RENOWNED WATCHMAKER AT THE HELM AND TECHNICAL INNOVATION, THE BRAND AIMS TO BE A 'REFERENCE POINT' AGAIN.

ROBIN SWITHINBANK

[DISCOVER MORE](#)

Over the past decade, Cain International had grown from a niche investment platform into a global firm leading city-defining developments, and their brand no longer reflected the strength or scale of their platform. This was an important moment to step back and reset.

As part of the rebrand, Cain were advised to shorten their name by dropping the ‘International’. This new name allowed for a more confident brand expression, with the logotype set all caps in custom drawn lettering. The pointed, wedge serifs speak to the strategic positioning of the value of acumen, which aims to reveal Cain’s sharp and clear perspective on the world.

Continuing the theme of the positioning is a pattern device which suggests growth, precision and framing. It forms a recognisable graphic signature for the brand, and can be deployed on its own, as a grid-like structure to house visual content, or overlaid across static or moving imagery.

CLIENT

Cain

STUDIO

Winkreative

OUTPUTS

Brand identity

Art direction

Website

COMMISSIONS

London photography by Dan Wilton

Los Angeles photography by Ye Rin Mok

New York photography by Paul Barbera

Web development by ON

“The refreshed Cain brand reflects the focus and maturity of our business. It speaks to our ambition to build lasting value—to shape places, brands and experiences that resonate far beyond bricks and mortar.”

—JONATHAN GOLDSTEIN
CO-FOUNDER AND CEO OF CAIN

“Every now and again, a singular name is all that is needed to identify a person or a brand. Think Madonna, Cher, Rihanna, Prince, Sting—and now, Cain.”

—CATHY CUNNINGHAM
COMMERCIAL OBSERVER

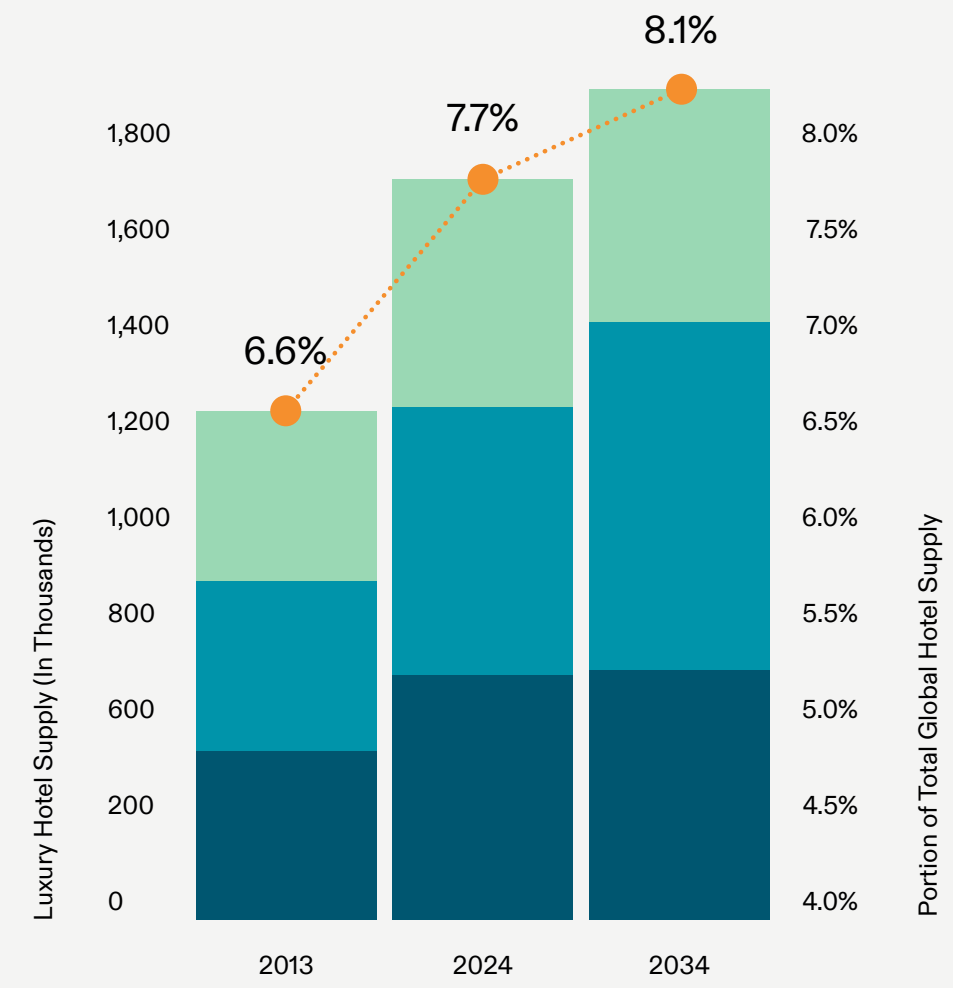
A visionary perspective for the intelligent value creators



CAINI



Breakdown of Luxury Hotel Supply



● Americas ● APAC ● EMEA ● Global Portion

JLL, Evolution of Global Luxury Hospitality 2023

Kind regards,

Jonathan

Jonathan Goldstein

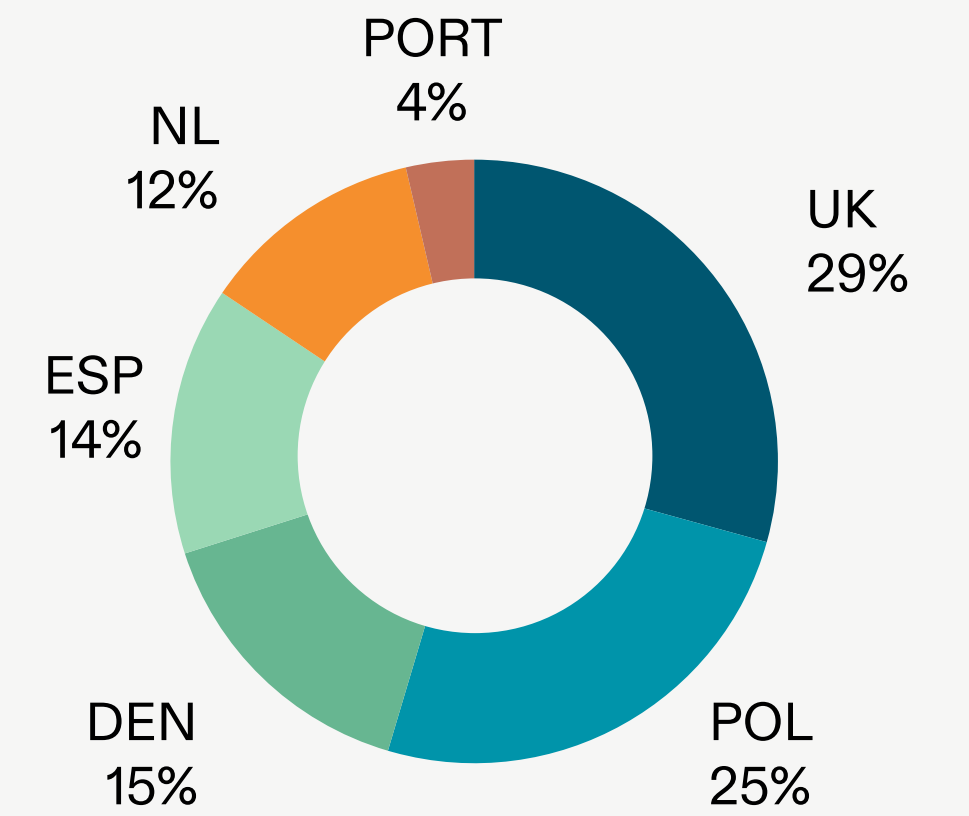
Chief Executive Officer

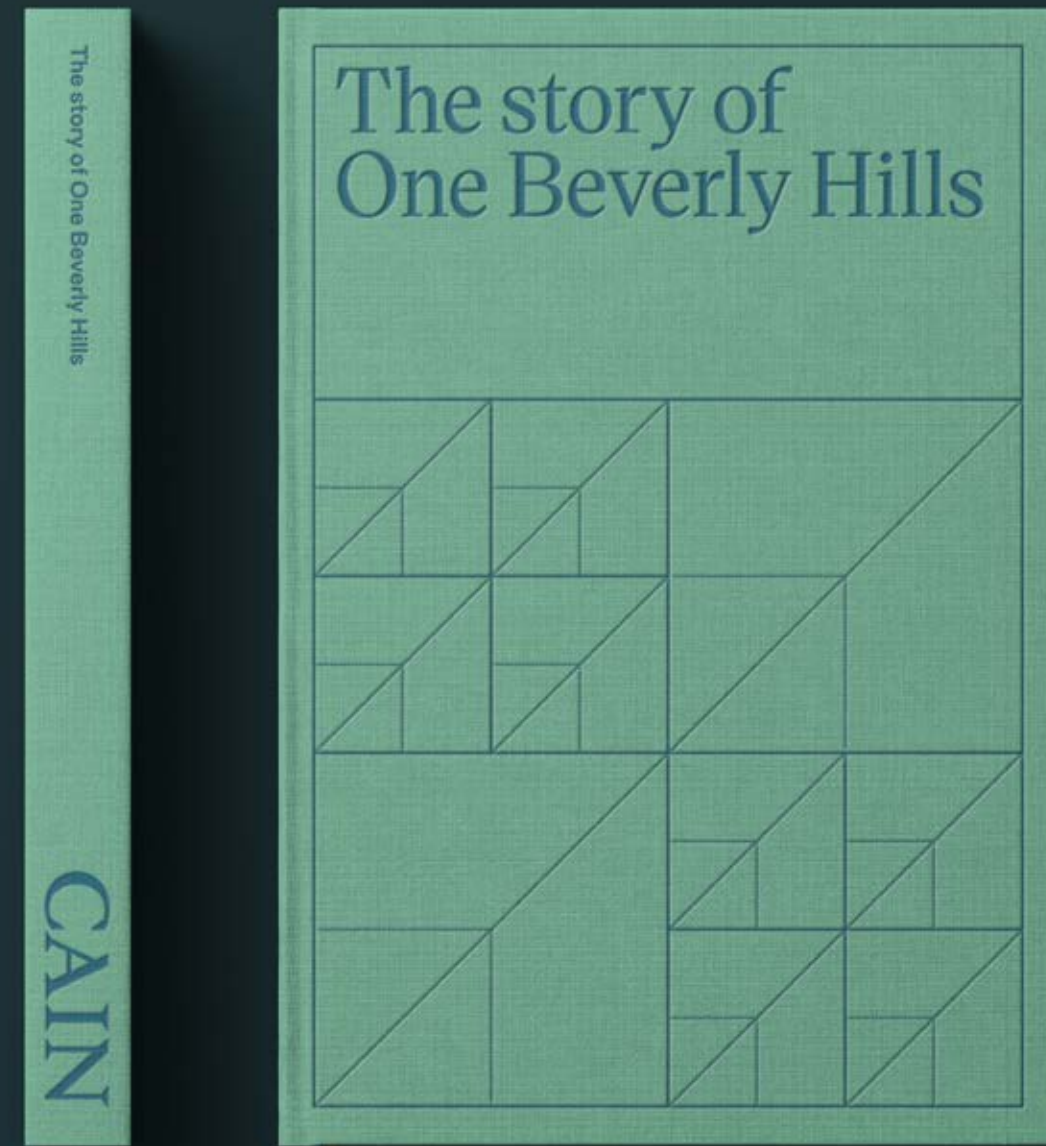
CAIN

Reply

Forward

Geographic Exposure (By ABR)





CAIN Financial Services [Follow](#) ...

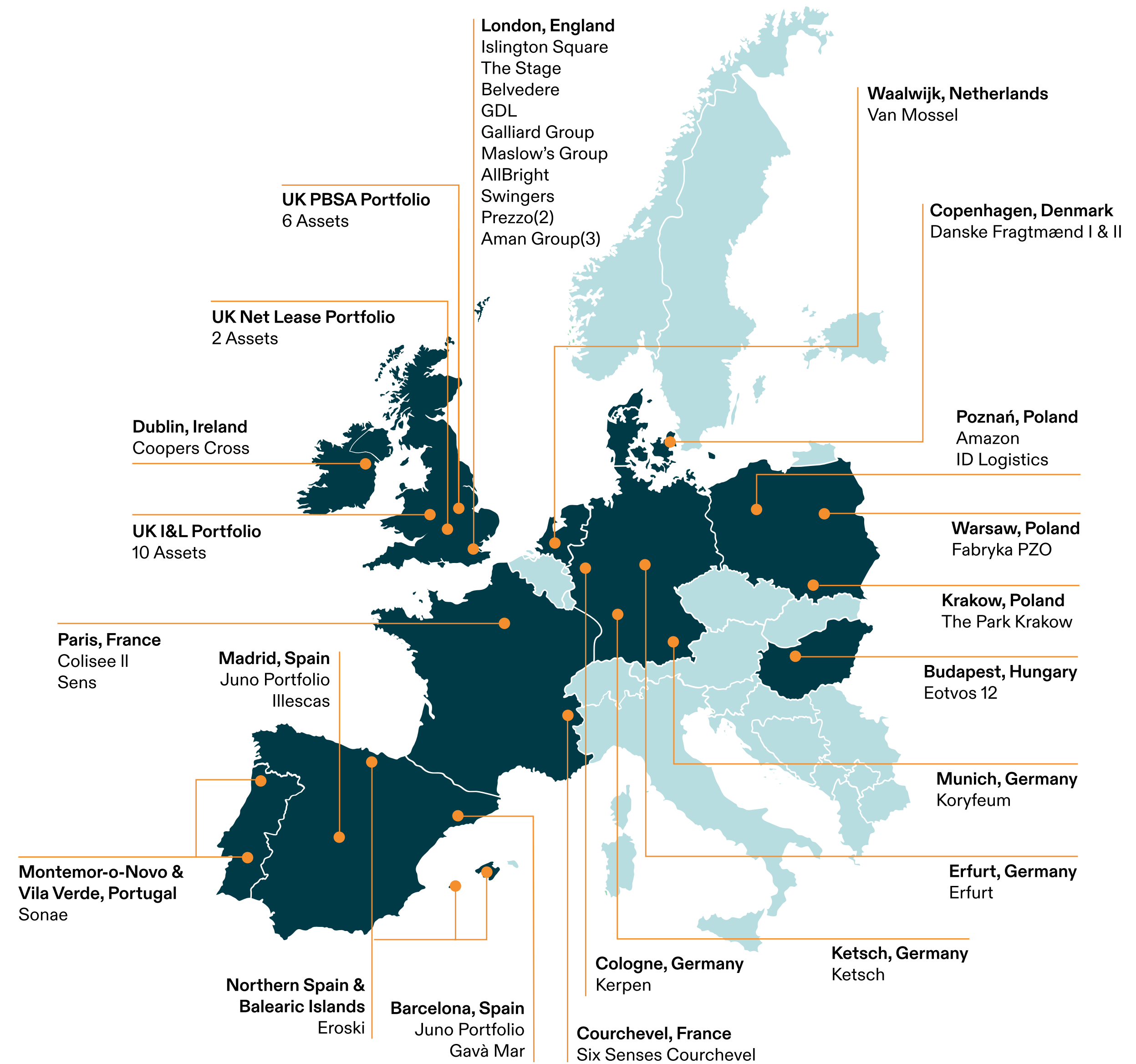
Amidst macro uncertainty and capital rotation reshaping the real estate landscape, the UK's position as an established and transparent market is at the forefront of investors minds. [...see more](#)

“If rates come down—particularly an extraordinary rate cut—that would fuel more activity from core capital, which then helps the rest of us.”

Arvi A. I. Luoma

👍❤️🗨️ 340 • 2 comments • 23 reposts 1d

👍 Like 🗨️ Comment 🔄 Repost ➦ Send









CAIN

Discover more

Uncovering Opportunity. Investing in Excellence.

With insight, ambition and a forward-looking approach, we strive to shape standout assets from conception through to execution, creating places, brands and businesses underpinned by a commitment to excellence.

A partnership with 

About us

\$13.8bn
in assets under management

20+
major cities worldwide



Investment Strategies

CAIN

About Cain

We're an investment management firm that shapes the value of places, brands and businesses around the world - established by our CEO Jonathan Goldstein and Eldridge Industries.



Backed by Eldridge Industries

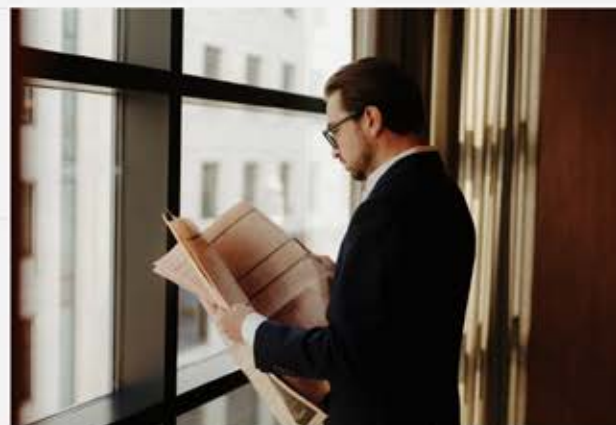
We were founded as a partnership between our CEO, Jonathan Goldstein, and Eldridge Industries - a global investment firm led by Todd Boehly.

This relationship gives us unparalleled access to markets, insights and expertise across a vast range of industries including media and music, sports and gaming, technology and mobility.

Invested in Every Detail

We commit to each venture with conviction and capital, bringing decades of multi-market experience and a rigorous approach to everything we do. We are ambitious and enterprising, responsible and flexible, always striving for partnerships where all parties can prosper. Put simply, we are partners in every way.

Our values



Expertise and Connection

Our sharp and decisive team of experts - comprising over 100 specialised professionals with a partner-first focus - is the cornerstone of every investment. We combine deep knowledge across markets and disciplines with creative thinking, refined taste and a considerate approach that places value on human relationships.

Our people

Knight Frank Research provide cutting-edge, data-led research which analyses important trends across the global property market. They publish findings through reports, podcasts, videos, newsletters and social media, and needed a visual identity and design system that could unify the myriad outputs.

Alongside the launch of the new brand, I art directed the cover for *The Wealth Report 2023*, commissioning 3D studio Mainframe to create a key visual.

Knight Frank Research returned in 2025 and commissioned the full design of *The Wealth Report* which expanded the design language and included illustrations, infographics and photography.

CLIENT

Knight Frank Research

STUDIO

Winkreative

OUTPUTS

Brand identity

Art direction

Campaign visual

Report templates

Report design

COMMISSIONS

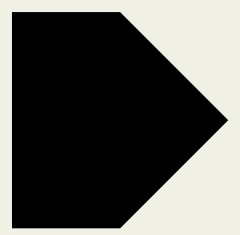
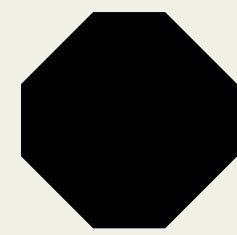
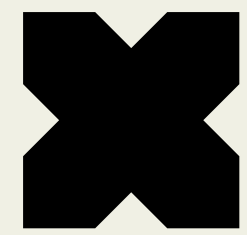
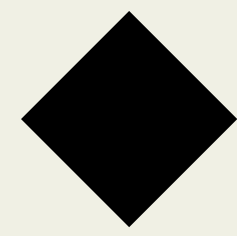
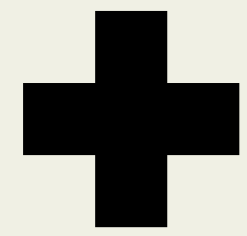
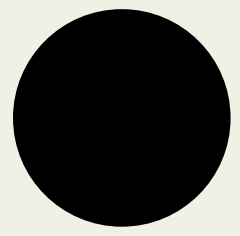
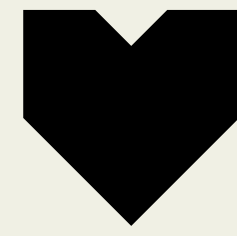
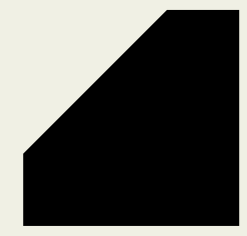
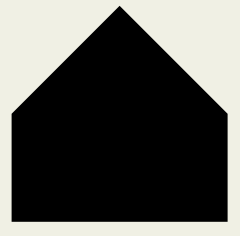
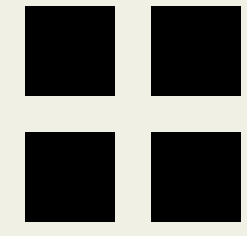
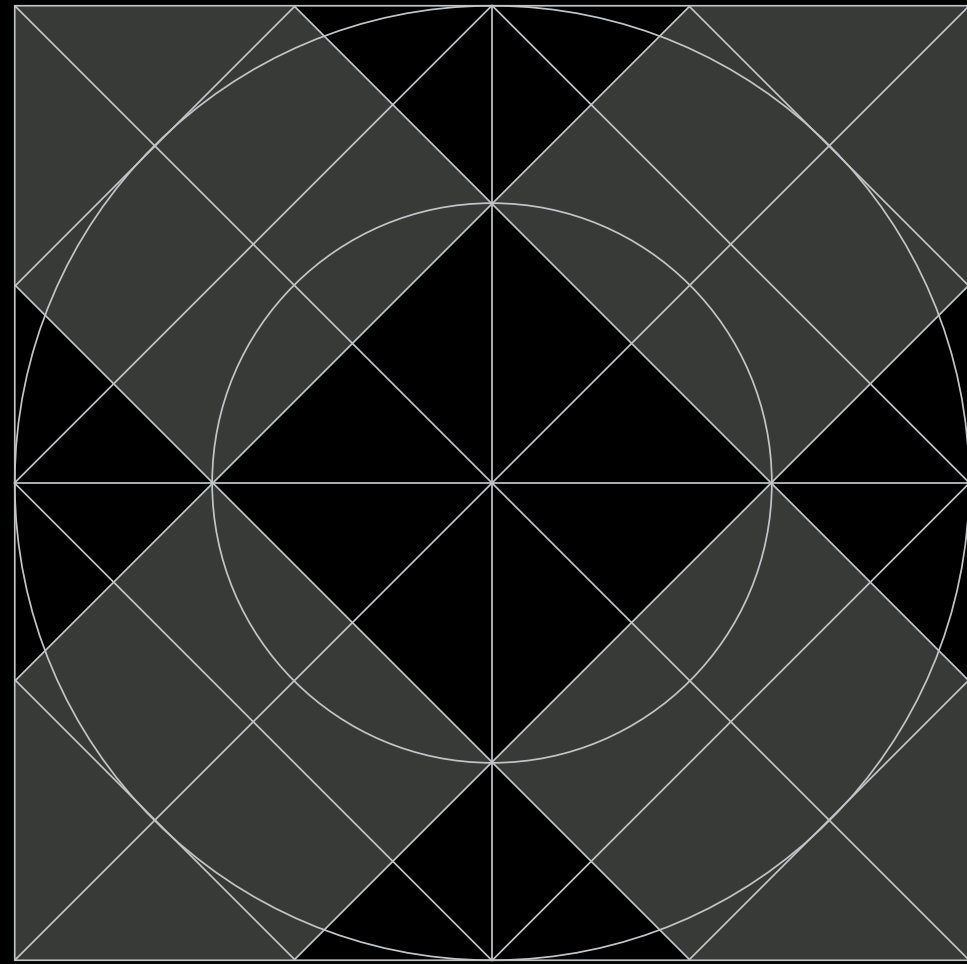
2023 key visual with Mainframe

