

Jeremy Timings  
Design & Art Direction  
Selected Projects



036



I'm a designer, image-maker and art director with over 12 years experience. My London based studio specialises in identity development, campaign creative and editorial design.

My approach centres on incisive thinking, conceptual innovation and a desire to create elegant solutions. I help brands refine their strategic thinking and translate it into design schemes that are robust and effective. I like to collaborate closely with my clients so that the design process is a fruitful and personable experience.

I work with startups, creative agencies, businesses and cultural organisations across a range of sectors including architecture, fashion, the arts, food and drink, and publishing.

## Contact

+44 (0)7812 179 432

info@jeremytimings.com

Some nice things people have said:

***"Jeremy is a revelation to work with, bringing a deep knowledge of design history, an unyielding critical eye and brilliant, ambitious ideas to the project-planning table."***

Colin Ledwith – Director of Strategy, Futurecity

***"His passion for preserving great design in the context of complicated projects with multiple stakeholders is always impressive."***

Phil Newby – Head of Marketing, Barbican Centre

***"Jeremy is extremely talented, very professional and completely unflappable. He is adept at knowing when to press for particular design decisions and when to move in new directions."***

Alice Cicolini – Founder, Alice Cicolini Jewellery

***"He is a great designer and very nice person."***

Gerard Saint – Creative Director, Big Active





# Richard Wilson SLIPSTREAM

Heathrow

**Richard Wilson's *Slipstream***

**Futurecity / Heathrow**

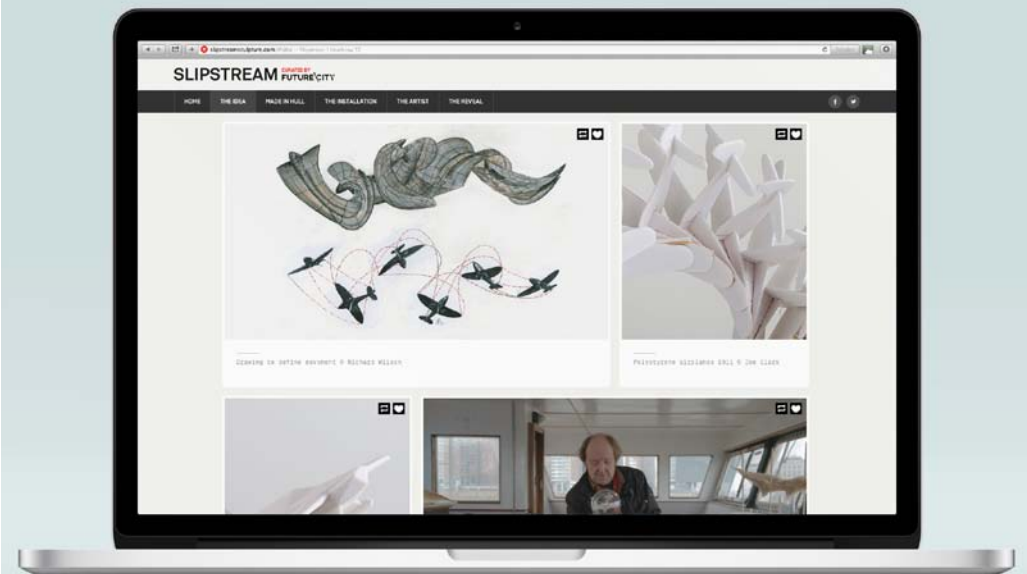
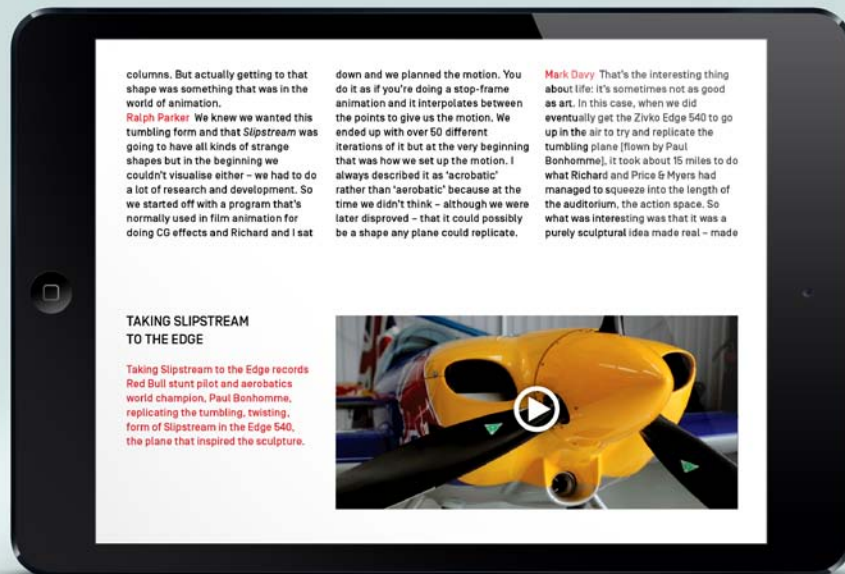
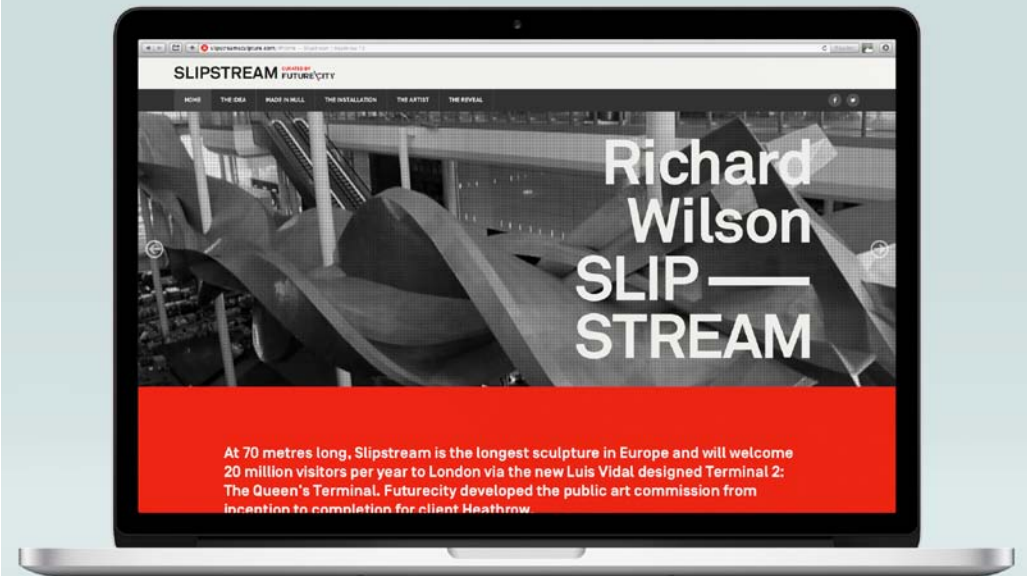
For the unveiling of Europe's largest sculpture located in Heathrow's new Terminal 2, I was asked to design an art catalogue and accompanying visual identity. My design was inspired by the utilitarian typography of flight instruments, the incremental steps often used to describe an object in motion and the riveted aluminium skin of the sculpture.

Before the design process began I was given access to all the artist's working drawings, models and digital animations. I worked with him to select, document and curate the materials for inclusion in the art catalogue. While designing the print catalogue I also designed an interactive iBook that featured especially commissioned films made by Tommy, audio interviews and responsive 3D models.

The identity, films, and selected content was then used to create an award winning Tumblr.











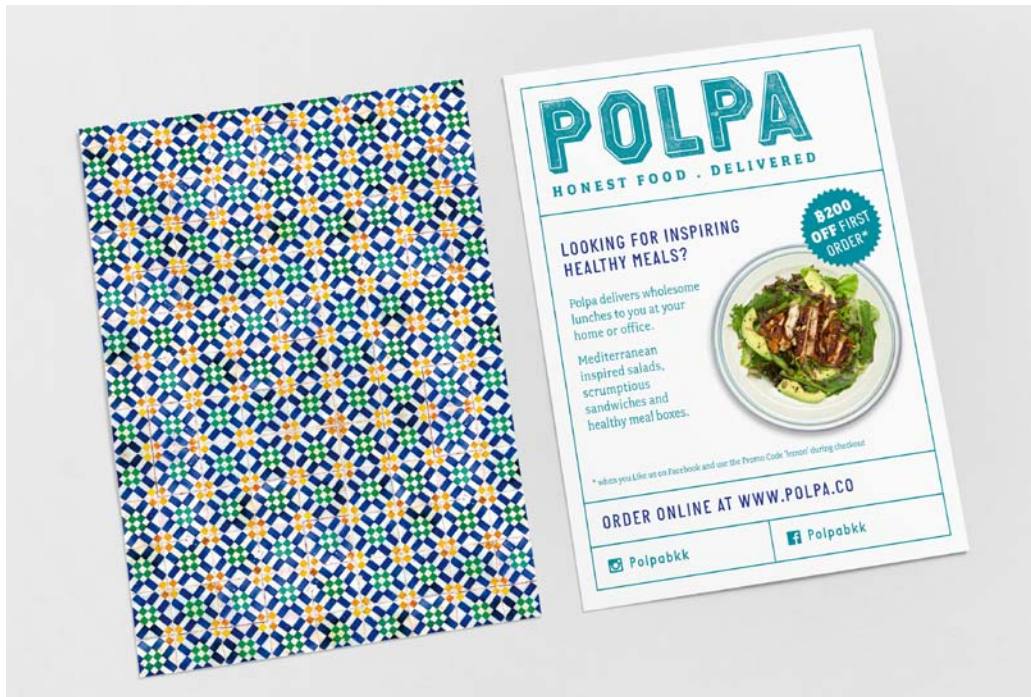
## Polpa

This food delivery startup based in Bangkok asked me to help them develop a name, strategic direction and brand identity for their new business. They make vibrant, healthy, Mediterranean inspired food and deliver it to your door. The strategic challenge lay in striking a balance between targeting the existing health food market and defining a new market for their more nuanced and culturally rich product range.

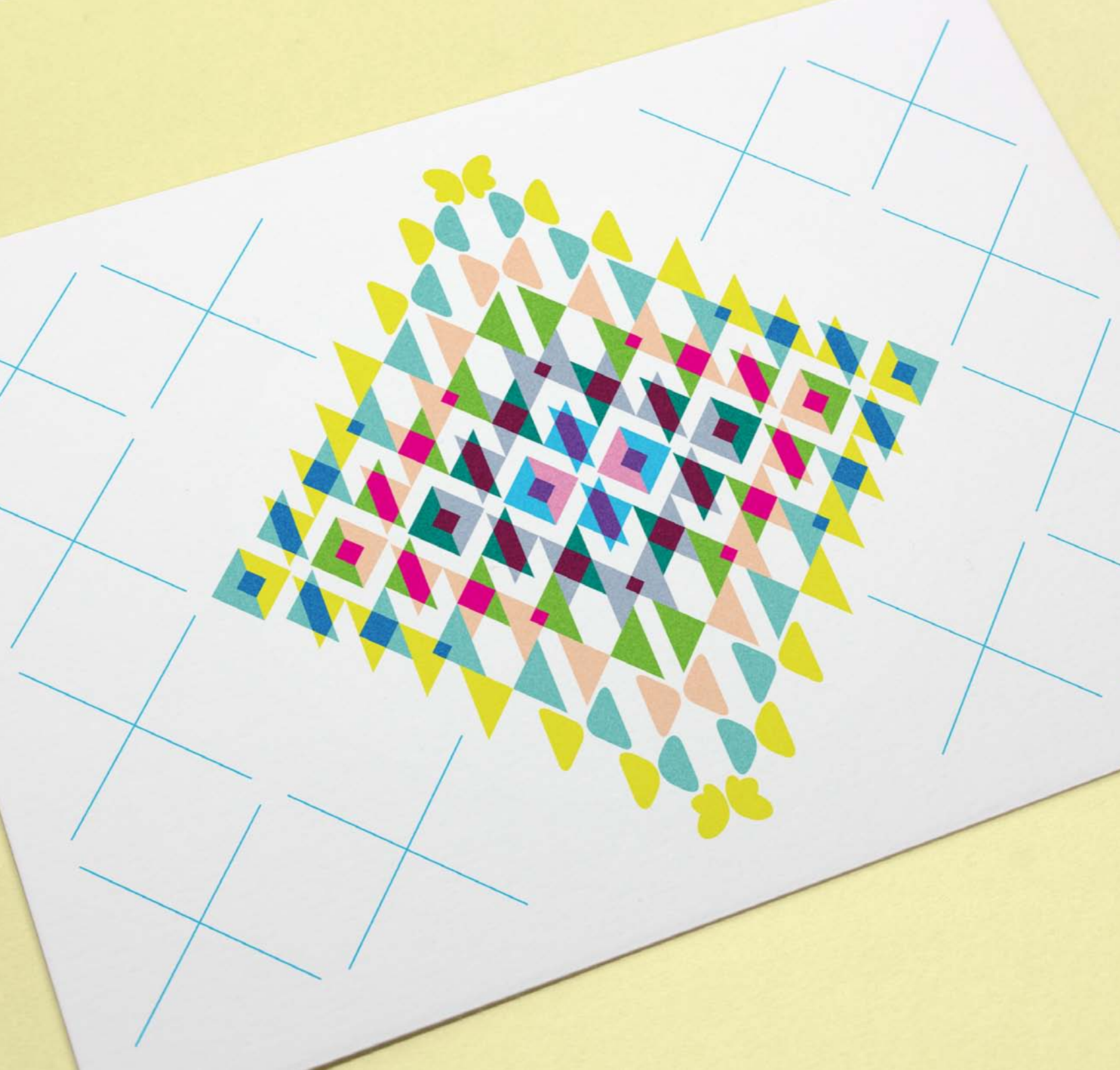
We decided to keep the food's origins at the heart of the brand, giving the brand real cut through in its local market place. The name we chose, Polpa, is the informal Italian term for finely chopped tomatoes. It's a word we felt sounded fresh and bold like their food.