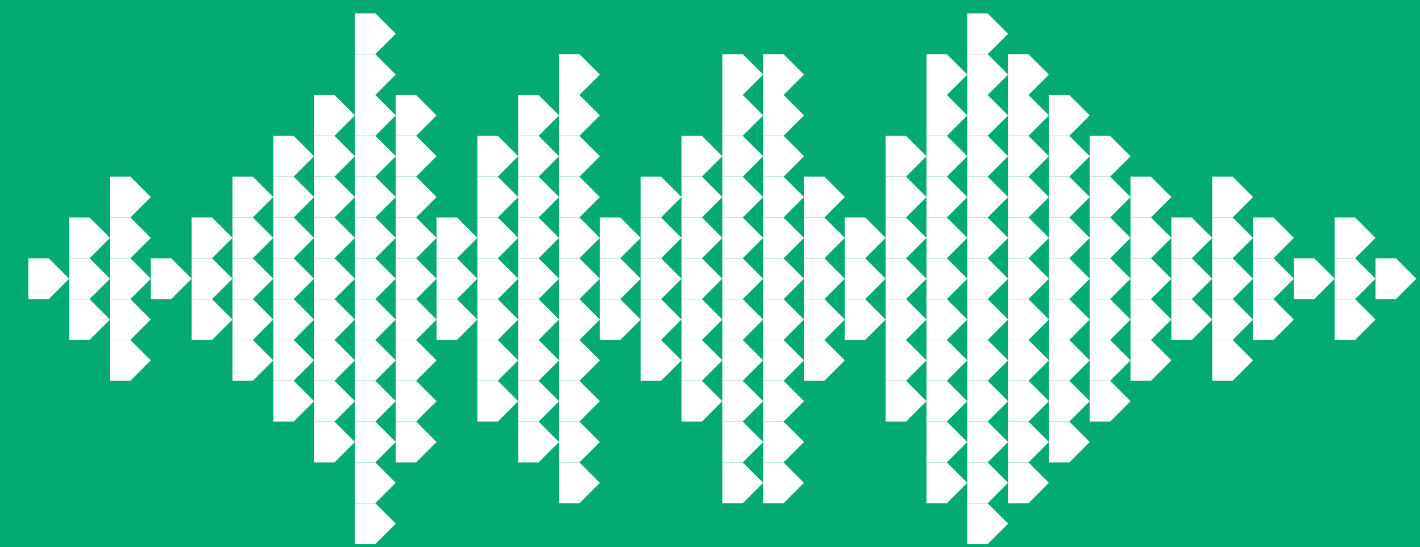
2025 infographics with Matteo Riva

“Wink’s team helped us move decisively into a new era of direct-to-client communication—elevating the impact of our research through email, social media, and video. The result, exemplified by *The Wealth Report* redesign, is a more engaging, and future-facing brand expression that reflects the quality and global reach of our thinking. It’s been transformational.”

—LIAM BAILEY, GLOBAL HEAD,
KNIGHT FRANK RESEARCH

Making in-depth research accessible





Intelligence Talks

Your property market briefing

The UK Wealth Exodus with Leslie Macleod-Miller
Intelligence Talks — 18 Aug

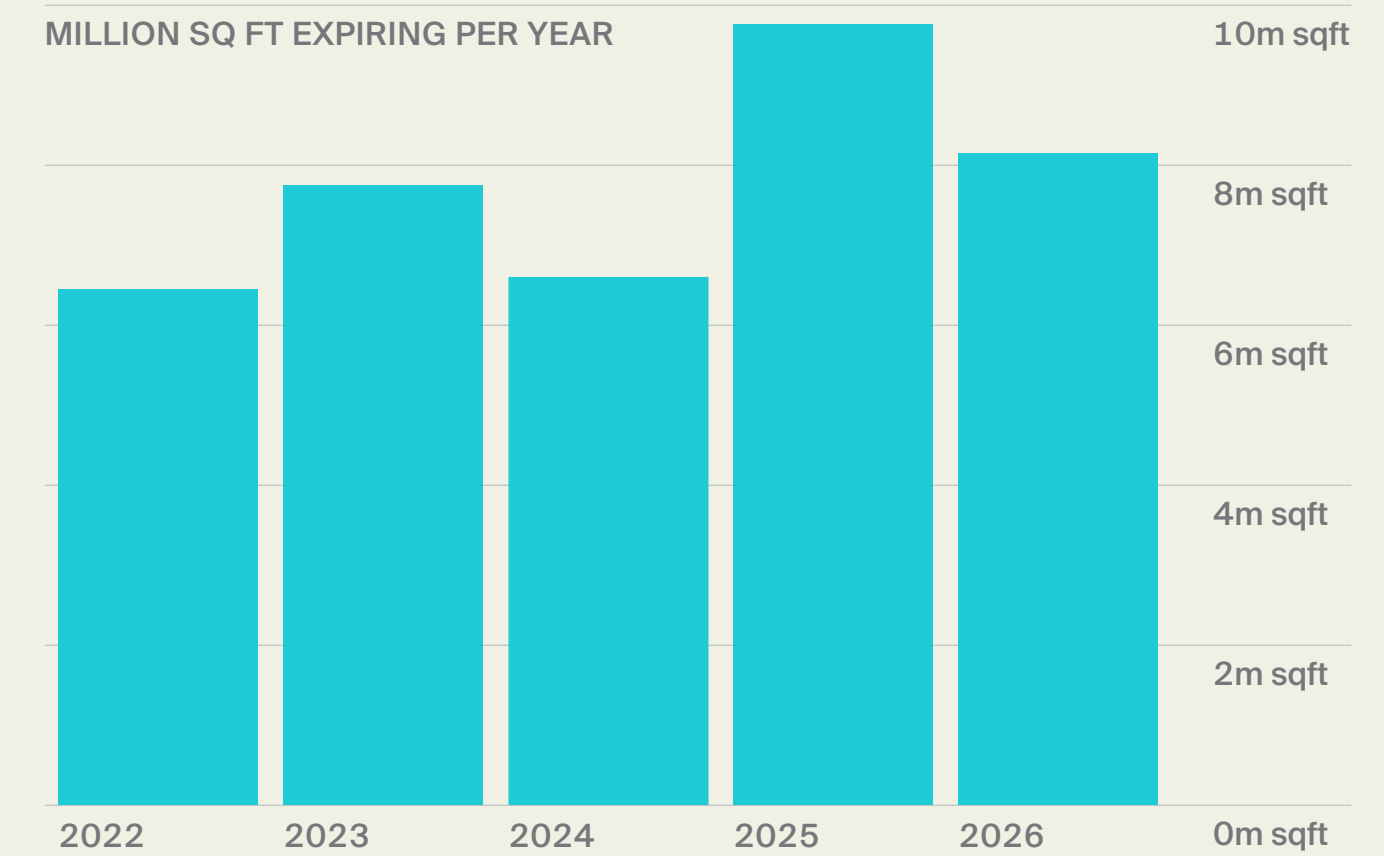
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-28:11

 Knight Frank Research

Re-occupancy rates indicate the future direction of the office market

London office pending lease expiries



Infographic: Knight Frank Research





The Market in 60 Seconds



Liam Bailey
Global Head of Research






The Africa Report 

Q2 2022 Knight Frank's ultimate guide to real estate market performance and opportunities in the world's most exciting continent. knightfrank.com/research

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The London Report 

2022-2023 London's repurposing opportunity knightfrank.com/research

Chapter 1: London's sustainable recovery	Chapter 3: Repurposing in practice
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THE WEALTH REPORT

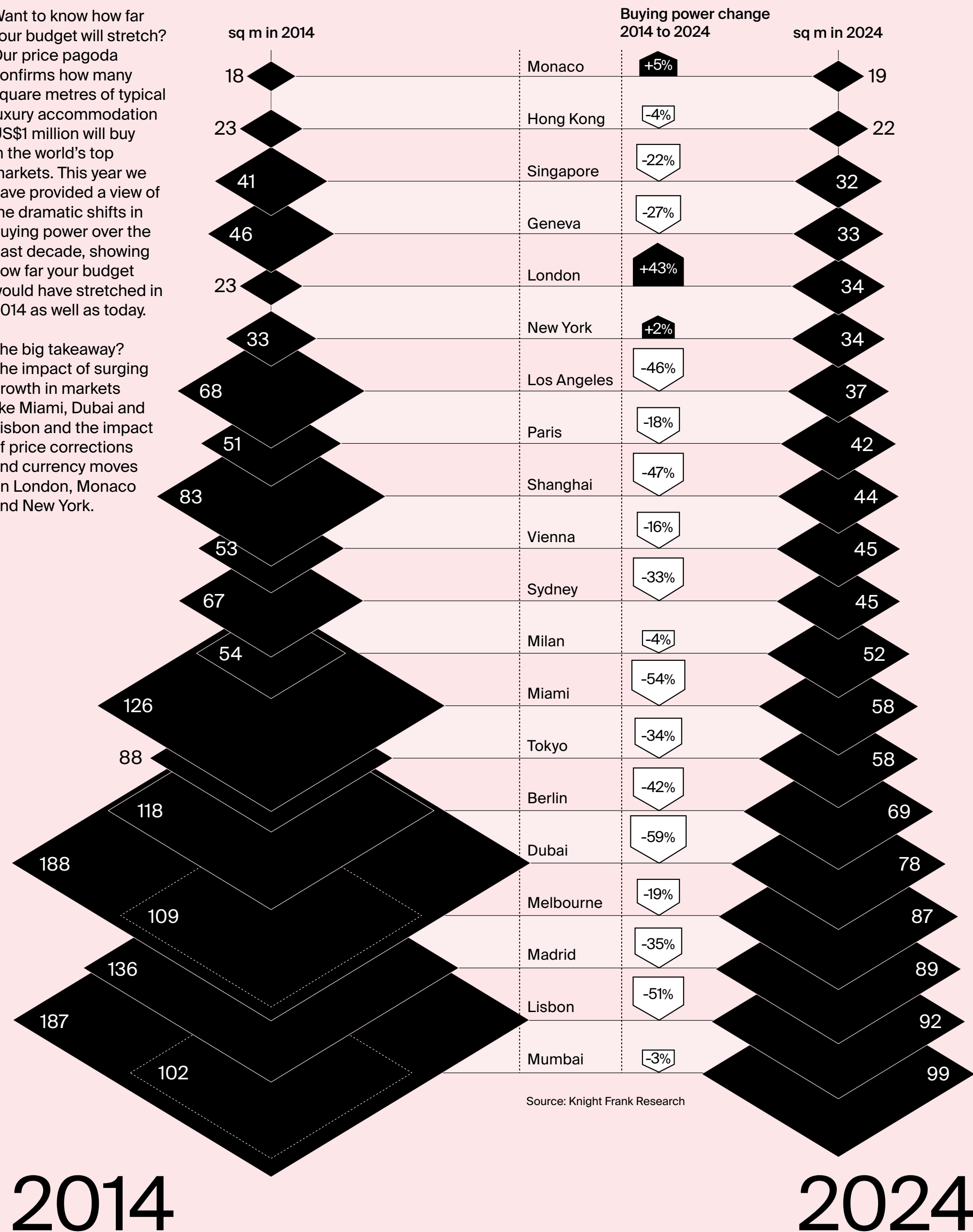




What US\$1m buys where

Want to know how far your budget will stretch? Our price pagoda confirms how many square metres of typical luxury accommodation US\$1 million will buy in the world's top markets. This year we have provided a view of the dramatic shifts in buying power over the past decade, showing how far your budget would have stretched in 2014 as well as today.

The big takeaway? The impact of surging growth in markets like Miami, Dubai and Lisbon and the impact of price corrections and currency moves on London, Monaco and New York.



Source: Knight Frank Research

2014

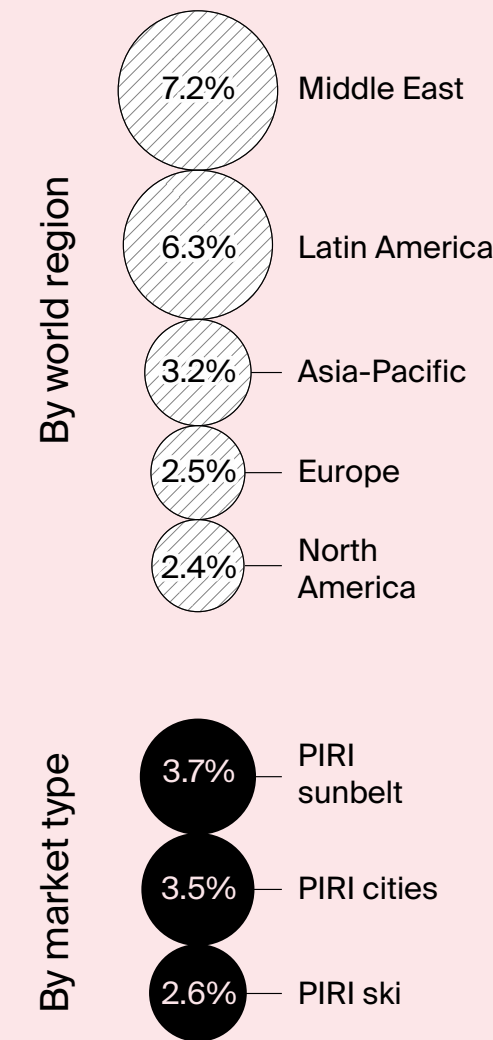
2024

With global interest rates edging lower over the past 12 months, prime residential price growth started to tick higher in 2024. Our unique Prime International Residential Index confirms the big themes across the world's 100 leading luxury city, sun and ski destinations

Growth in focus

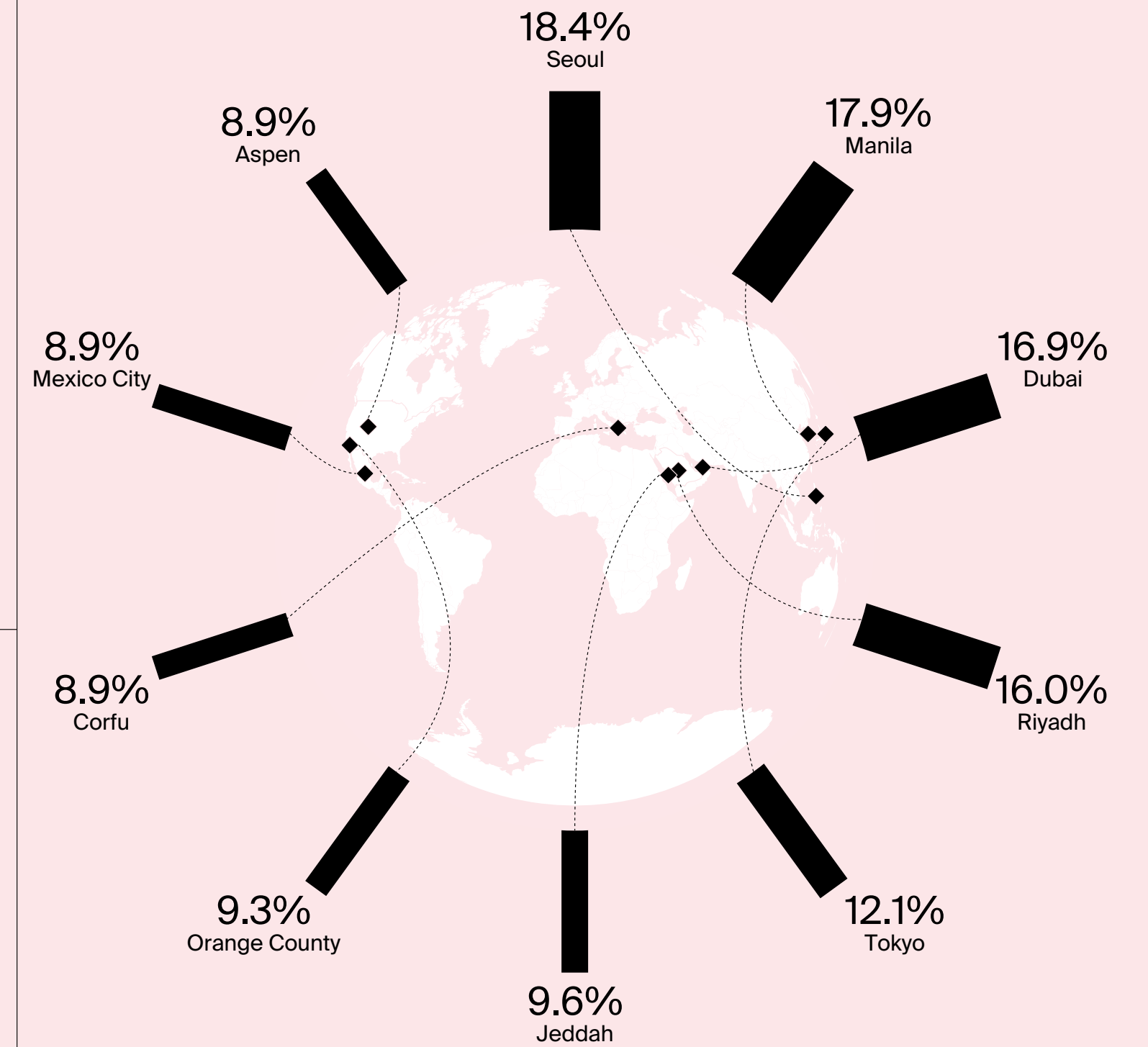
Prime residential price changes by region and market type

3.6%
PIRI 100



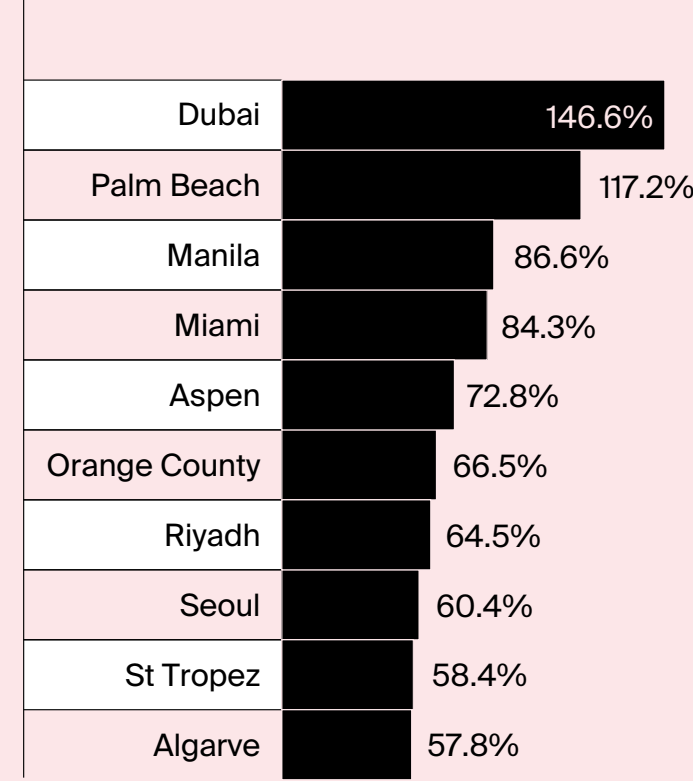
Growth markets

Top 10 markets for annual prime price growth in 2024



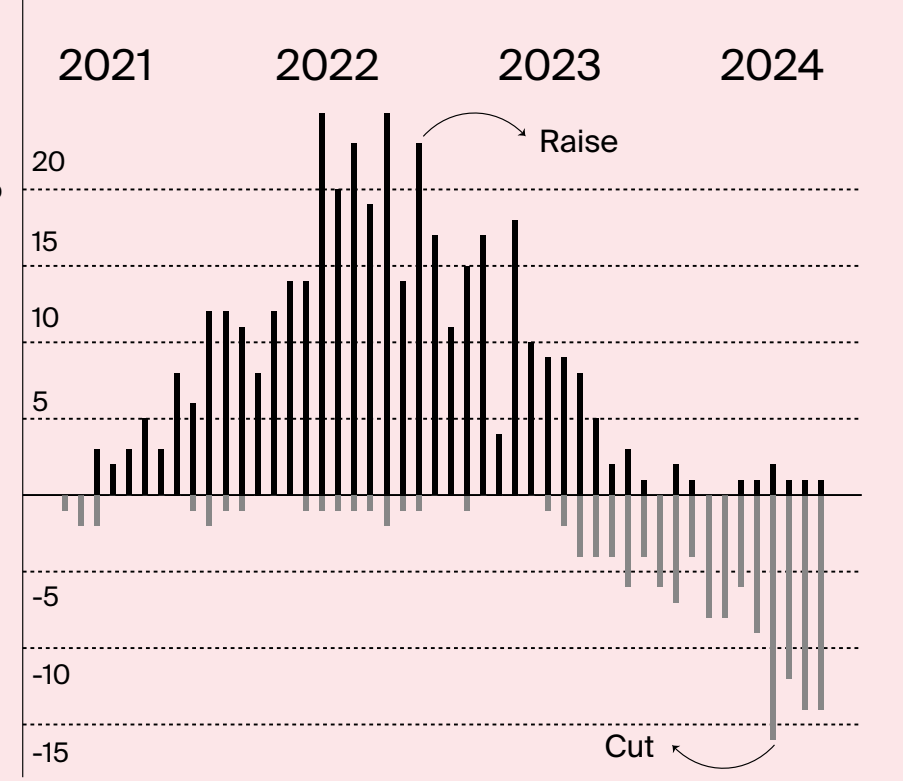
Long view

Top 10 markets for five-year growth to Q4 2024



Hikes and lows

Global central banks changing interest rates each month



Sources: Knight Frank Research, Macrobond

TopTipz is the official guide to the best of St. Moritz. In a handy format, this curated edition presents the famous alpine resort town as a year-round destination, highlighting a breadth of remarkable activities from mushroom foraging to all-night raves.