The brand identity took its inspiration from the colours, rustic textures and idiosyncratic typography of southern European signage. A system of 6 logos and colours was created and each assigned to a delivery day. The website's logo and the food's labels change each day so the customer always knows their meal is fresh.









## Exhibition Road Show

**Di Robson**

This large scale street festival in South Kensington was part of the 2012 Cultural Olympiad. I was approached to design an identity system around the existing logo and apply it across a wide range of marketing collateral.

I designed a solution that centred on a decorative graphic with multiple colour ways, which was used to enliven the 16,000 sqm site and create appealing merchandise. The graphic drew a dynamic connection between the road's bold new diamond pattern paving and the logo's butterfly motif.









# *Call to Create*

## **Call to Create**

Founded by a global collective of cultural organisations this initiative promotes the great art young people make. I was asked to design a brand identity and accompanying visual assets.

The logo needed to work especially well at small sizes as it would be regularly used on marketing collateral alongside other sponsor and partner logos. My solution centred around the design of a warm and highly legible bespoke typeface that communicated both the verbal character of the initiatives name and its inclusive philosophy.

The huge range of art forms supported by the initiative also needed to be communicated visually. I recommended that we work with an artist to create a single versatile image, giving us an asset with an integrity that would speak to the youth audience. The resulting commission was by Brazilian artist Zansky – a vibrant and surreal panorama that really embodied the brand's energy.







**Conrad Shawcross's *Timepiece***  
**Roundhouse**

I was commissioned to create a marketing image and accompanying identity for this incredible piece of mechanical sculpture. I had the pleasure of working closely with Conrad and 3D animator David Flamholz to find the best way to digitally depict the yet to be finished sculpture.

The final image was the result of 15 hires exports from Cinema 4D, which I composited together to create an expressionistic take on how the final sculpture would be experienced. The typographic identity that united the campaign was inspired by the sculpture's angular Futurist aesthetic.



SEE TIME IN A  
DIFFERENT  
LIGHT

'One of  
Britain's most  
imaginative  
artists'  
Observer

BLOOMBERG SUMMER AT THE ROUNDHOUSE

**CONRAD SHAWCROSS**  
**TIMEPIECE**

1-25 AUGUST 2013  
Pay what you like  
[Roundhouse.org.uk/timepiece](http://Roundhouse.org.uk/timepiece)