The publication features itineraries, experiences, and things to see and do, brought to life through original maps and photography, high-spirited copywriting and a playful graphic approach.

With its fresh perspective and visual spirit, the guide is helping the iconic mountain destination reach new global audiences.

CLIENT

St. Moritz Tourism

STUDIO

Winkreative

OUTPUTS

Brand identity

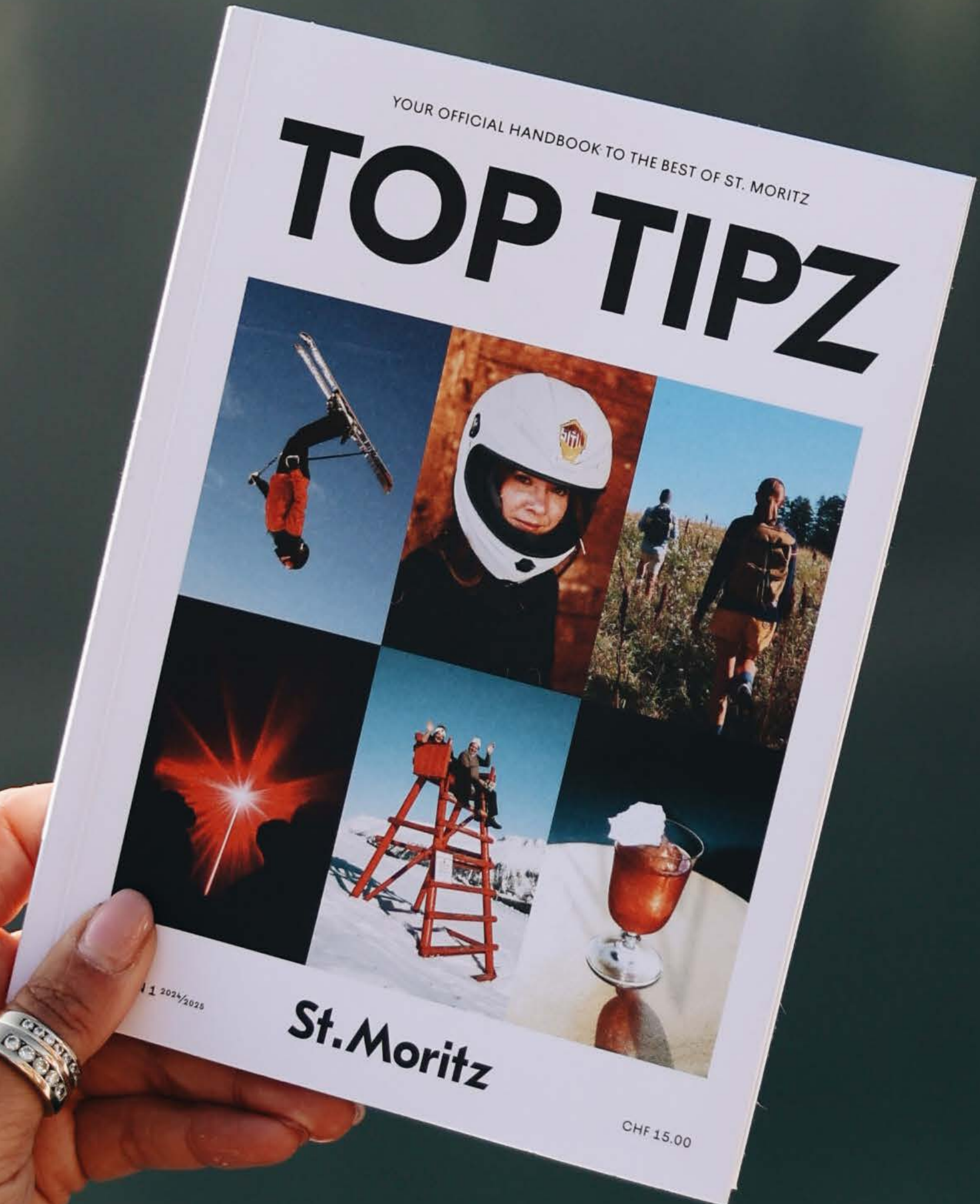
Art direction

Editorial design

COMMISSIONS

Photography by Yves Bachmann

Helping an iconic destination reach new audiences



Get a little deeper

Whether sunbathing on the platform or bathing proper in its glacial waters, there are few better places to immerse yourself in nature than Lej da Staz

Lej da Staz platform

WHEN Summer

WHERE Lej da Staz
7500, Celerina
Schlarigad
stronigad
See also: 107

"You know what they say: 'I sink therefore I am'"

Looking for more lakes to dip your feet in?
See our pick-up on page 26

Pick of the galleries

Many Galleries
Pick of the galleries







God sur Chaunt Blais

Brattas Sout

Foppas

Chantarels

CHANTARELLA

1

Guedas

Golf

18 19

Fullun

St. Moritz

Argenteri

God Ruinas

ST. MORITZ

8

11

14

13

6

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10

7

12

16

15

Signuria

4

3

2

Punta da Piz



VIA TINUS

VIA BRATTAS

VIA MAESTRA

VIA J. BARDUTI

VIA GREVAS

VIA SIGNURIA

VIA DIMLEJ

VIA TINUS

VIA SERLAS

PIAZZA DA LA STAZIUN

VIA GREVAS

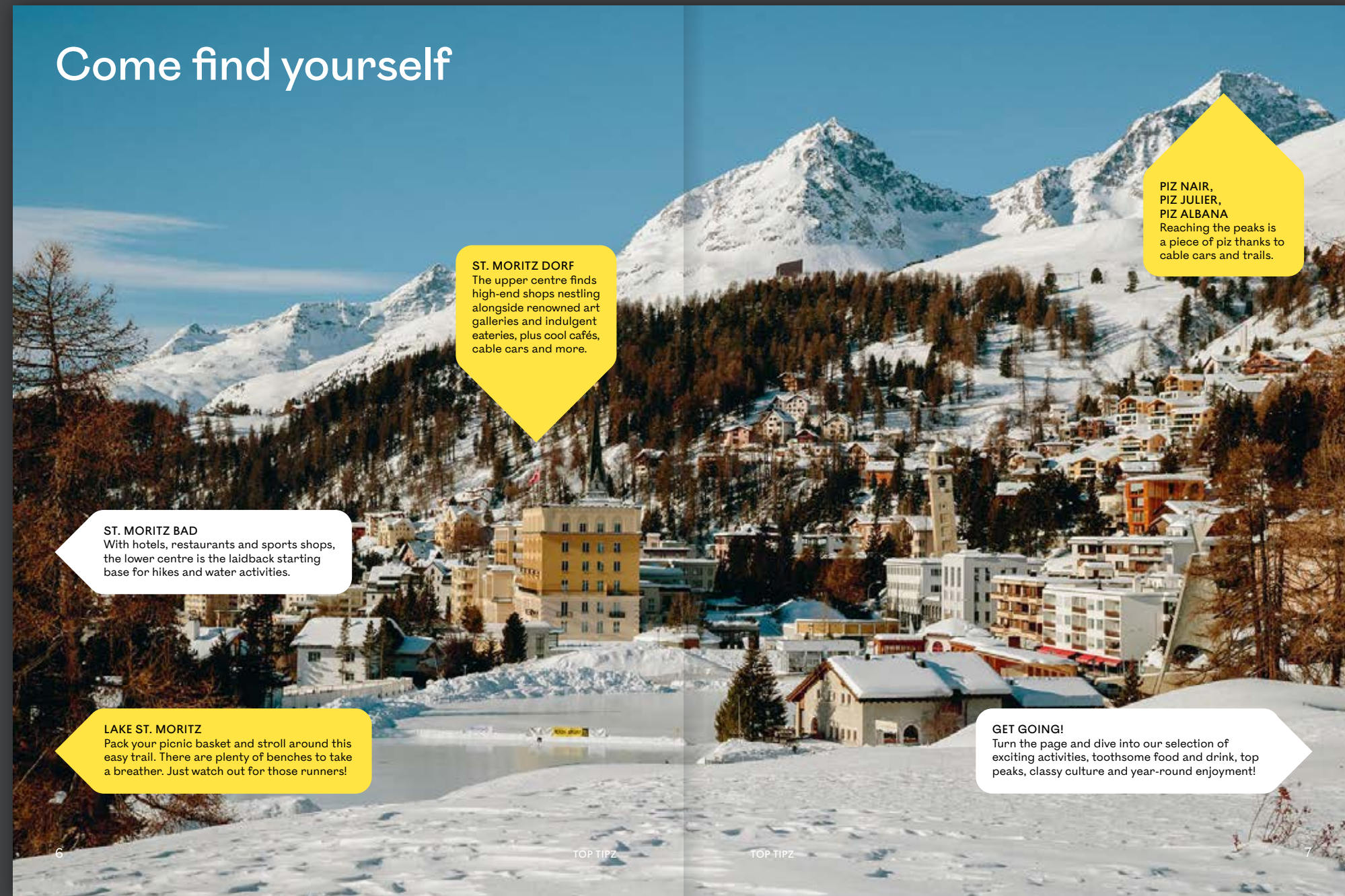
VIA COMPLAZ

VIA DAL BAGN

VIA TARET

VIA ...

Come find yourself



ST. MORITZ DORF
The upper centre finds high-end shops nestling alongside renowned art galleries and indulgent eateries, plus cool cafés, cable cars and more.

PIZ NAIR, PIZ JULIER, PIZ ALBANA
Reaching the peaks is a piece of piz thanks to cable cars and trails.

ST. MORITZ BAD
With hotels, restaurants and sports shops, the lower centre is the laidback starting base for hikes and water activities.

LAKE ST. MORITZ
Pack your picnic basket and stroll around this easy trail. There are plenty of benches to take a breather. Just watch out for those runners!

GET GOING!
Turn the page and dive into our selection of exciting activities, toothsome food and drink, top peaks, classy culture and year-round enjoyment!

TOP TIPZ

TOP TIPZ

A winter's tale

ITINERARY Snow is falling, you can see your breath in the air and you're wearing as many layers as you have fingers. Here's how best to spend a day wintering at the "top of the world"

07.30 Fuel up with a hearty breakfast buffet

When temperatures can sink as low as minus 16C, it's imperative to kick off your day with a proper breakfast. The **Crystal St. Moritz** and the **Hotel Steffani** both serve a strong morning selection, so go big on the boiled eggs, chow down on the cheese and go HAM on that ham. Don't feel bad about pocketing a few mini rolls for later either...

20 mins lift



08.30 Take it all on board at Piz Nair's perfect piste

Spend the morning up in **Corviglia**, on the eastern slopes of Piz Nair. The area caters to all abilities and cool boarders can even catch some air at the gnarly snowpark, which boasts kickers, rails and more.

15 mins ski



11.30 Recline and unwind with some Alpine dining

When you start feeling peckish, ski your way down from **Corviglia** to **Restaurant Salastrains** for some homely Alpine specialities to see you through the afternoon. Don't skimp on the main course – the day's just getting started.



34

TOP TIPZ

28 mins bus



14.00 Be amused on the lake

Refuelled and revived? Head towards town for **Amusements on the Lake**, which brings a slew of family-friendly sports and activities such as skating, winter golf and skijoring to Lake St. Moritz every January through February.

17 mins bus



16.30 Suit up, strap in and hold on tight!

Steel yourself for one final ride, this time on the **Cresta Run**. As one of the signature St. Moritz experiences, this will earn you the respect of many locals, whether you make it to the bottom unscathed or not.

TOP TIPZ

5 mins walk

19.00 Wine, dine and shine at a local institution
It's tradition here to follow a thrilling day on the Cresta with dinner and drinks at **Sunny Bar**, part of the Kulm Hotel. British chef Tom Booton uses British and Swiss ingredients to create irresistible fried pickles with raclette, melt-in-the-mouth lamb hotpot and his famed toad-in-the-hole.

7 mins walk



21.00 End your day with a tippie beneath the bobs

To wrap up the day's events, call into the **Kulm Country Club & Bar**, where you're free to select from an expansive cocktail menu and sip a digestif beneath the multiple bobsleighs fixed (securely, we hope) to the ceiling.

35



The inside track

Experience grown-up fun and discover St. Moritz's bobsleigh heritage and tendency for silliness at the Scala cinema

Scala St. Moritz
WHEN Check times
WHERE 📍 Via Maistra 29
7500, St. Moritz
+41 799 17 10 700
scala-stmoritz.ch

TOP TIPZ

Dough-eyed beauty

Get stuck in to some traditional food infused with Italian brio

For all the fine dining and five-star restaurants in St. Moritz – Langosteria, Ecco, Balthazar, to name a few – there's still an abundance of well-priced but equally satisfying food to be found here. Just ask the regulars at **Ristorante Peppino's**.

This cosy candlelit dining room is located just past the camping area on the way to Lej Marsch, next to St. Moritz's former Olympic ski jump. Its unassuming Italian fare and Swiss dishes have made it a hub for hungry locals and tourists alike.

Whether you're looking for somewhere uncomplicated to spend a Friday night or need a reprieve after a long hike or ski session, you can be assured of a warm welcome and hefty servings here. Expect regional pasta, classic schnitzels and boozy Braulio-infused desserts.

Ristorante Peppino's
WHEN 10.00 to 22.00
WHERE 📍 Olympiaschanze
Via San Gian
7500, St. Moritz
+41 81 833 54 88
peppinos.ch

TOP TIPZ



41



On point

Take the funicular to Muottas Muragl and dine in style at the **Romantik Hotel**. This mountainside setting has epic scenery, gourmet sustenance and, should you want to make a night of it, sweet suites

Romantik Hotel Muottas Muragl

WHEN December to March
June to October

WHERE 📍 Punt Muragl 3
7503, Samedan
+41 81 842 82 32
muottasmuragl.ch

28

TOP TIPZ

TOP TIPZ

29



Avaloq is a leading provider of wealth management software and services. The brand positioning of ‘expert solutions, with expertise’ balanced the reliability and intelligence of their software with the expertise of their people and commitment to their clients.

The visual identity reflected this positioning through a sophisticated design system that signals a thoughtful and intelligent personality. A column grid and evolving gradient evokes the language of financial tables and digital flows of money, whilst also subtly alluding to the mountains for which Switzerland—the home of Avaloq—is known.

CLIENT

Avaloq

STUDIO

Winkreative

OUTPUTS

Brand identity

Art direction

Website

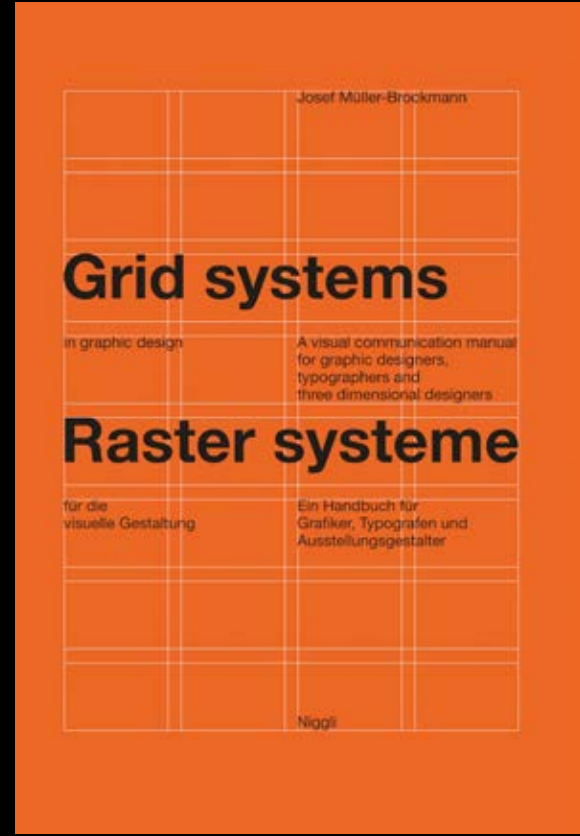
COMMISSIONS

Web development by Tech Division

Turning up the volume for a financial orchestrator

EXPERIENCED EXPERTS

With decades of experience in the financial industry, Avaloq is an industry leading provider of wealth management software and services.



SWISS MODERNITY

The use of an underlying grid system evokes Avaloq's Swiss heritage.

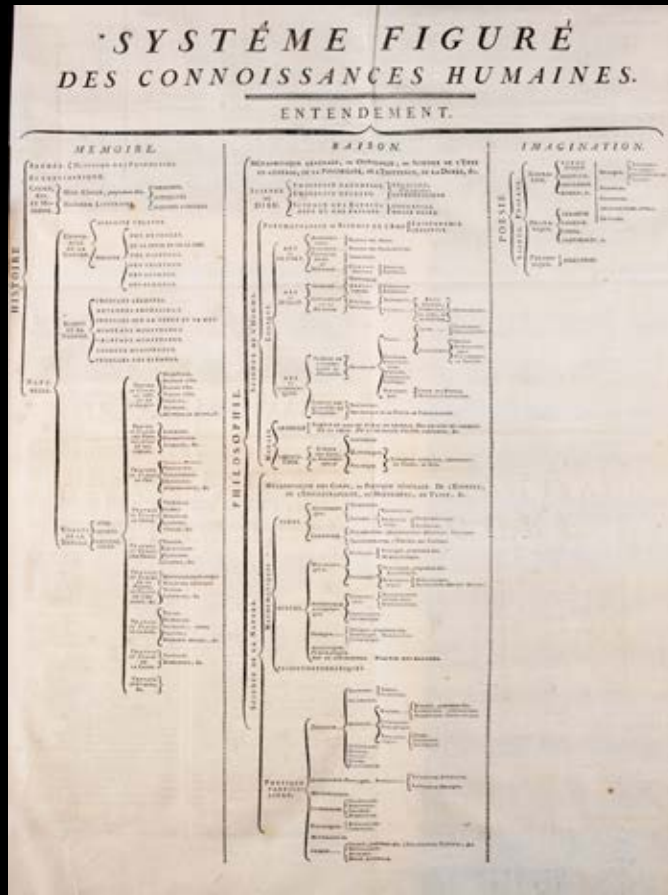


THE FINANCIAL LANDSCAPE

The Swiss mountains, and financial charts and graphs, inspire a graphic language that feels distinctly digital.

BRAND POSITIONING

expert solutions, with expertise



Number of Period	10%	12%	14%	16%	18%	20%	24%	28%	32%
1	0.9091	0.8929	0.8772	0.8606	0.8421	0.8233	0.8005	0.7813	0.7576
2	1.7265	1.6901	1.6467	1.6257	1.6052	1.5856	1.5270	1.4568	1.3916
3	2.4989	2.4018	2.3216	2.2532	2.2459	2.1743	2.1055	1.9813	1.8684
4	3.1939	3.0373	2.9137	2.8560	2.7882	2.6901	2.5887	2.4343	2.3057
5	3.7928	3.6048	3.4331	3.3522	3.2743	3.1272	2.9906	2.7454	2.5320
6	4.3503	4.1114	3.8887	3.7945	3.6847	3.4976	3.3255	3.0205	2.7542
7	4.8684	4.5638	4.2853	4.1604	4.0386	3.8115	3.6046	3.2423	2.9370
8	5.3349	4.9676	4.6389	4.4873	4.3436	4.0776	3.8372	3.4212	3.0758
9	5.7590	5.3282	4.9464	4.7716	4.6085	4.3030	4.0310	3.5605	3.1842
10	6.1446	5.6502	5.2191	5.0188	4.8332	4.4941	4.1925	3.6819	3.2604
11	6.4981	5.9377	5.4527	5.2337	5.0288	4.6860	4.3271	3.7797	3.3351
12	6.8137	6.1944	5.6803	5.4206	5.1971	4.7932	4.4392	3.8514	3.3868
13	7.1024	6.4225	5.8424	5.5831	5.3423	4.9095	4.5327	3.9124	3.4272
14	7.3687	6.6282	6.0221	5.7245	5.4675	5.0081	4.6106	3.9616	3.4847
15	7.6081	6.8409	6.1422	5.8474	5.5755	5.0916	4.6755	4.0113	3.4834
16	7.8237	6.9740	6.2681	5.9542	5.6685	5.1624	4.7296	4.0333	3.5026
17	8.0216	7.1196	6.3729	6.0472	5.7487	5.2223	4.7746	4.0691	3.5177
18	8.2014	7.2497	6.4874	6.1280	5.8178	5.2732	4.8122	4.0799	3.5294
19	8.3649	7.3688	6.5904	6.1982	5.8775	5.3182	4.8436	4.0967	3.5386
20	8.5126	7.4894	6.6221	6.2593	5.9289	5.3527	4.8696	4.1103	3.5458
21	8.6487	7.6020	6.6870	6.3125	5.9731	5.3837	4.8913	4.1212	3.5514
22	8.7715	7.7046	6.7420	6.3587	6.0113	5.4099	4.9094	4.1300	3.5558
23	8.8832	7.7984	6.7921	6.3988	6.0442	5.4321	4.9245	4.1371	3.5592
24	8.9847	7.8843	6.8361	6.4336	6.0725	5.4509	4.9371	4.1428	3.5619
25	9.0770	7.9631	6.8729	6.4641	6.0971	5.4669	4.9476	4.1474	3.5640
26	9.1609	7.9957	6.9091	6.4906	6.1182	5.4804	4.9563	4.1511	3.5656
27	9.2372	7.9926	6.9352	6.5135	6.1364	5.4919	4.9636	4.1542	3.5669
28	9.3066	7.9844	6.9607	6.5335	6.1520	5.5016	4.9697	4.1566	3.5679
29	9.3696	7.9718	6.9850	6.5509	6.1656	5.5098	4.9747	4.1585	3.5687
30	9.4269	7.9552	7.0027	6.5660	6.1772	5.5168	4.9789	4.1601	3.5693
35	9.6442	8.1755	7.0750	6.6196	6.2153	5.5388	4.9915	4.1644	3.5708
40	9.7791	8.2438	7.1150	6.6418	6.2335	5.5482	4.9966	4.1659	3.5712
45	9.8928	8.2925	7.1222	6.6543	6.2421	5.5523	4.9989	4.1664	3.5714
50	9.9948	8.3245	7.1327	6.6605	6.2493	5.5541	4.9995	4.1666	3.5714
55	9.9471	8.3370	7.1378	6.6638	6.2482	5.5549	4.9998	4.1666	3.5714

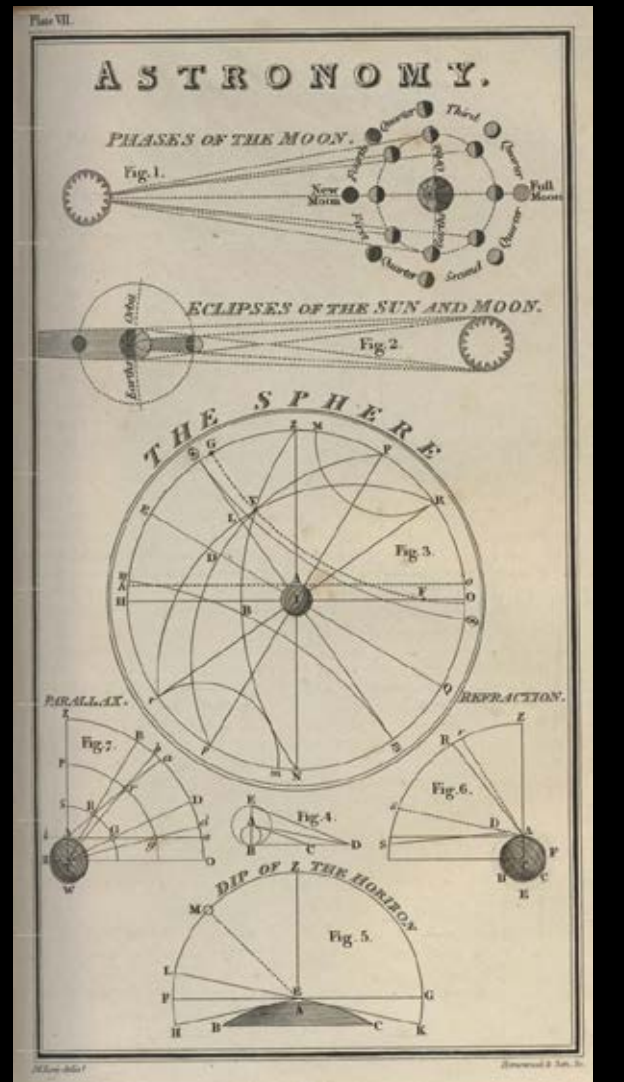
A MODULAR OFFERING

A modular financial software and service orchestrator across the entire banking and wealth management value chain, from front to back office.



EXPERTLY ORGANISED

Financial tables and taxonomies of knowledge, organised in columns, inform a clear and ordered design system.



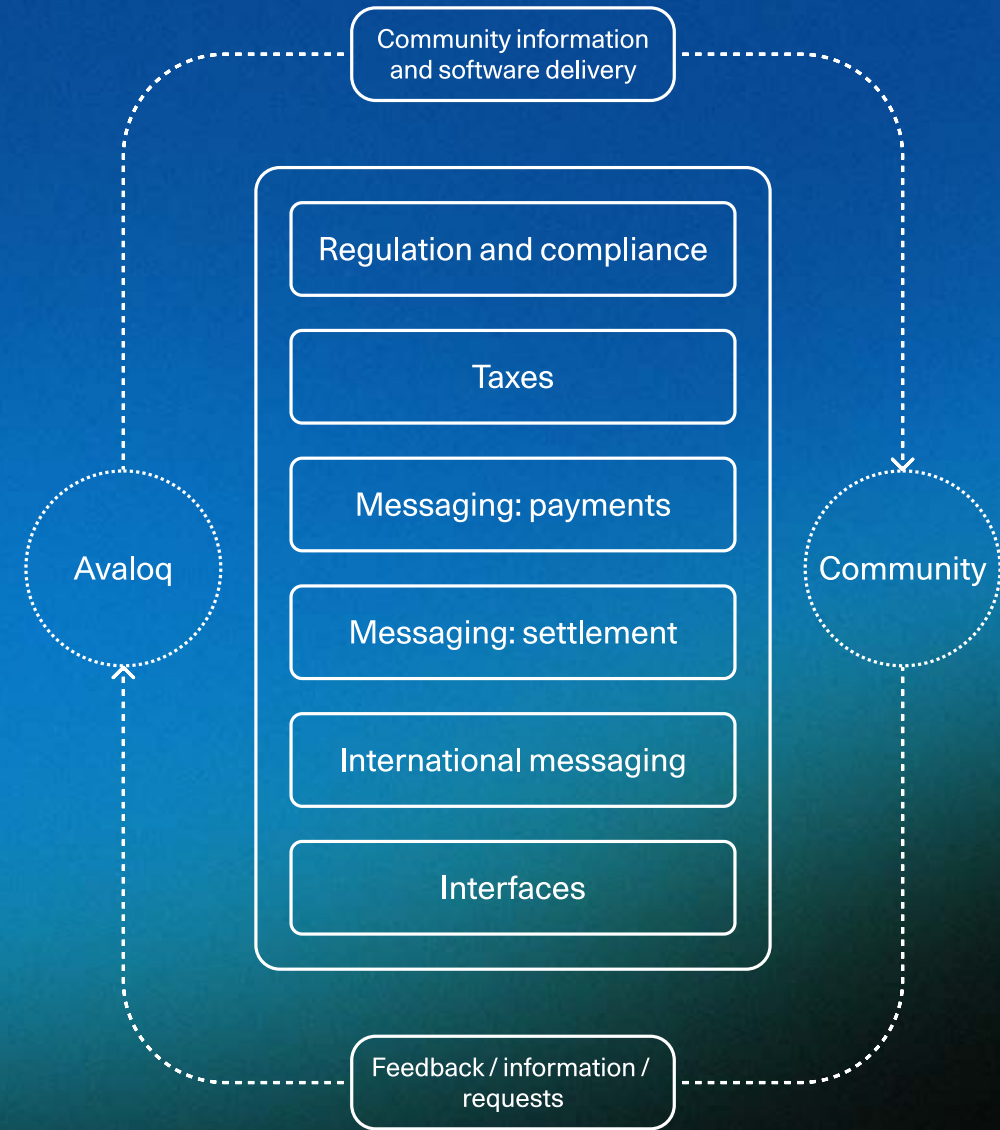
DIDACTIC DIAGRAMMATIC

The visual language of scientific diagrams influence the drawing style of product visualisations.

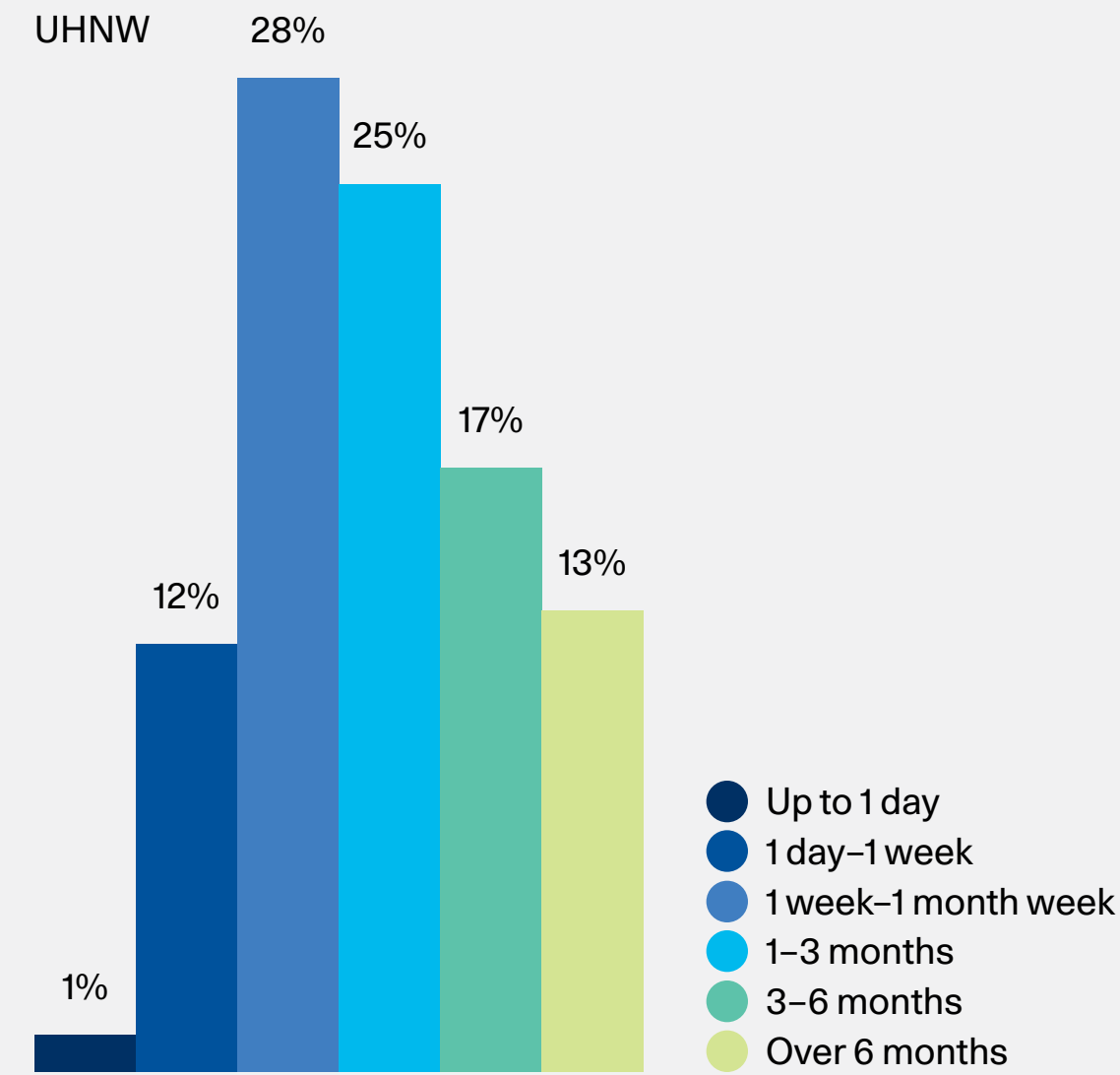
avalog

An NEC Company

Leading the way in wealth
management technology



How long would you say it takes to onboard different types of clients?



170+

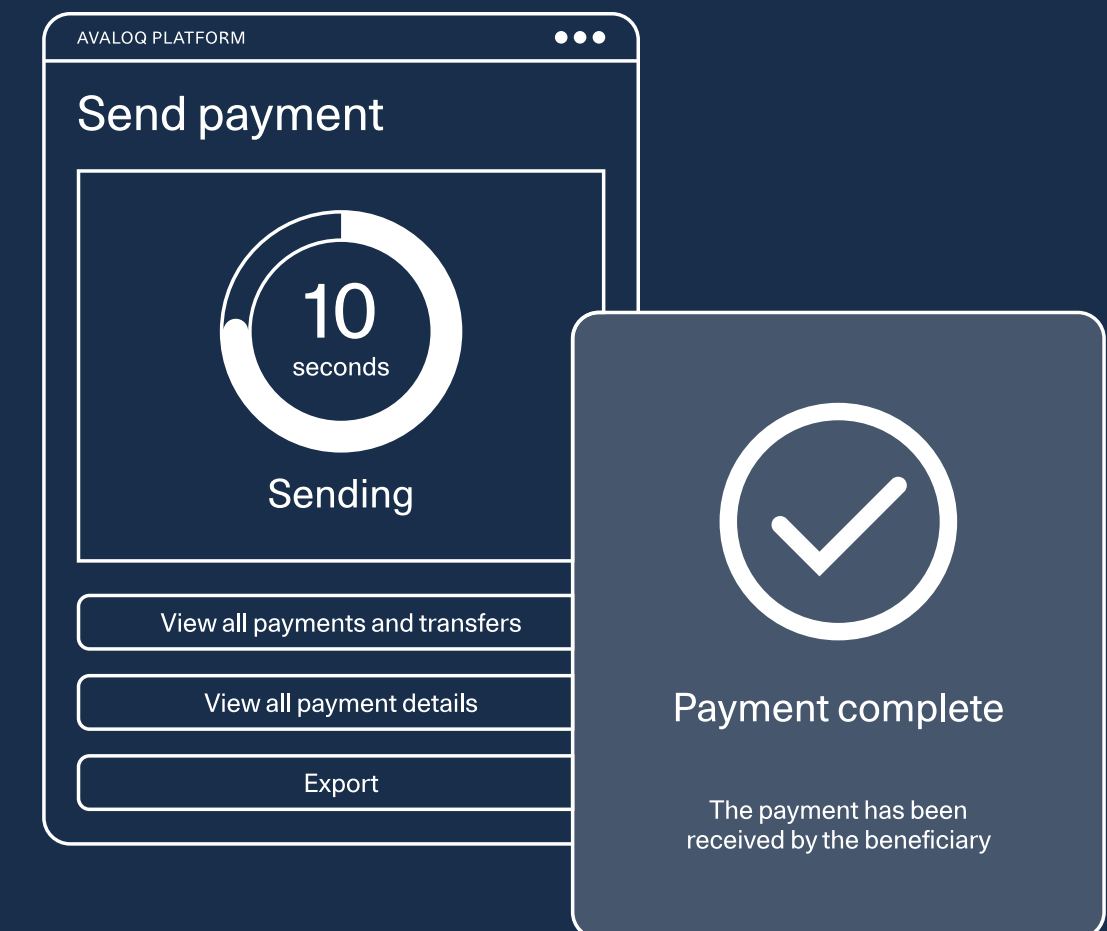
clients in 35 countries

CHF 4tr

client assets managed with Avaloq software

2,500+

colleagues representing 73 nationalities



Leading the way in wealth management technology

Platform



We have been supporting financial institutions in every segment for 40 years.

Cutting-edge banking software. Trusted partners. Expert services.

We deliver a powerful and market-leading platform that combines advanced financial software, a trusted partner ecosystem, and deep industry expertise, tailored for banks and wealth managers. Whether you choose our fully managed software as a service solution, a flexible self-service platform as a service or an on-premises deployment, you'll benefit from a suite of end-to-end capabilities and highly automated Banking Operations.

Discover our platform



Our focus

Wealth management and private banking

Retail banking

Corporate banking

Improve efficiency and client service. We enable investment solutions at scale for the mass-affluent or highly personalized advice for high net worth and ultra-high net worth investors.

The platform for world-class banking and wealth management

Transform your business with our comprehensive platform that meets the demands of the most complex financial institutions.

Contact us



The Avaloq platform brings together 40 years of experience in developing sophisticated financial software with the best-in-class technology from the financial ecosystem.

Benefits

Efficiency

Optimize your front-to-back-office processes to boost operational efficiency. Achieve straight-through processing rates of up to 99%.

Growth

Generate sustainable growth via premium client service. Increase revenue per adviser by as much as 10%.

Speed

Increase speed with our scalable platform available in the cloud. Expand into new markets in as little as six months.

Over 170 clients worldwide run on Avaloq's platform







Avaloq
190,340 followers
2mo · 🌐

+ Follow ...

We are excited to share our latest [#research](#) report, based on two comprehensive surveys of 3012 affluent to ultra-high net worth investors and 341 wealth management professionals across 11 hashtag [#markets](#) in Europe, Asia ... more



Avaloq wealth insights 2024

Key findings from investors and wealth professionals across Europe, Asia and the Middle East



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Increase efficiency. Enhance client experience. Transform your business.



Find out more at avalog.com

Avaloq brings together a comprehensive range of cloud banking software, services and partners to provide a complete solution for banks and wealth managers that covers the entire front to back office. From standalone digital products to core banking, we help you reduce cost to income ratio and enhance client experience.



In 2025, its first full year of
Malala Fund committed more
toward supporting local e
grams in its six priority coun
and her team fervently believe
thing a developing country needs
well-intentioned Western team co
fix things yet bungling the details. S
many traditional NGOs, they ferret ou
trusted partners on the local level,
and infrastructure they need to make a
ference. "People always ask us, 'How do
find all these developing-country partners
says Stone. "And we're like, "Why haven't yo
found them before?" I think we're just scratch
more Malalas and Zias who we can support.
There are people in all these countries who
have been fighting this fight for a long time
with no funding and no recognition."
Zia, now the UN's special
global education ...



California: Designing Freedom was the second summer exhibition at the new Design Museum on Kensington High Street. The exhibition charted the journey of Californian design, from the counterculture of the 1960s to the Silicon Valley tech culture of today.

The identity of the show utilised the emblem of the sun, evoking the spirit of California as a frontier state and a place of light and space. A dot gradient referenced screen-printed dots and iPhone pixels, whilst the typography alluded to billboard advertising and digital operating systems.

I led a team of designers working across the editorial, exhibition and campaign components of the project, including the on-site installation of show and publicity graphics.

CLIENT
Design Musuem, London

STUDIO
Barnbrook

OUTPUTS
Brand identity
Exhibition graphics
Environmental graphics
Campaign
Print design
Book design

COLLABORATORS
3D exhibition design by Plaid

“

Exploring tools of personal freedom

CALIFORNIA

Designing Freedom

WHAT YOU WANT
HERE YOU WANT

Tools of Self-Expression
and Rebellion



CALIFORNIA

Designing Freedom

California has changed our lives. So many of the
tools we take for granted – from personal computers
to smartphones and social media – were born in
Silicon Valley. They have transformed how we express
ourselves, how we work, how we learn, work and fall in love.
They have even redefined the very nature of design
to make a world experienced through screens.

Designed in California is not a style but an attitude.
It assumes that technology should empower the
individual, making it easier to make things, to
communicate and to build communities. And while
that impulse is entrepreneurial, these products are
presented as tools of personal liberation.

This exhibition traces California's pursuit of freedom
from the counterculture of the 1960s to the tech
culture of today. It examines how the values of
individualism, rebellion, and self-expression
– embodied in the products we
use every day – have become the backbone for up to their
country's economic strength. It's about empowerment,
individualism and building California designs to shape
the future of the 21st century.

SAY WHAT YOU WANT

GO WHERE YOU WANT

SEE WHAT YOU WANT

Tools of Self-Expression and Rebellion

Californian designers have pioneered various forms of freedom of expression, producing distinct graphic cultures that have been widely influential. The political agitation of the 1960s produced a wave of activist design in support of free speech and civil rights for African Americans, women and the gay community. Artists and designers such as Sister Corita Kent and Emory Douglas of the Black Panthers created a politically charged language with a pop aesthetic.

By the 1980s, political content gave way to more individualistic forms of expression. Designers such as April Greener pursued a postmodern 'New Wave' aesthetic that was emotive and influenced by punk. David Carson gave the subcultures of skateboarding and surfing their own anarchic graphic language, which culminated in the often illegible pages of *Ray Gun* magazine. Southern Californian graphic design of the 1980s and 90s was a rejection of the corporate modernism of New York.

These idiosyncratic styles have been superseded by social media platforms that put tools of personal expression in the hands of anyone with a computer or smartphone. We can all broadcast our individualism, but through the standardised interfaces of Facebook and Twitter. Now activists and presidents use the same formats to say what they want.

Tools of Movement and Escape

California's post-war culture of freedom and mobility was reflected in the design of the mid-century modernist home and the car. The design of the car and the home were both influenced by the desire for a more open and flexible way of living. The car was designed to be a mobile home, and the home was designed to be a mobile car. This was a rejection of the corporate modernism of New York.