Bloomberg

ARTS COUNCIL  
ENGLAND

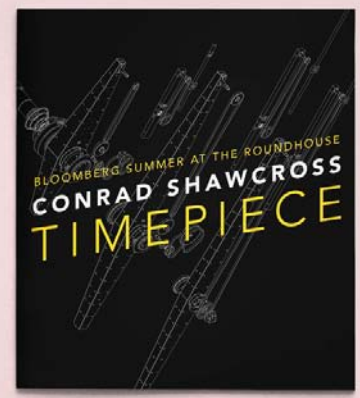
Paul Hamlyn  
Foundation

TimeOut

Supported by  
the Roundhouse  
Producing Circle

**ROUNDHOUSE**







ALICE CICOLINI  
Jewellery

+44 (0)7508 040 572  
alice@alicecicolini.com  
www.alicecicolini.com

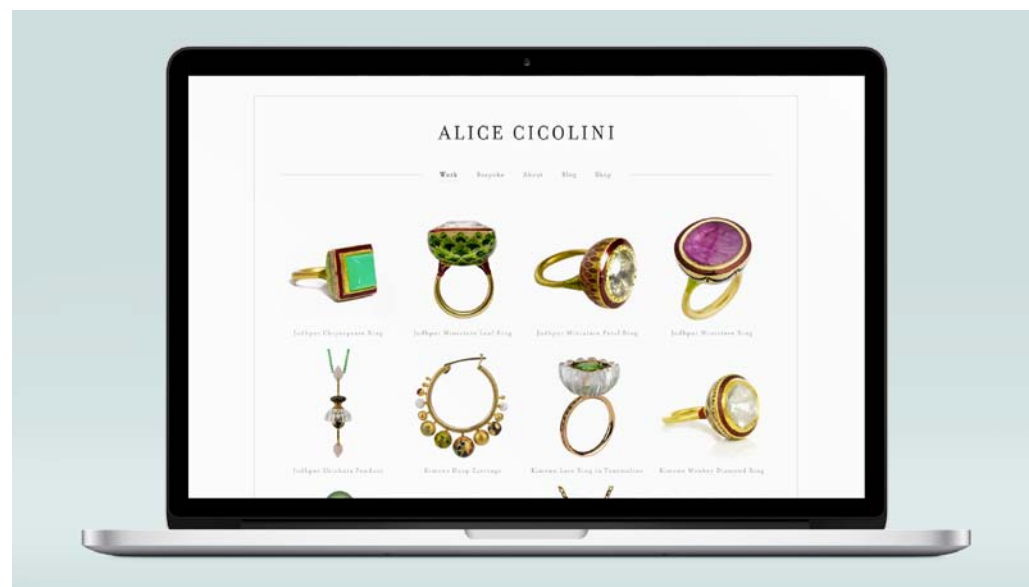
### Alice Cicolini Jewellery

Identity refresh for this luxury jewellery brand. I decided to simplify the design scheme to a single typeface and allow the wealth of imagery created by Alice's design process and its rich multicultural influences become the focus.

Using this new scheme I designed a series of booklets detailing the brand's story and the development of specific pieces. For each booklet I created collages of Alice's drawings, reference cuttings and product photos to help illuminate Alice's eclectic approach to design.

The new website was designed to showcase the brand's diverse and beautifully photographed range of products.







DIRECTED BY

# ROBERT LEPAGE PLAYING CARDS 1 SPADES

AN ASTOUNDING  
360° THEATRE  
EXPERIENCE

'THE WORLD'S  
GREATEST  
DIRECTOR'  
TELEGRAPH



ROUNDHOUSE

7 FEB —  
2 MAR 2013  
[ROUNDHOUSE.ORG.UK/CARDS](http://ROUNDHOUSE.ORG.UK/CARDS)

## Robert Lepage's *Playing Cards 1: Spades* Roundhouse

I was asked to develop the design concept for the marketing campaign of this new production by the world renowned theatre director. The marketing image needed to be high-impact so that it would cut through when sat amongst West End show posters. The campaign needed to convince West End theatre goers to make the trip to the Roundhouse in north London.

After exploring a range of other possibilities the iconic format of the traditional playing card proved to be an irresistible template. Especially as the play was concerned with the collision of two disparate worlds: the war in Afghanistan and Las Vegas nightlife. I then focused on crafting an image from stock photography that was as arresting and stylish as possible. The resultant artwork led a hugely successful campaign and was prominently featured on BBC's 'The Review Show'.