From the 1950s to the 1970s, the American dream of mobility and freedom was reflected in the design of the car and the home. The car was designed to be a mobile home, and the home was designed to be a mobile car. This was a rejection of the corporate modernism of New York.





the DESIGN MUSEUM

CALIFORNIA

Designing Freedom

PHAIDON

the DESIGN MUSEUM

GO WHERE YOU WANT
SEE WHAT YOU WANT
MAKE WHAT YOU WANT
SAY WHAT YOU WANT
JOIN WHO YOU WANT

PHAIDON



SELLING FREEDOM

Tools of Personal Liberation

JUSTIN MCGUIRK

The phrase "California design" conjures up a casual mid-century modernism: a poolside lifestyle furnished by Charles and Ray Eames, housed by Richard Neutra and photographed by Julius Shulman. Seductive though that canon is, it has very little to do with the hold that California designers have on the world today. Eames furniture may have become a global default setting, but it is the digital tools emanating from Silicon Valley that dominate our attention. California Modern has been superseded by California Mode, a way of being in which the individual can express himself or herself to a hyper-connected world — one's thoughts, one's experiences, one's lunch. Californian tools put information at your fingertips but they also turn you into information. This is our new global reality, as true in Phnom Penh as it is in Palo Alto. To know this is to recognize that designers at Californian companies are shaping the nature of the twenty-first century.

This shift in what we mean by "California design" — from post-war interiors to global communication tools — is the story of how design itself has evolved as a discipline. Furniture and domestic products have ceded their place in our lives to devices: things with screens, operated by software and experienced through user interfaces. These are the tools of the information age, and the design that makes them so powerful, so intuitive, so easy to use, so addictive — or not — is design for the information age. The fact that we now carry super-computers in our pockets and that we mediate the world through screens has spawned whole new categories of design: software design,

User Interface (UI) design. User Experience (UX) design, interaction design (the terms are often interchangeable). The designers who deploy these skills have an almost creepy influence on many of our most day-to-day activities — the way we work, the way we communicate, the way we play. And that fact makes California, the home of so many tech giants, the global centre of design innovation.

The San Francisco Bay Area is home to probably the densest concentration of designers in the world. They are there because Silicon Valley's technology industry needs them. Design is what makes technology useful and accessible to ordinary people. Without designers shaping the human experience of a product, no piece of tech would make it to market. It is no coincidence that the technology firm that took design most seriously became the most valuable company in the world. Apple's platonic product design and intuitive software suggest that design is the difference between mere success and global domination. Subsequently, "Designed in California" has become a globally recognized standard, like "Made in Italy". This tagline — which Apple stamps on its products to present them as home-grown goods, despite their being made in China — has become so powerful that even competitors on the other side of the world use it. Samsung is only one of many foreign technology and automotive companies to open design studios in California, all hoping that some of the native design culture will rub off on them.

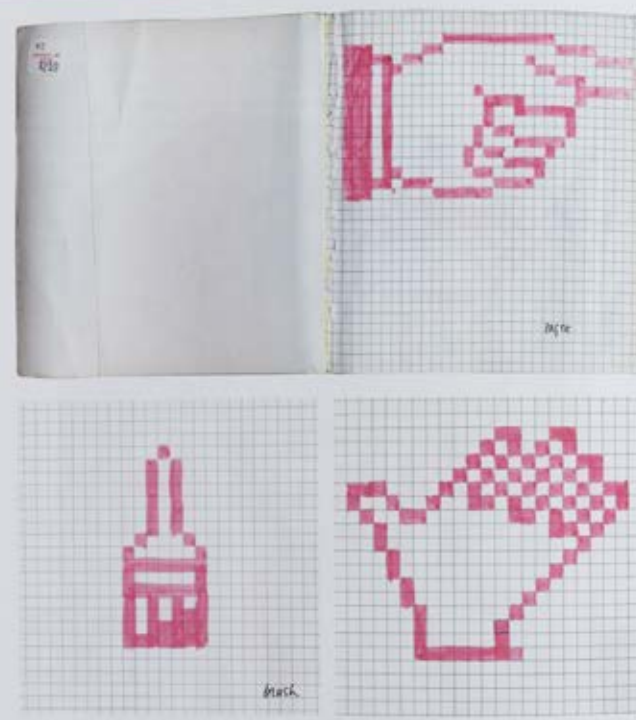
However, this book and the exhibition that it accompanies are not just about design for technology. They take California design as a more

2

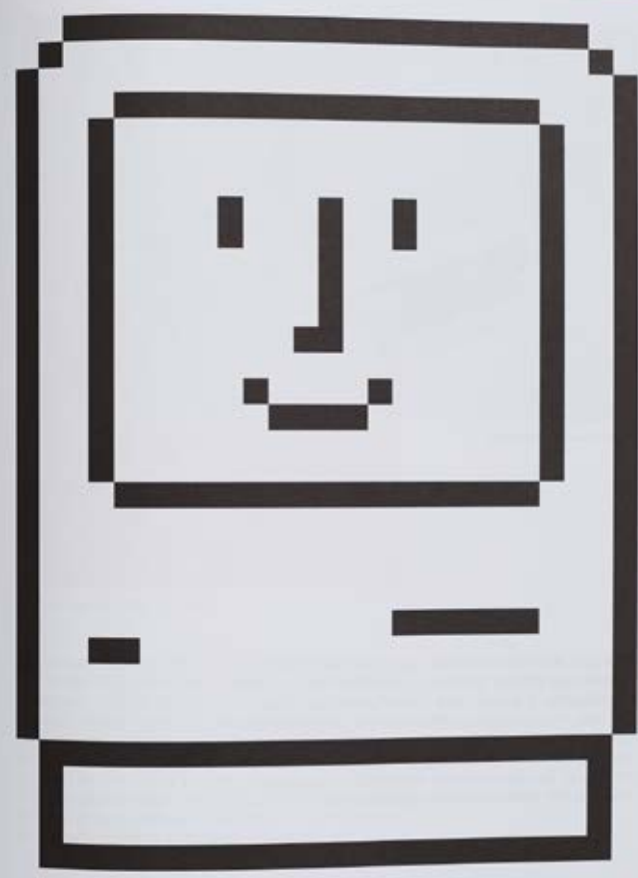
SEE WHAT YOU WANT

Tools of Perception and Fantasy

From Disneyland to Skywalker Ranch, California is a place that manufactures fantasy. This capacity for make-believe coexists alongside a commitment to inventing media and new ways of seeing the world. LSD, a tool of perception that helps shape the counterculture of the 1960s, offers a way to plug in to alternate realities. That tendency becomes mainstream with the development of video games, and is extended with tools that enhance our vision to create virtual and augmented realities. At the same time, the proliferation of tiny cameras has bred a culture that records and observes itself obsessively. To see what you want is to open doors to fantasy in the virtual world and self-surveillance in the real world.



Above: Susan Kaye, "Sketches for a Graphical User Interface Icon", 1992
Opposite: Susan Kaye, "Happy Man", 1993



Dennis Hopper and Peter Fonda ride through the desert in a scene from the film Easy Rider, 1969

In the 1960s, freedom is two wheels and an open road. In the 2020s, it will be not owning a car or even driving one, but putting yourself in the hands of artificial intelligence. The driver becomes a passenger.



Waymo's reference vehicle, Firefly, self-driving on the streets of Austin, Texas, 2016

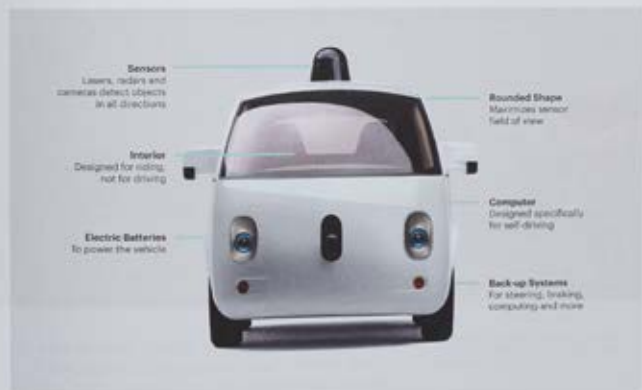


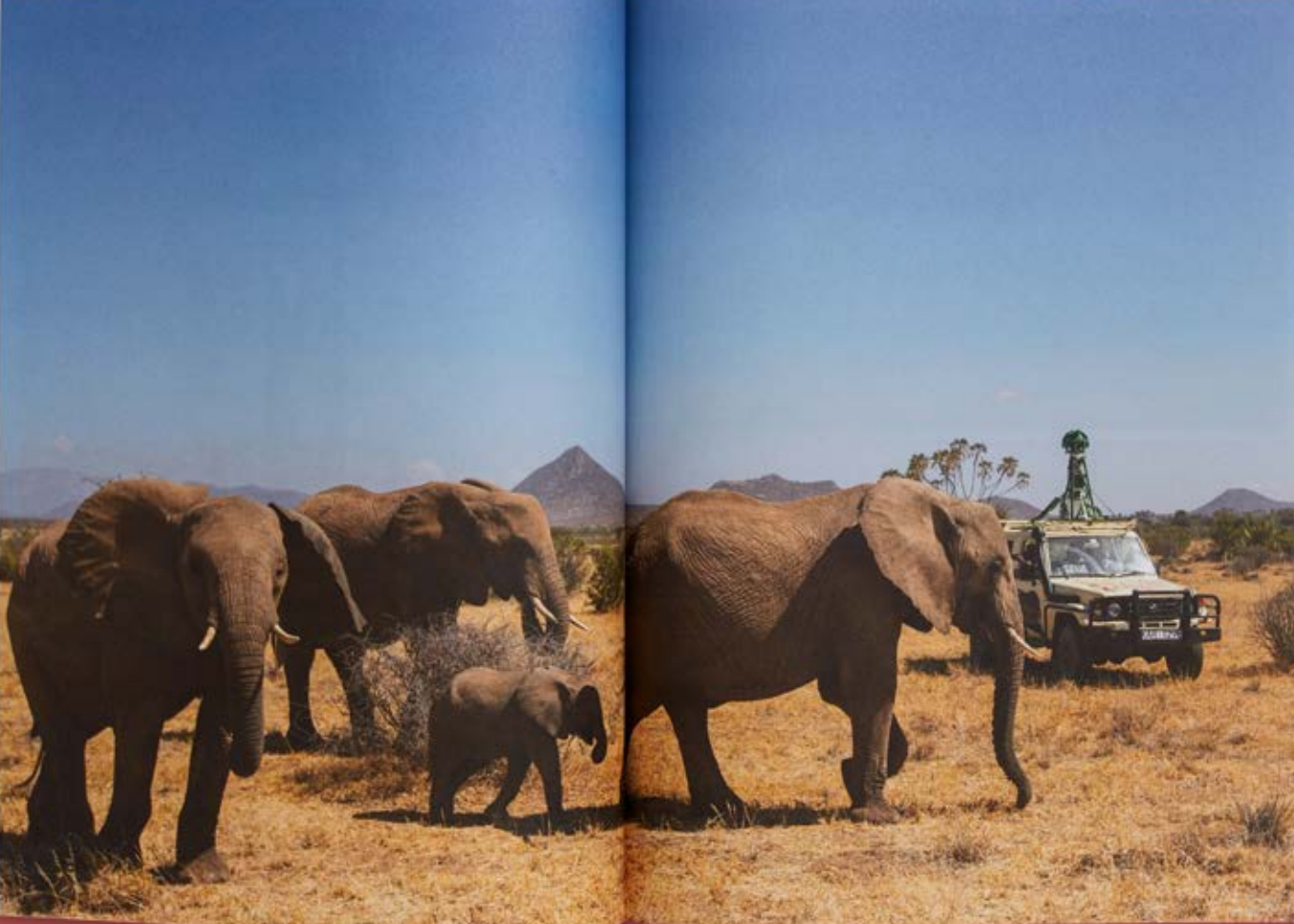
Diagram of the key features of Waymo's self-driving car prototype, 2016

3

SAY WHAT YOU WANT

Tools of Self-Expression and Rebellion

The political agitation of the 1960s results in a surge of freedom of expression, from the Free Speech Movement at the University of California, Berkeley, to movements in support of civil rights for African Americans, women and the gay community. By the 1980s this activist graphic culture gives way to a new wave of graphic expression that is individualistic, anarchic and lifestyle-oriented. This anything-goes, Southern-Californian aesthetic is in stark contrast to the corporatized modernism of New York. Today, personal expression has been universalized — we can all broadcast our individualism but through the standardized interfaces of social media platforms. Now activists and presidents use the same formats to say what they want.



IA
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8 Kensington
W8 6AG
nia

CALIFORNIA

Designing Freedom

24 May - 15 October 2017

An exhibition about
California has
changed your life
238 Kensington High Street
London W8 6AG
California

An ex
24 May

CALIFORNIA

Designing Freedom

October 2017

An exhibition about
California has
changed your life
Kensington High Street
W8 6AG

24 May - 15 October
An exhibition about
how California has
changed your life
Kensington High Street
W8 6AG

CALIFORNIA

Designing Freedom

IA

CALIFORNIA

Designing Freedom

2017

CALIFORNIA

Designing Freedom

24 May - 15 October 2017

An exhibit

CALIFORNIA

Designing Freedom

Arrow electronics is a Fortune 500 company that provides electronic components and enterprise computing solutions. It uses its expertise to help original equipment manufacturers bring products to market.

Following a period of growth, there was a need to consolidate and unify the brand. The new brand design system defined consistency whilst allowing for flexibility, and reimagined Arrow's core assets. The brand includes a bold new colour palette, a suite of patterns, and an original, versatile, typeface family with cuts that can scale from label-small to warehouse-huge.

CLIENT

Arrow

STUDIO

Winkreative

OUTPUTS

Brand identity

Art direction

Image library

Custom typeface

Signage and wayfinding

COMMISSIONS

Custom typeface by Dalton Maag

Illustration by Joseph Carrington

Unifying one of tech's biggest players



A CENTURY OF CONNECTION

Arrow started out in 1935 on New York City's Radio Row. In a new age of innovation, Arrow recognised how to connect people to technology.



YOUR AMPLIFIER

Today, Arrow are in the business of high growth potential. CEO Mike Long famously says 'growth is in the mindset'.



AMPLIFIED SCALE

Inspired by the Eames' films *The Powers of Ten*, the photography concept shows the breadth of roles Arrow plays in the wider world—from supplying solutions to driving a city's infrastructure.

BRAND POSITIONING →

your amplifier

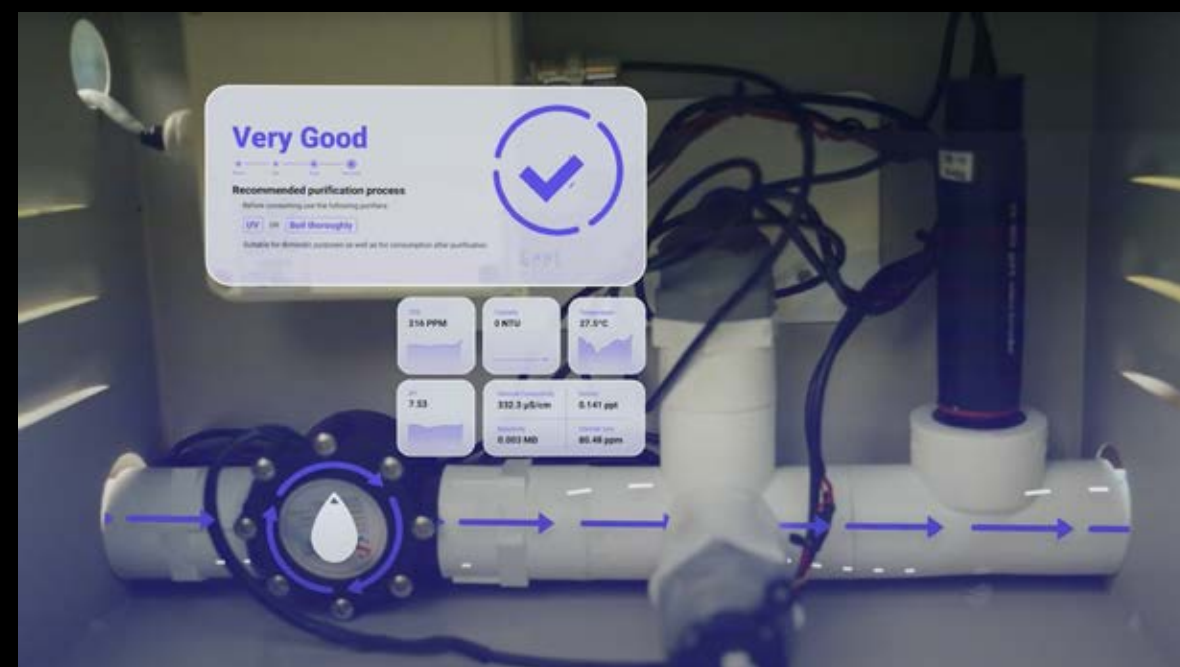


GUIDING INNOVATION FORWARD

Arrow helps people transform their ideas into real, working solutions that are efficient to make and simple to use.

CONNECTING WITH THE FUTURE

Today Arrow helps people connect with a more progressive future. One where new technologies, materials and electronics make life better.



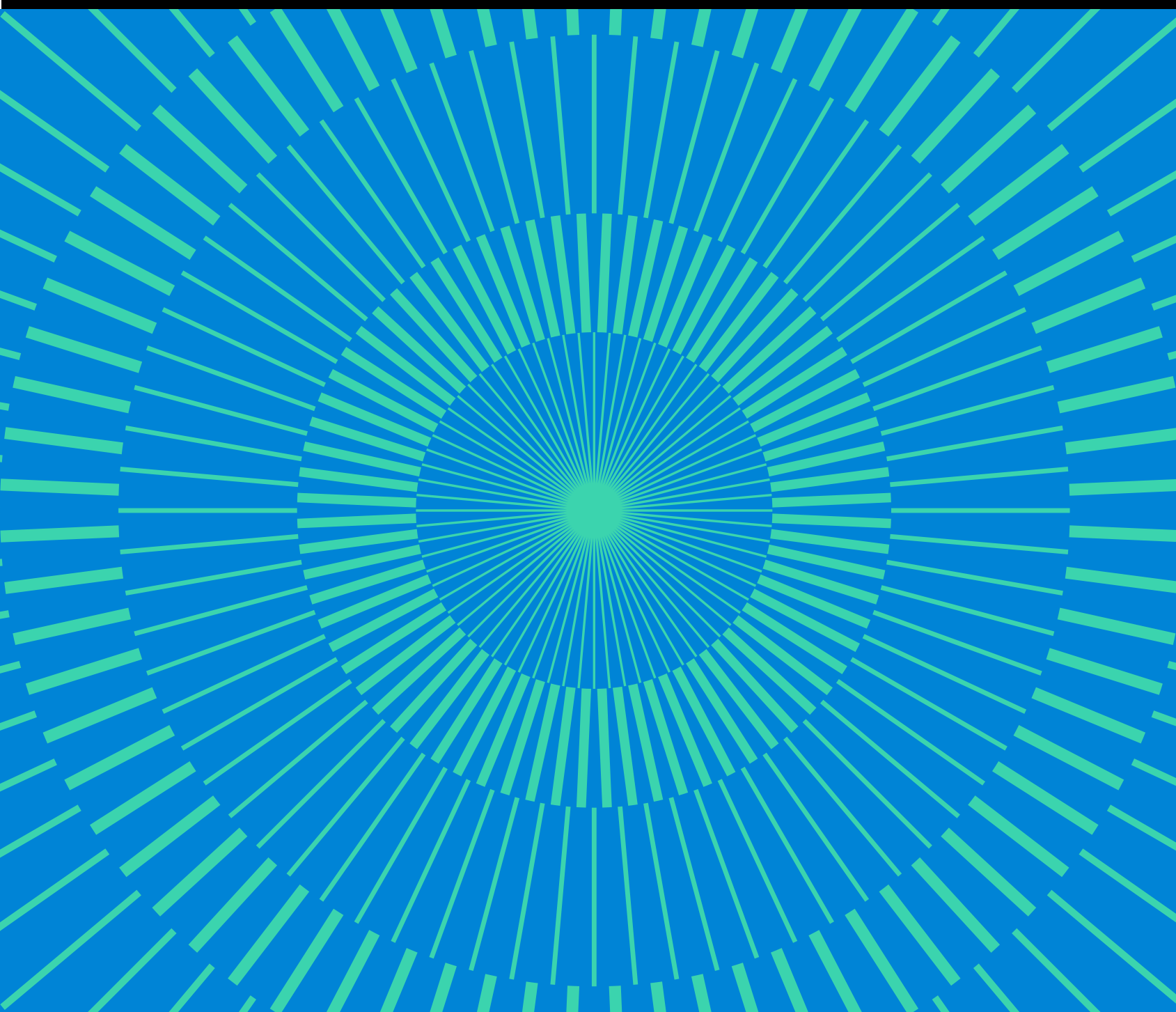
TECHNOLOGY THAT CHANGES LIVES

Arrow believe that great ideas and new technology have the power to change lives and transform society.

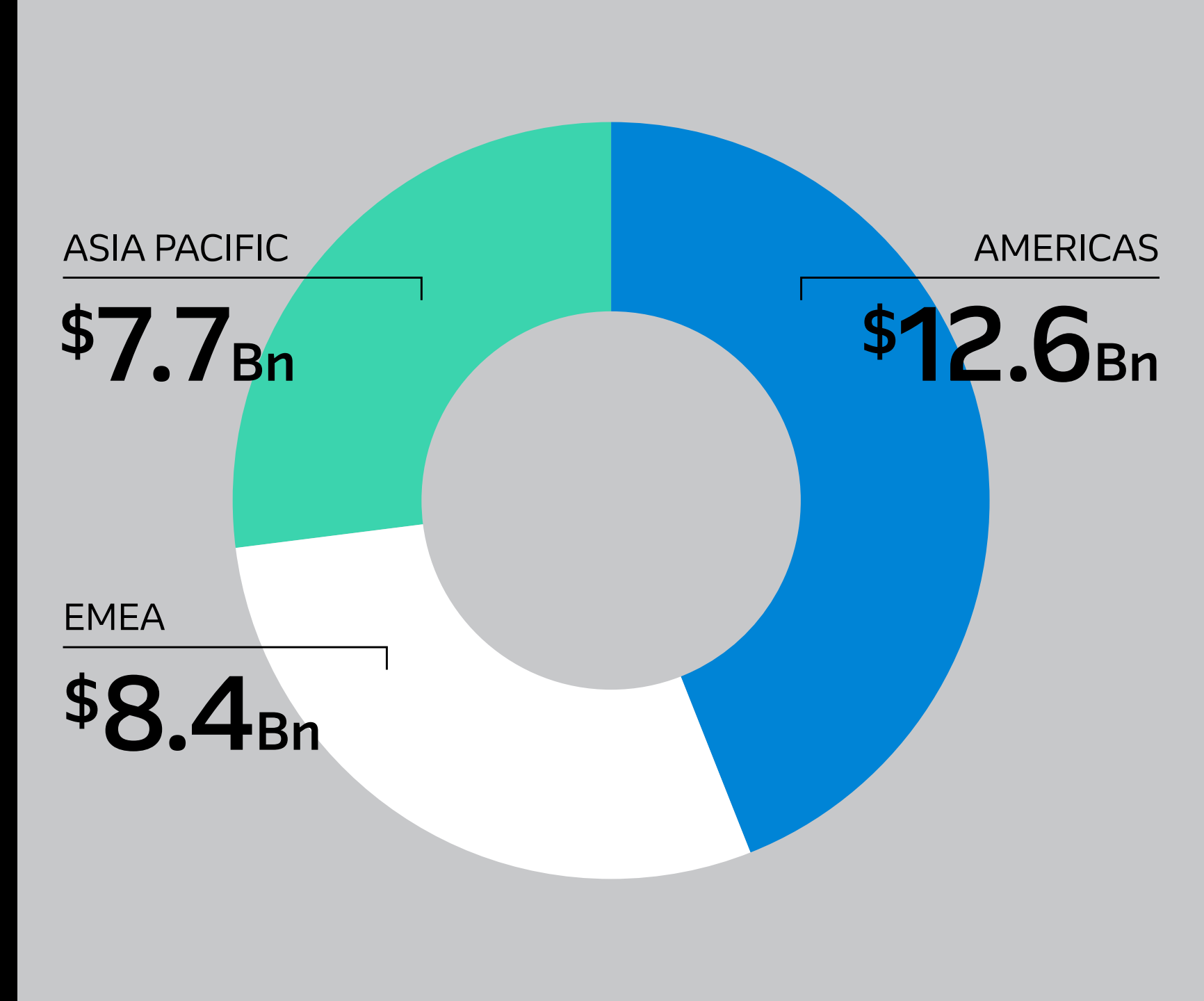


ALWAYS FORWARD

Alongside experts in aeronautic systems, flight medicine and spinal injury medicine, Arrow empowered quadriplegic, former Indy Car race driver Sam Schmidt to take the wheel again—in a car controlled with only the motion of his head.



CONNECT
CONNECT
CONNECT
CONNECT
CONNECT



Five Years Out 2025
Helsinki, Finland

THE FUTURE IS NOW

ARROW



Developer

Open and inviting counters
Interplay of horizontal and diagonal strokes
Deep and angular connections
Regularized proportions
Subtle bowing diagonals
Squarish rounds and counters
Dynamic angular terminals

Arrow Display Bold
Arrow Display Bold Italic
Arrow Display Medium
Arrow Display Medium Italic
Arrow Display Regular
Arrow Display Italic
Arrow Display Light
Arrow Display Light Italic

Composite

Softer stem connections
Organic rounds and counters
Less angular terminals
Varied proportions
More relaxed letterspacing
slightly curved horizontal connections
Open apertures and counters

Arrow Text Bold
Arrow Text Bold Italic
Arrow Text Medium
Arrow Text Medium Italic
Arrow Text Regular
Arrow Text Italic
Arrow Text Light
Arrow Text Light Italic



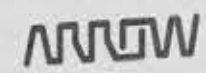
Guiding Innovation Forward



Arrow has been connecting people with technology for over 85 years. Giving you the tools, knowledge and guidance you need to transform a great idea into an amazing product and a successful business. Whatever you need, and wherever you are, we're here to help. Find out more at arrow.com

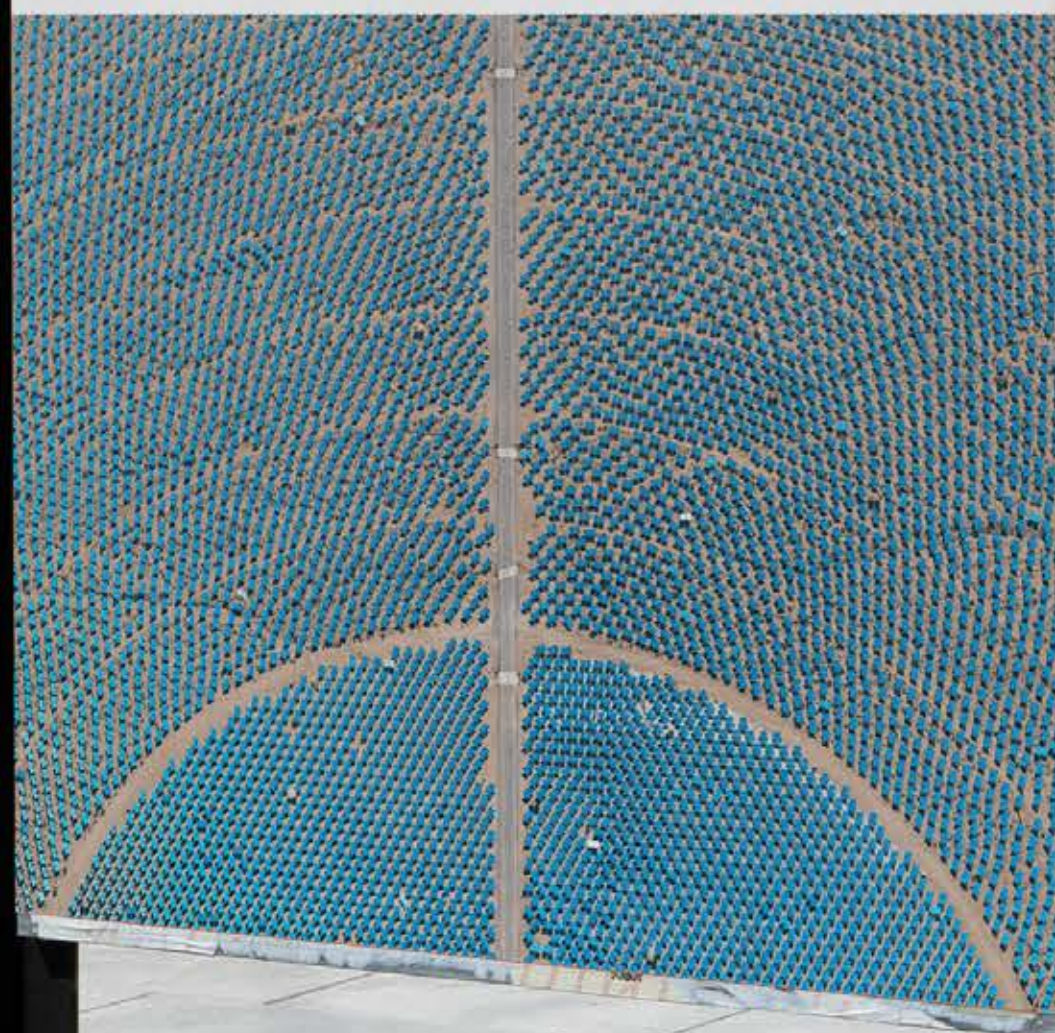
Ready for the future

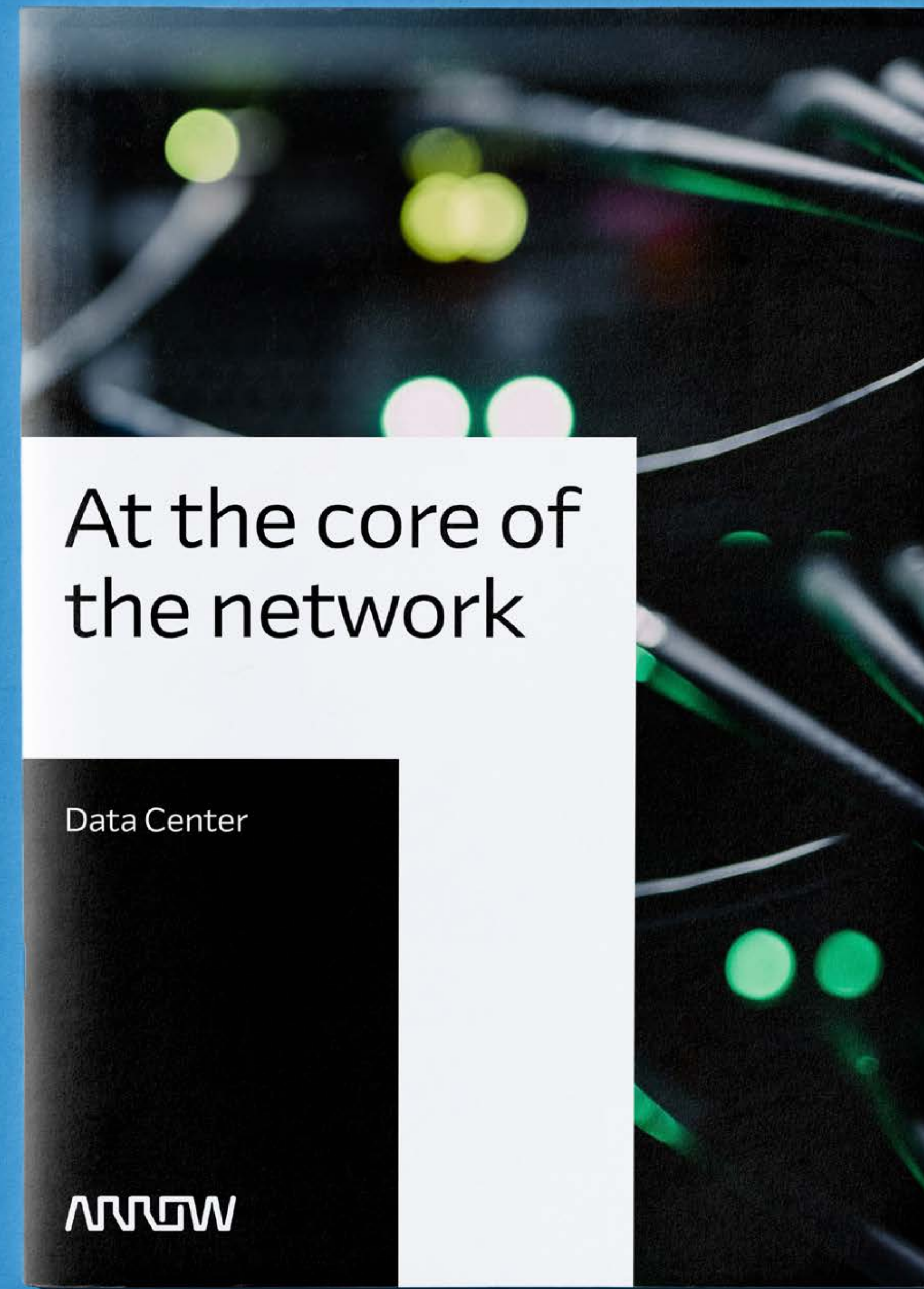
Arrow has been connecting people with technology for over 85 years. Giving you the tools, knowledge and guidance you need to transform a great idea into an amazing product and a successful business. Whatever you need, and wherever you are, we're here to help. Find out more at arrow.com

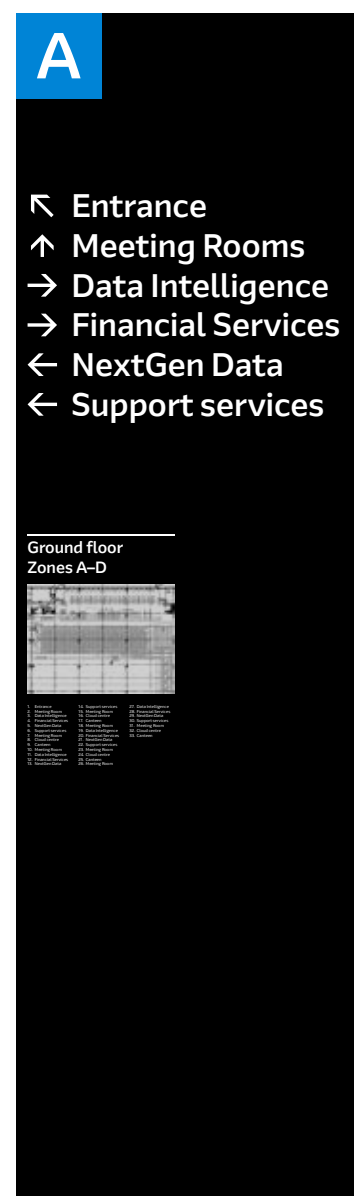
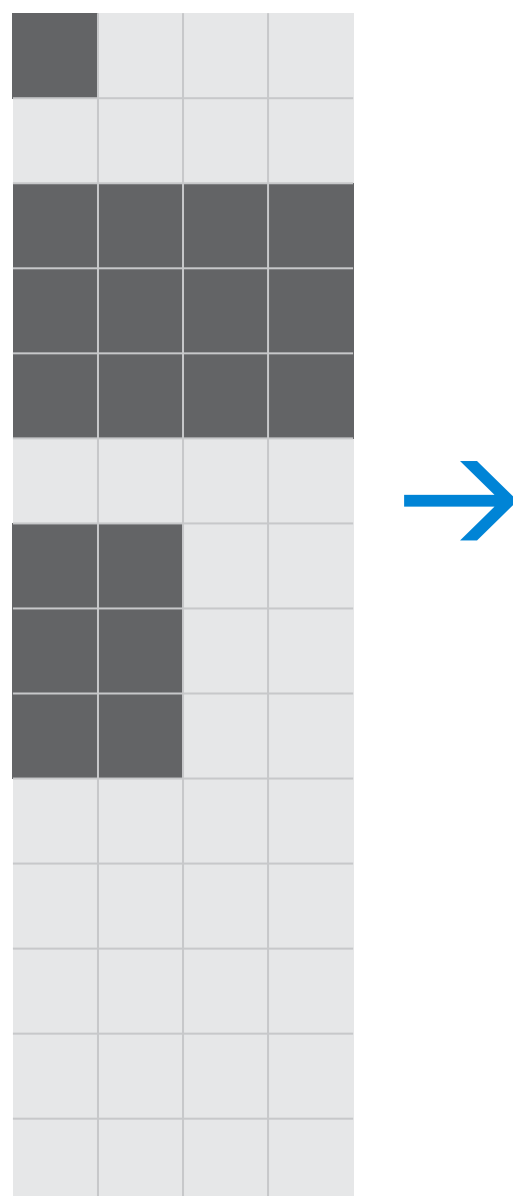
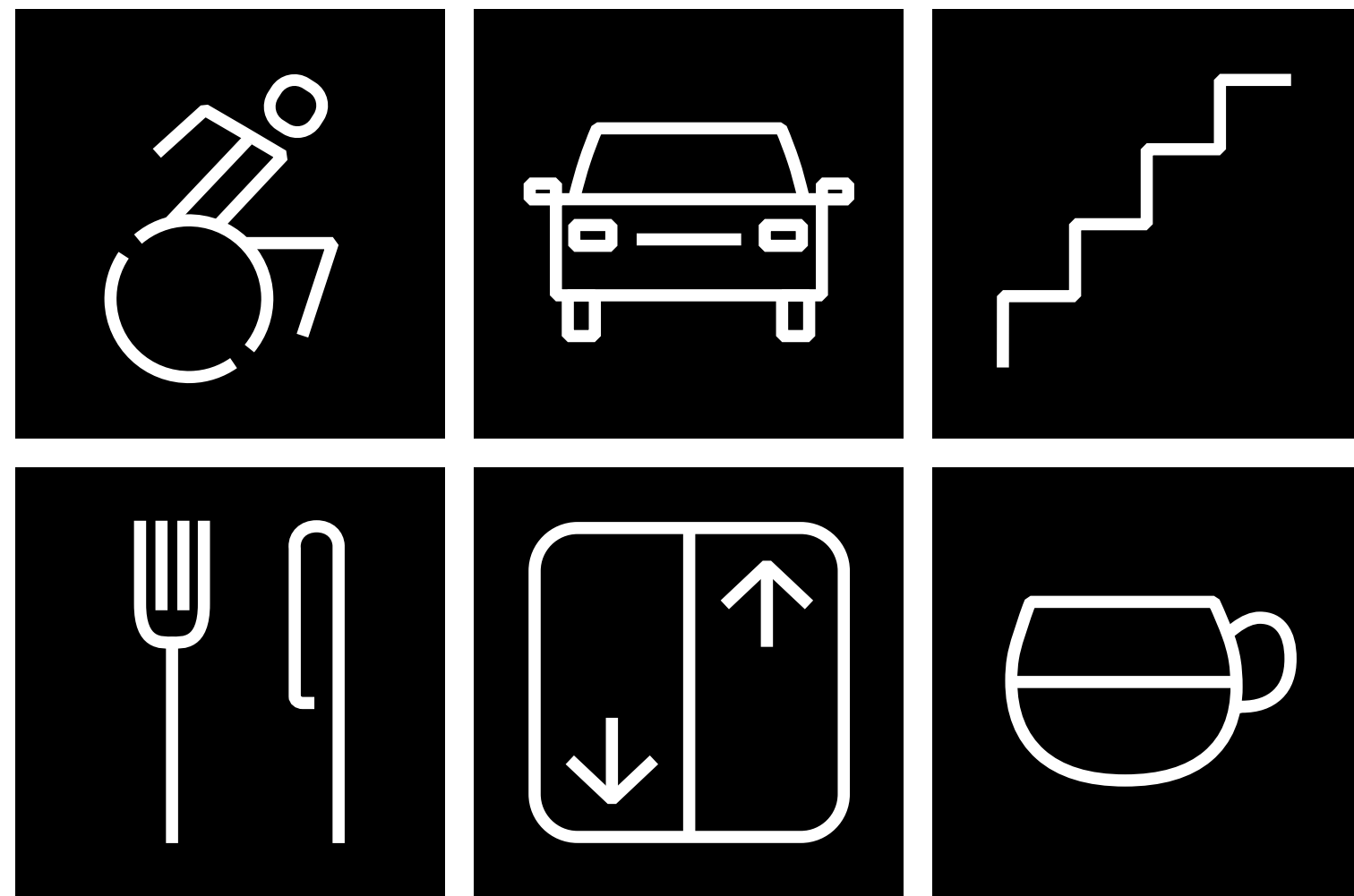


A Spark of Invention


As the world embraces cleaner alternatives, green infrastructure takes center stage. Imagine EV charging stations powered by renewable energy sources like solar panels and wind turbines pave the way for a sustainable future. Find out more at arrow.com








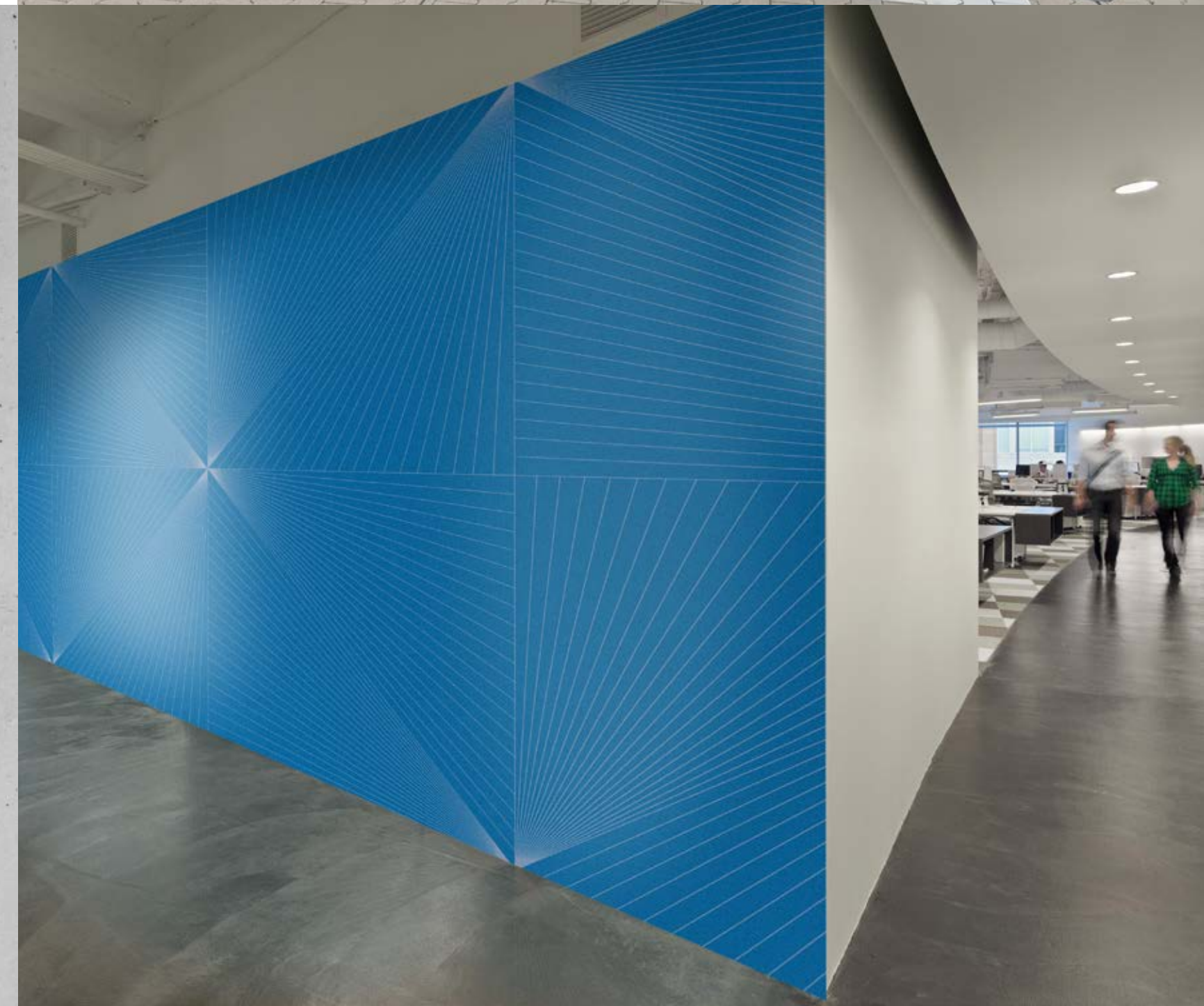




Venlo
Monday 24 March


7 °C Partly sunny

Melbourne	 9°C partly sunny
Beijing	 16°C cloudy
Cape Town	 6°C clear
Buenos Aires	 17°C showers
Centennial	 22°C sunny





Attracting over two million visitors to twelve museums around the world, *David Bowie is* is one of the most successful exhibitions in the V&A's history. Organised with unprecedented access to Bowie's personal archive, *David Bowie is* explored the work of an artist whose reinventions, collaborations, and characterisations revolutionised the way we see music and ourselves.