**DIRECTED BY**  
**ROBERT LEPAGE**  
**PLAYING CARDS 1**  
**SPADES**

**7 FEB - 2 MAR 2013**  
**ROUNDHOUSE.ORG.UK/CARDS**

**primesight**

**DIRECTED BY**  
**ROBERT LEPAGE**  
**PLAYING CARDS 1**  
**SPADES**

**ASTOUNDING 360° THEATRE**

**7 FEB - 2 MAR 2013**  
**ROUNDHOUSE.ORG.UK/CARDS**

**ROUNDHOUSE**

**'THE WORLD'S GREATEST DIRECTOR'**  
TELEGRAPH

tragedy

notable debuts). As Tatiana, aura Morera is thoroughly accomplished in the dancing. It gives a thoughtful reading of the character. She, too, can't abandon to passion, but I find her less electrifying than Cojocaru. Federico is an elegant Onegin, but the nagging feeling that the encounter with Tatiana is difficult not to be nice. Tatiana dancing try Avis), you see of his body, passion, the he has lost. pulled out in the

and then an intimate encounter. The progression is seamless, the narrative always carried forward. Everything has

poser's opera Eugene On presumes it is no accident new production of the late the Royal Opera, and this re will be running alongside other in repertory.

# AS BOMBS FALL ON BAGHDAD, VEGAS KEEPS ON PLAYING...

This totally addictive crack-pipe of a play mixes sex, drugs, violence and politics into a blend you won't want to forget. LePage has another winner on his hands'

'For the past 20 years, Robert LePage has ranked in the judgment of many as the greatest creative force in today's theatre'

Daily Telegraph



**P**laying Cards 1: SPADES is a remarkable new production from world-renowned theatre-maker Robert LePage. The first in a planned series of four plays, each shaped around one suit in a deck of cards, this first part explores the theme of war and is set in the desert city of Las Vegas at the onset of the US invasion of Iraq in 2003.

The gambling Mecca, formerly representative of the Western World's values and extremes, brings together a disparate group of characters whose fates become inextricably entwined.

Robert LePage is a master of theatrical magic. Poetic, inventive and always utterly original in his approach, he works across theatre, dance, opera, circus, film and video. His many surreal works have extended the boundaries of drama and used new technologies to open up new possibilities in staging. Peter Galad, for whom LePage stage-directed a critically acclaimed world tour, has previously described him as a creator of "Theatre for people who don't like Theatre".



## BOOKINGS

**The 7 Feb - Sat 2 Mar, 7pm**  
**Tickets: £15 / £20 / £40**  
**Provision: The 7 - Sat 9 Feb**  
**Tickets: £15 / £20 / £40**  
£10 tickets for 10-25 year olds and further concessions are available over the phone or in person.  
**0844 822 0006**  
**roundhouse.org.uk/cards**

## FOOD & DRINK

Our bar and dining room, Mezzanine, is the perfect place to enjoy drinks and dinner before or after the show. Reservations, menus and more at [mezzanine.com.uk](http://mezzanine.com.uk)

## ROUNDHOUSE 11-25

Each year the Roundhouse works with over 2,000 11-25s enabling them to realise their creative potential, and offers audiences of all ages new and extraordinary experiences in live music, arts, theatre and new media.



Supported by the Roundhouse Patronage Circle



## #LePageCards

## CREDITS

Director: Robert LePage  
Writers: Silvio Arsic, Carlo Favari, Neel Garia, Tony Gifford, Martin Haberstein, Robert LePage, Stefan Martin, Robert Muri  
Performed in English, French, Spanish and Danish, with subtitles in English.