I led the design team that created the visual identity that came to life in the exhibition itself, the accompanying merchandise range, and OOH campaign. I also designed the exhibition book and its three special limited editions.

CLIENT
V&A Museum

STUDIO
Barnbrook

OUTPUTS
Brand identity
Art direction
Campaign
Print design and production
Editorial Design

“How does one unify the life of a multitalented performer in a consistent typographic style? How does one pin down David Bowie in any way at all?

... the designers realised they needed one strong, distinctive visual language to tie everything together, so they chose Albertus.

Recalling that show by flipping through the catalogue—those full graphic spreads emblazoned ‘David Bowie Is Forever And Ever’, ‘David Bowie Is Moving Like A Tiger On Vaseline’—one wonders how anyone could possibly have chosen anything else.”

—SIMON GARFIELD, ALBERTUS:
THE BIOGRAPHY OF A TYPEFACE

Wonder if he'll ever know,
he's in the best selling show

DAVID
BOWIE
IS

V&A



David Bowie is
watching you

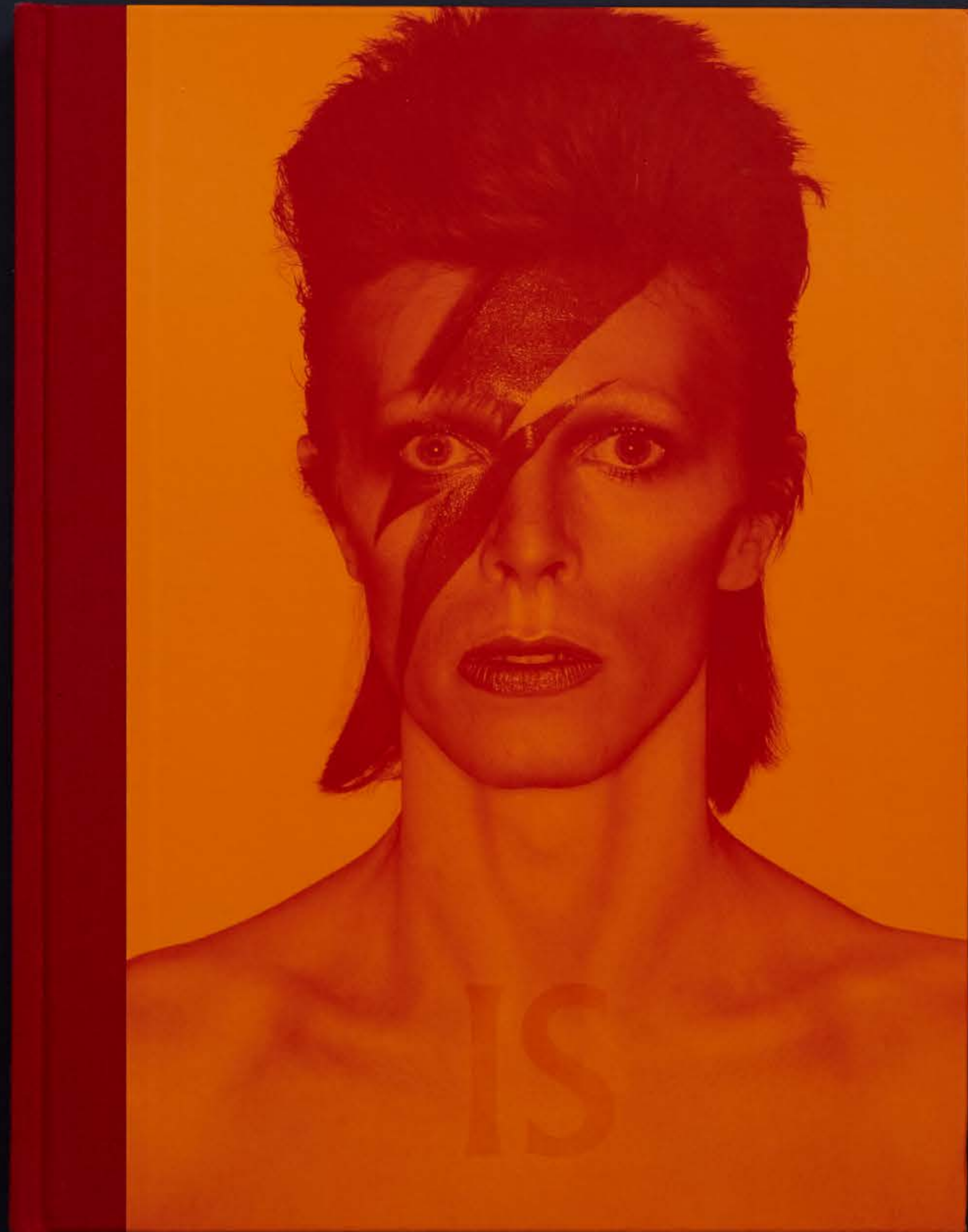
23 MARCH – 11 AUGUST 2013

A MAJOR EXHIBITION AT THE VICTORIA AND ALBERT MUSEUM
BOOK NOW ONLINE OR 020 7907 7073* V&A MEMBERS GO FREE
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*BOOKING FEES APPLY | PHOTO: DUFFY & DUFFY ARCHIVE

IN PARTNERSHIP WITH
GUCCI

SOUND EXPERIENCE BY
SENNHEISER





David Bowie is watching you

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 SOUTH KENSINGTON & KNIGHTSBRIDGE
 VICTORIAANDALBERTMUSEUM
 #V_AND_A #DAVIDBOWIE

SPONSORED BY **GUCCI**
 PARTNERED BY **KENNERLSEN**

23 MARCH - 11 AUGUST 2013



David Bowie is ahead of himself

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 #V_AND_A #DAVIDBOWIE

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23 MARCH - 11 AUGUST 2013



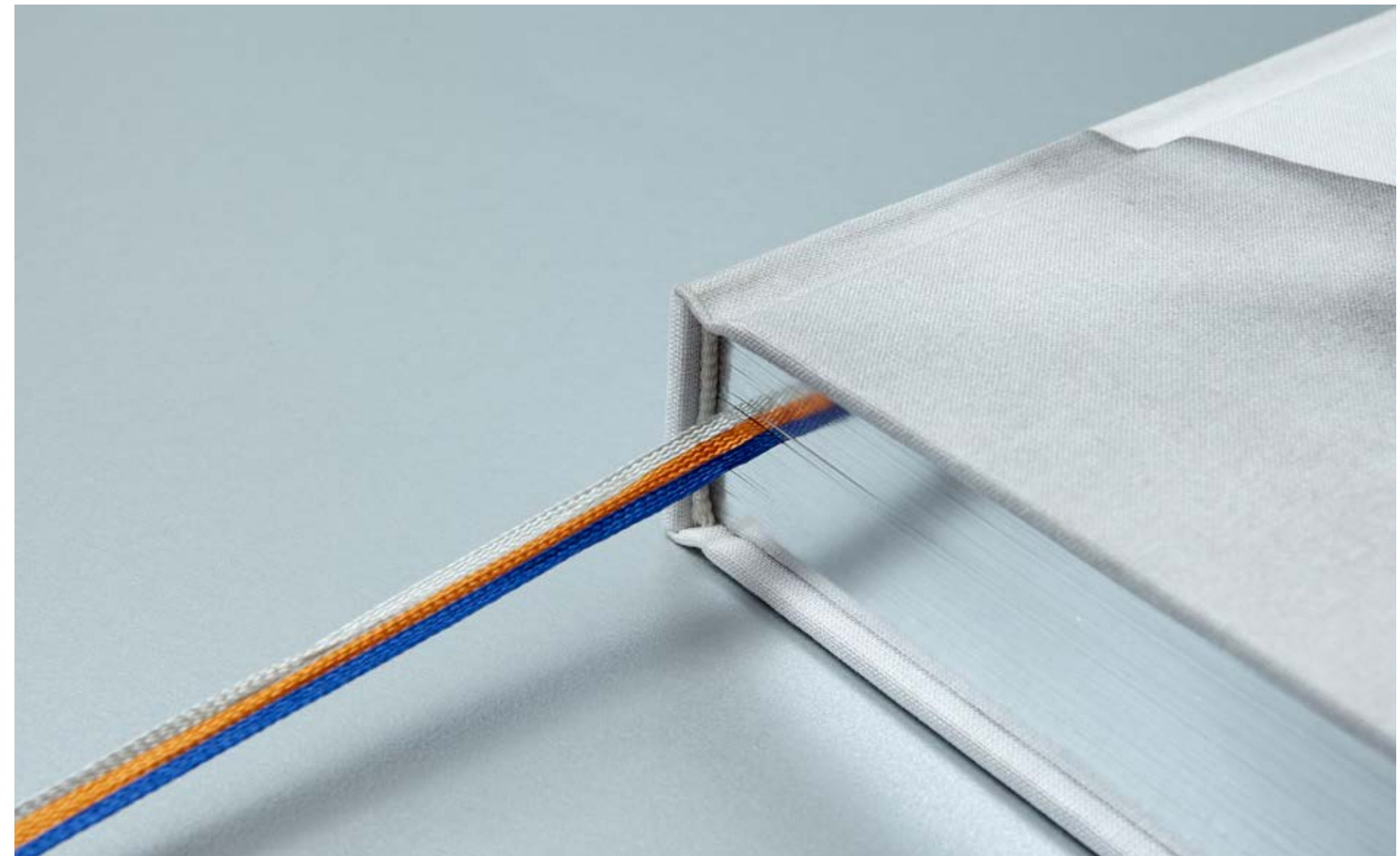
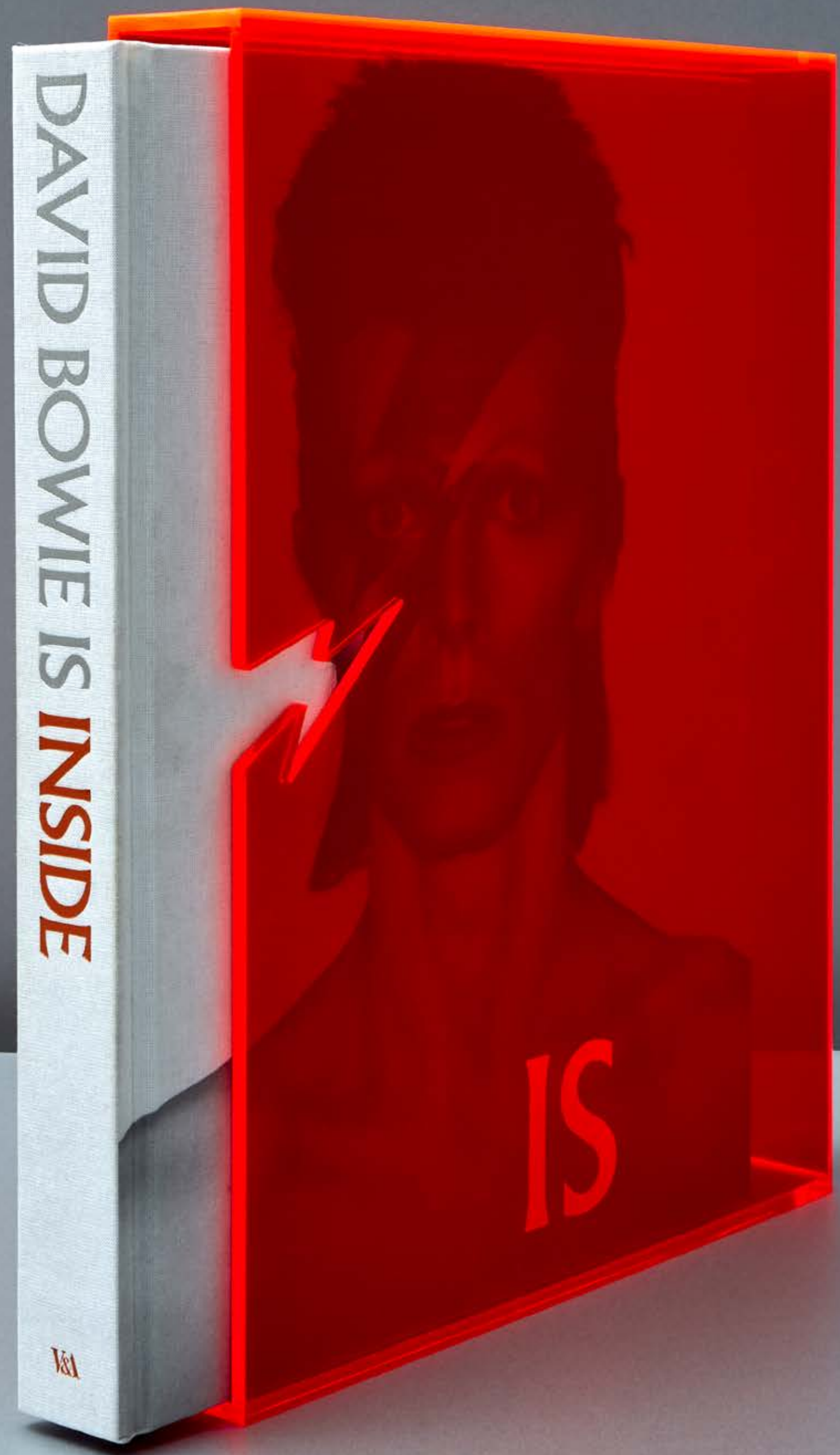
David Bowie is here

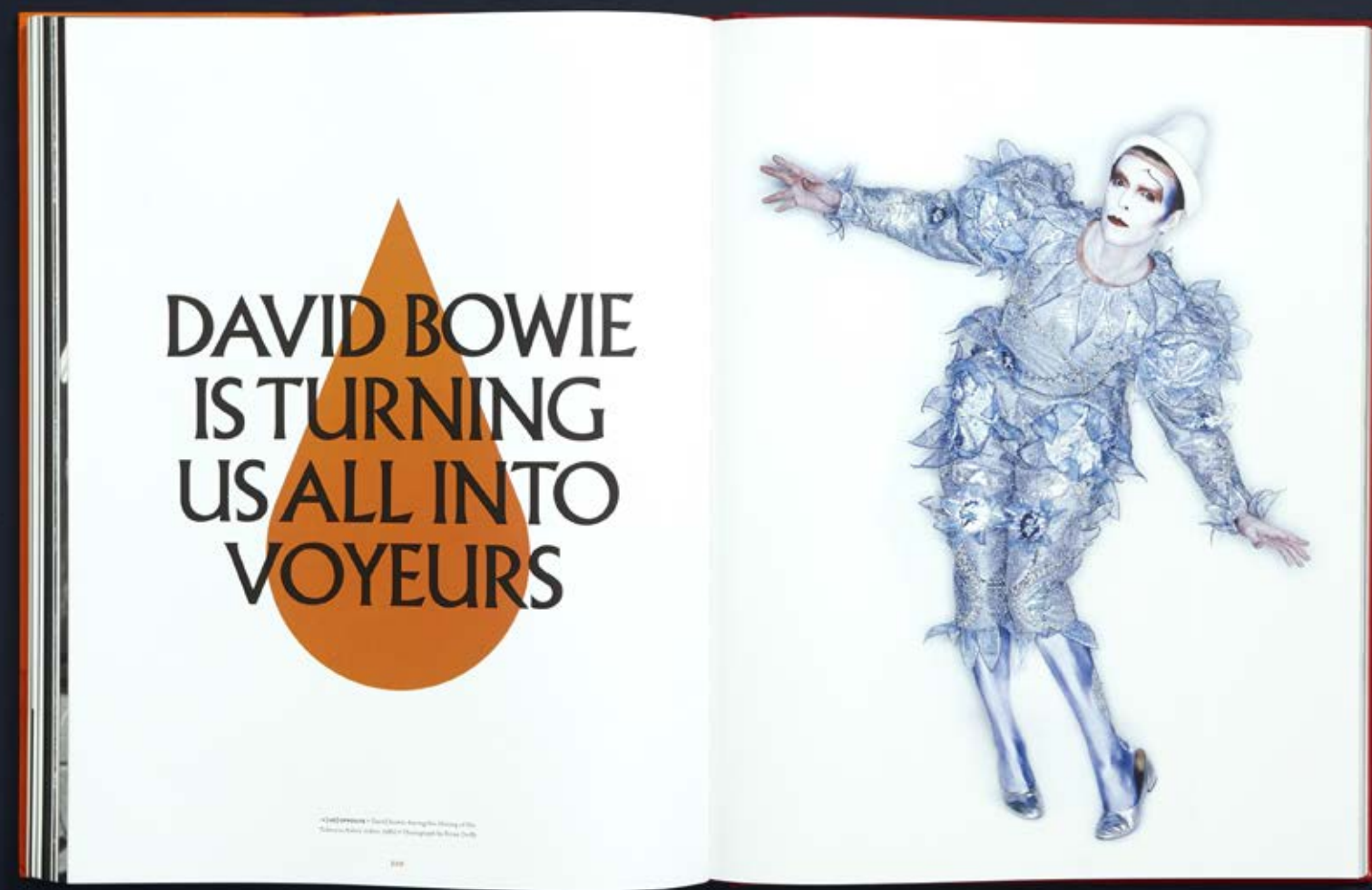
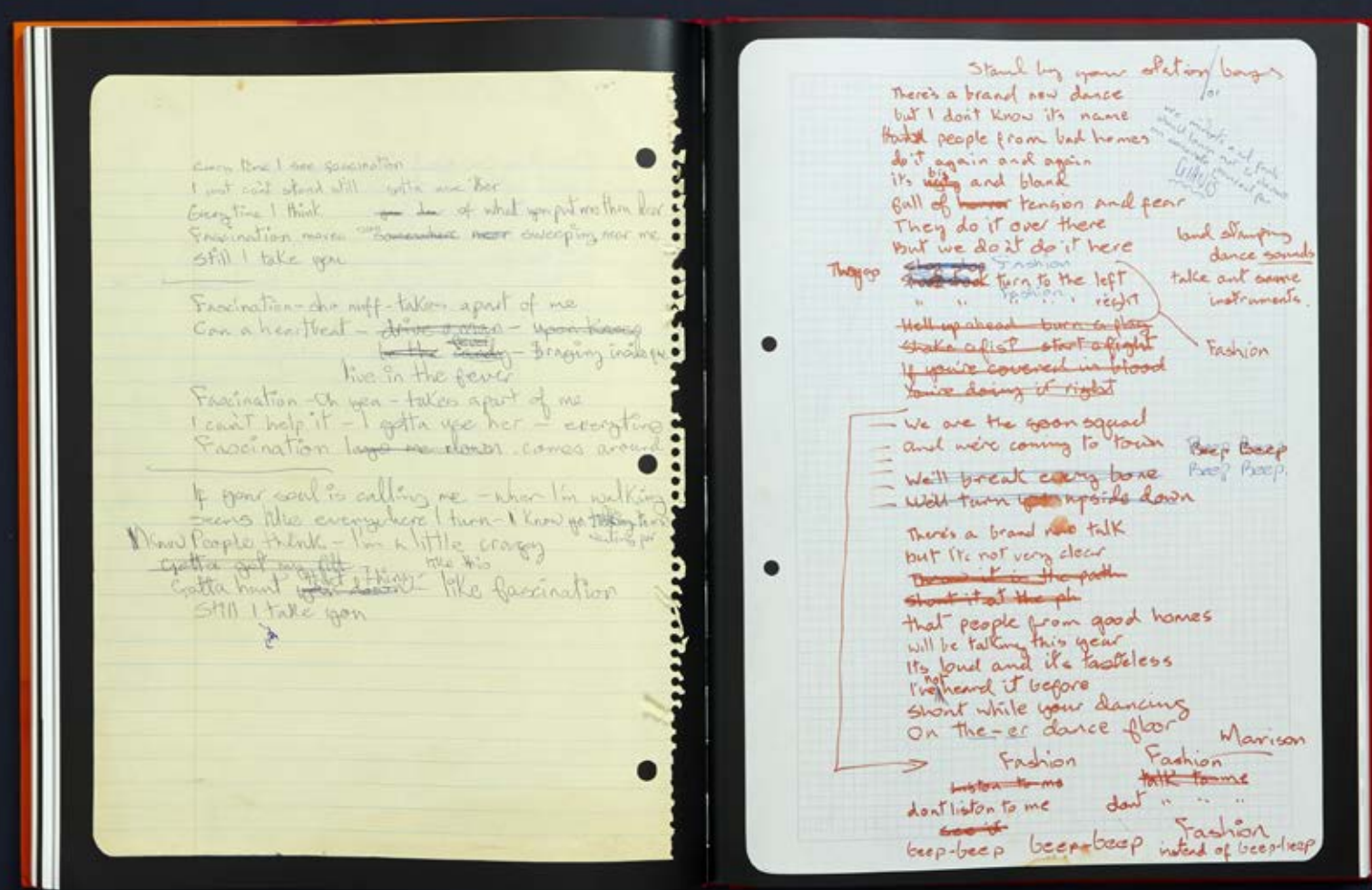
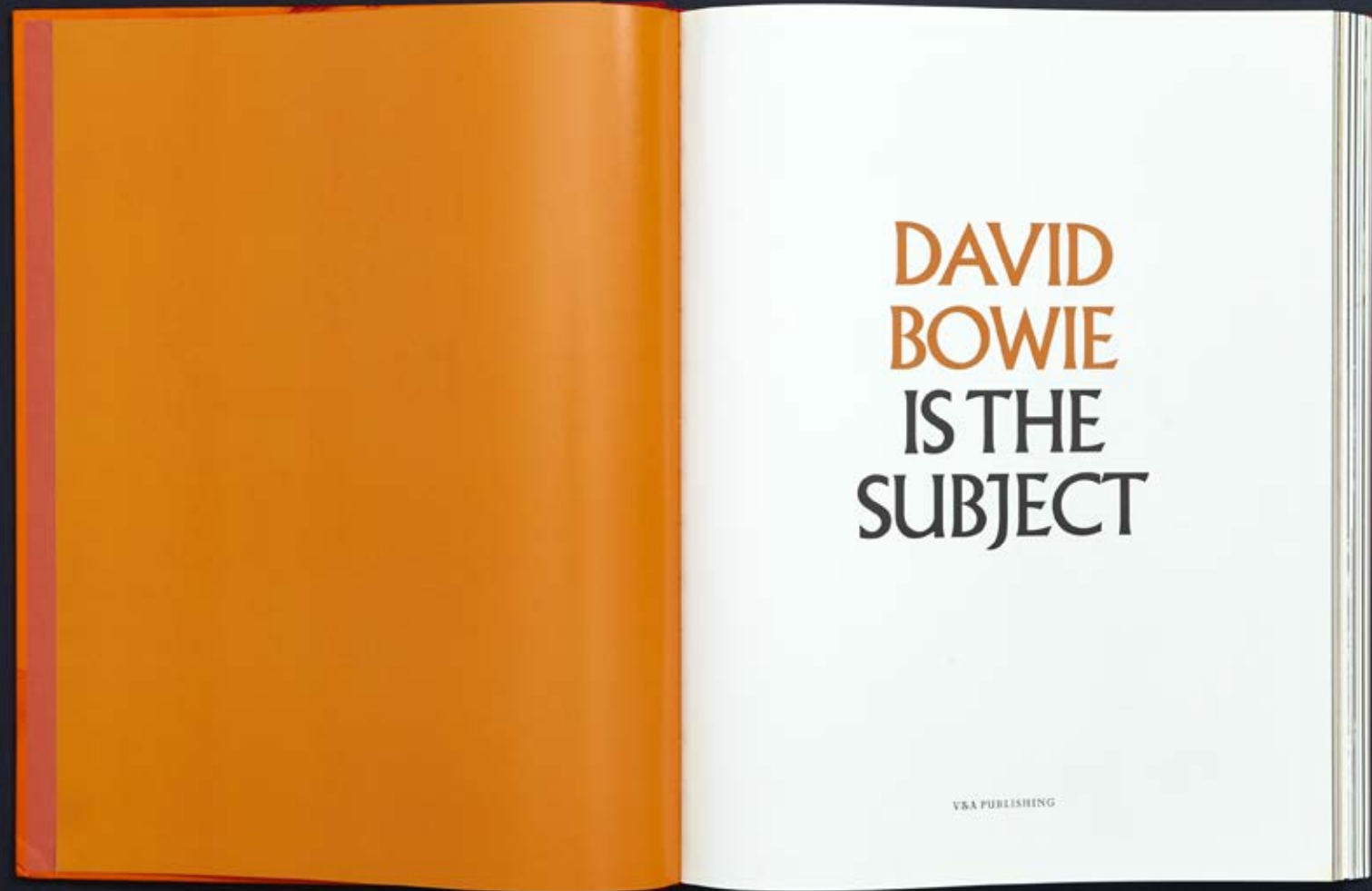
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23 MARCH - 11 AUGUST 2013







David Bowie is ready for his close-up

YOU ARE INVITED TO THE PRESS VIEW OF DAVID BOWIE'S 'DAVID BOWIE IS IN THE NEAR FUTURE' ON WEDNESDAY 20 MARCH 2013 AT THE V&A MUSEUM. THE CURATORS OR FILM IN THE EXHIBITION WILL BE AVAILABLE FOR INTERVIEWS. CONTACT THE V&A PRESS OFFICE IN ADVANCE ON TUESDAY 19 MARCH 2013 AT 11.00 AM.

THOSE WISHING TO REQUEST AN INTERVIEW OR TO REQUEST A FILM IN THE EXHIBITION SHOULD CONTACT THE V&A PRESS OFFICE IN ADVANCE ON TUESDAY 19 MARCH 2013 AT 11.00 AM.

RSVP AMELIA MACCREGOR V&A PRESS OFFICE
+44 (0)20 7942 2502
A.MACCREGOR@VAM.AC.UK

PLEASE USE THE CROMWELL ROAD ENTRANCE

PHOTOGRAPH © MASAYOSHI SUZUKI / THE DAVID BOWIE ARCHIVE 2012

David Bowie is in the near future

YOU ARE INVITED TO THE PRESS BRIEFING FOR THE V&A'S MAJOR SPRING 2013 EXHIBITION DAVID BOWIE IS IN THE NEAR FUTURE ON TUESDAY 4 SEPTEMBER 2012

11.00 REFRESHMENTS
11.30 PRESENTATION BY CO-CURATORS VICTORIA BROACKES AND GEOFFREY MARSH

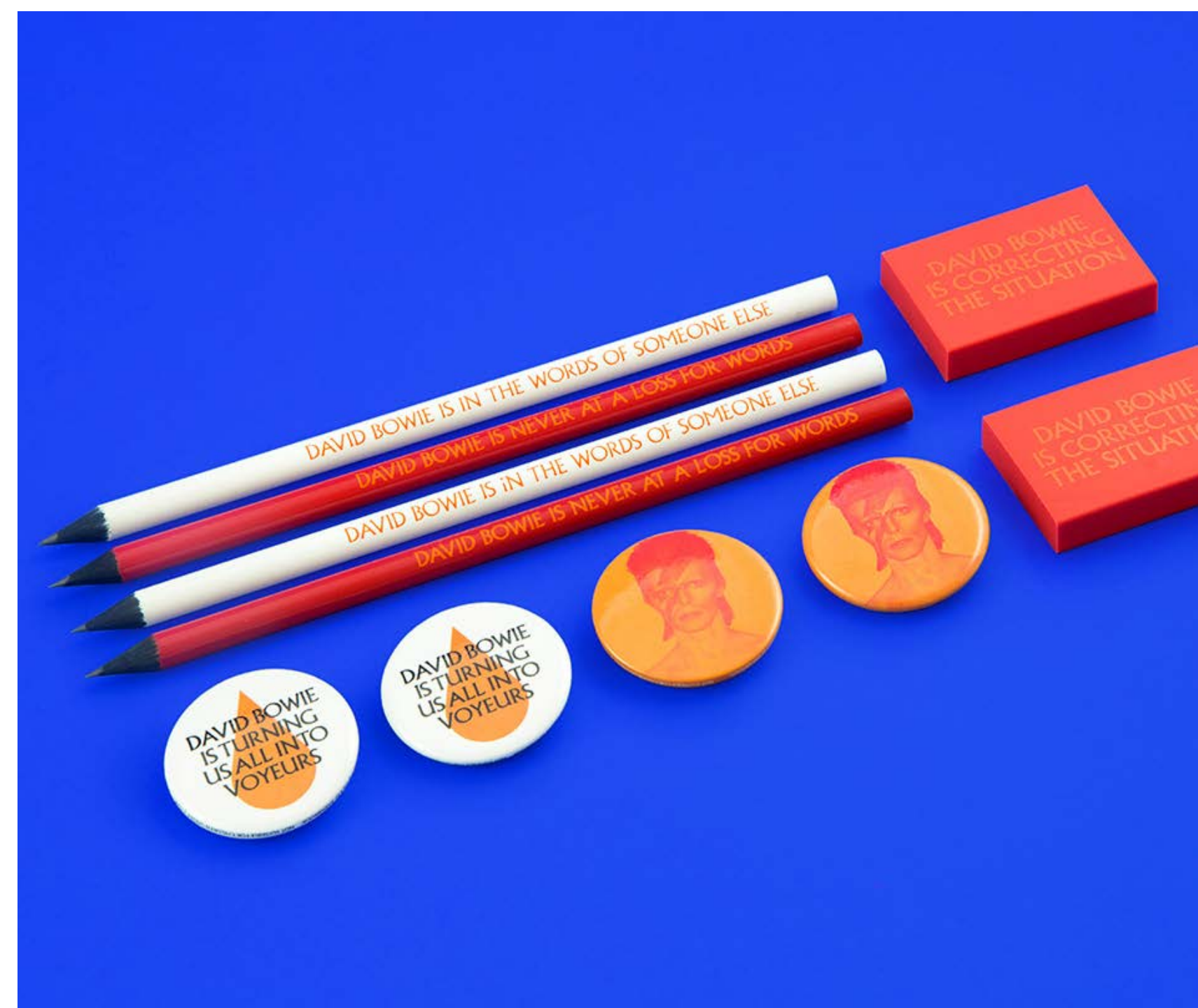
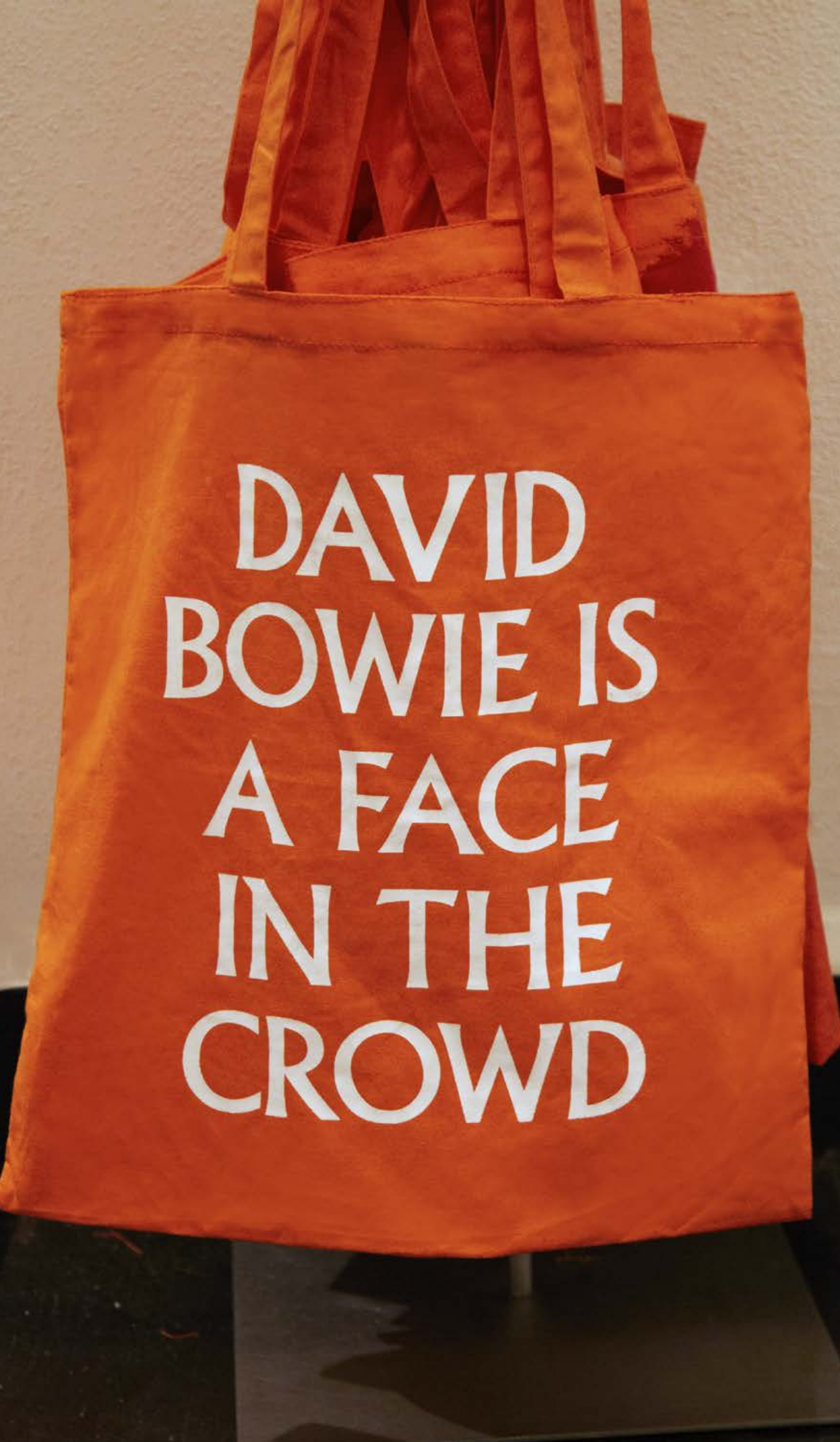
AT THE V&A, CROMWELL ROAD, LONDON, SW7 2RL

RSVP ELINOR HUGHES, V&A PRESS OFFICE
020 7942 2500
E.HUGHES@VAM.AC.UK

EVENT HELD IN THE LYDIA & MANFRED GORVY LECTURE THEATRE

PHOTO DUFFY © DUFFY ARCHIVE





With the Hong Kong show newly acquired and in the planning, Art Basel—the premier international art fair for modern and contemporary works—set out with a renewed global outlook and asked Barnbrook to pitch for its identity.

Having led the pitch that won the account, I then led the project for a number of years, and in the process executed every conceivable application for the brand including art direction of its OOH campaigns, the global concept and production of its print collateral, and the design and installation of signage and wayfinding for all of its three shows: Basel, Miami Beach and Hong Kong.

CLIENT

Art Basel

STUDIO

Barnbrook

OUTPUTS

Brand identity

Art direction

Campaign

Print design and production

Environmental graphics

Wayfinding and signage

COMMISSIONS

Photography by Marco Argüello

Photography by Oliver Lang

Photography by Kris Vervaeke

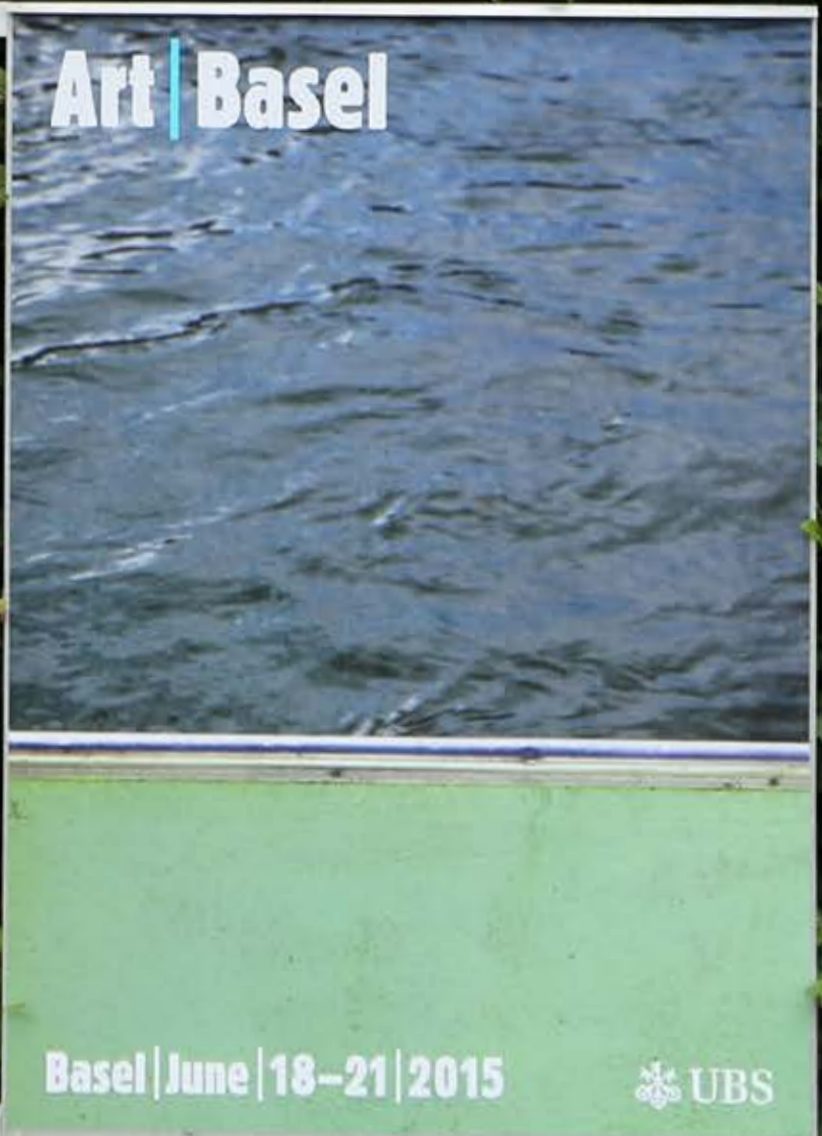
Photography by Alastair Philip Wiper

A new horizon for the art world

Art | Basel

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Art | Basel
Hong Kong | May | 23-26 | 2013

The Premier International Art Fair debuts in Hong Kong
巴塞爾藝術展 國際藝術展會首度登陸香港

Deutsche Bank
德意志銀行

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花園道

24 hrs
全日

HF75

Art | Basel
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The Premier International Art Fair debuts in Hong Kong
巴塞爾藝術展 國際藝術展會首度登陸香港

artbasel.com

PEAK TR



Conversations

WEDNESDAY JUNE 17
10am to 11:30am | Rethinking Kunsthalles and Non-Profits
 The Kunsthal acts as a responsive, loose structure with a speed of execution that should match as closely as possible that of the artists. How do mergers between public and private funding, accelerated information dispersion, and the dematerialization of art and art spaces affect Kunsthalles and non-profits worldwide?
 Moderator: **Marek Walek**, Founder and Director, Chalet Society, Paris

THURSDAY JUNE 18
1pm to 2pm | Artist Talk | BioLab Studios
 Robin Meier, Harm van den Dorpel and Anicka Yi
 Moderator: Christoph Thun-Hohenstein

THURSDAY JUNE 18
2pm to 3pm | Collector Talk | Key Collections from Eastern Central Europe: The New Era
 Gregory Jankiewicz, Zuzana Bartošová and Zsolt Somloi
 Moderators: Paulina Kolczynska, Kasia Redzisz

THURSDAY JUNE 18
3pm to 4pm | Unlimited Talk
 Julius von Bismarck, Jacob Kassay, Sheila Hicks and Joe Bradley
 Moderator: Gianni Jetzer

THURSDAY JUNE 18
4pm to 5pm | Artist Talk | Paolo Scheggi: Milan in the 60s
 Bernard Blistène and Luca Massimo Barbero
 Moderator: Mirta d'Argenzio

THURSDAY JUNE 18
5pm to 6pm | Art Market Talk | Commissioning in Today's Market
 Benjamin Weil, Heike Munder, Patrizia Sandretto Re Rebaudengo and Marc Payot
 Moderator: Josh Baer

THURSDAY JUNE 18
6pm to 7pm | Architect Talk | Constant's New Babylon
 Mark Wigley and Ludo van Halem

Salon

The afternoon **Salon** program is an open platform for short presentations – often informal – such as artist talks, panels, lectures and performances with a range of speakers including artists, curators, academics, collectors, architects, art lawyers, critics and other cultural players.

Salon is held daily from **Thursday, June 18 to Sunday, June 21**, from 1pm to 7pm in Hall 1 of Art Basel. It is open to the public and free of charge.

High-quality videos of all Salon talks will be available shortly after the show at artbasel.com/basel/salon.

THURSDAY JUNE 18

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Robin Meier, Harm van den Dorpel and Anicka Yi
Moderator: Christoph Thun-Hohenstein
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Jon Abbott is an art and design director with over twenty years of professional experience at some of the world's most renowned studios. Operating across a range of sectors has allowed for a highly varied output that includes brand identity, digital, campaigns, packaging, type design, print, editorial, environmental, and wayfinding.

Today, this experience feeds into a practice that is focussed on turning great ideas into successful brands. With strategic underpinnings to every project, a concept-based approach is combined with a methodical working process and a keen eye for detail to deliver outstanding results.

Experience

2019—Present

Winkreative

2017—2019

Independent practice

2007—2017

Barnbrook

2006—2007

Interbrand Amsterdam

2005

Neville Brody's Research Studios

Wire Design

2004

The Consult

Barnbrook

Teaching

2017/2021/2023

University of Greenwich

2017/2018/2021

University of Hertfordshire

2020

Leeds Beckett University

Selected clients

Andermatt Swiss Alps

Arrow Electronics

Art Basel

Avaloq

Banksy

Cain

David Bowie

Design Issues, MIT Press

Hawaiian Host Group

Hyundai

Knight Frank Research

Les Echos

Mori Building Co

National Gallery of Victoria,
Melbourne

October Salon, Belgrade

St Moritz Tourism

Tate Modern, London

Thames & Hudson

The Design Museum, London

The Museum of Old and New Art,
Hobart

Turner Contemporary, Margate

Urban Jürgensen

V&A Museum, London

Wired Magazine, UK