## ROUNDHOUSE

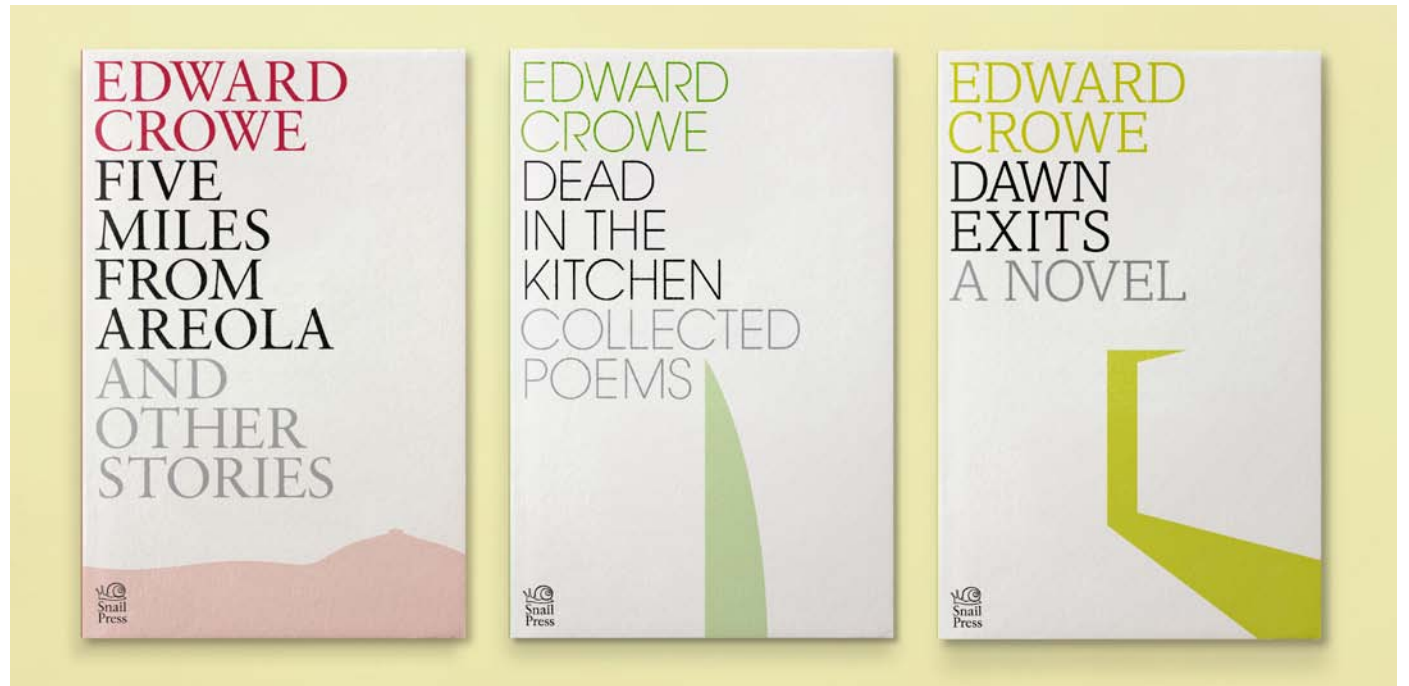
Chalk Farm Road  
London NW1 1EH  
London: Tower / Chalk Farm



### **Snail Press**

This small independent press champions the work of emerging short story writers, poets and novelists. They wanted a mark that was elegant yet friendly, and captured the spirit of classic publishing marks. The accompanying identity and book cover designs expanded on this with a playful aesthetic.







## English National Opera

While working as the Head of Design I oversaw the concept development, art direction, image-making and design of a huge number of advertising campaigns for the company's operas. Our small team created all the imagery in-house from a mix of production photography and stock images. For the more complex and high profile campaigns I created the imagery myself, in the case of Terry Gilliam's Faust I had the pleasure of working with him closely and having access to the production's working drawings, designs and models from which to take inspiration.

I also oversaw all of the company's design output, including a redesign of the members magazine and a new programme design for Punchdrunk.











## Divine Chocolate

Divine is a Fairtrade chocolate company that's 44% owned by a co-op of Ghanaian coco farmers. I was approached to develop the brand's visual identity and devise a concept to articulate a new strategic direction. I proposed a new take on the brand's visual language, one that drew inspiration from African art's important influence on early European modernism.

The resulting design scheme combines modernist typography with bolder use of the Adinkra symbols (an existing asset) to freshen the brand's look and better highlight the company's connection to Ghana. I devised the 'love' concept to articulate the new strategic direction and showcase the striking simplicity of the brand's new aesthetic.

The resultant collateral was so popular with UK customers that it was rolled out internationally. It also went on to be the lead creative for the company's advertising campaign.







# CIRCUS FEST 2012

FIVE WEEKS OF THE BEST  
CONTEMPORARY CIRCUS  
FROM AROUND THE GLOBE  
28 MARCH - 29 APRIL

ROUNDHOUSE

ROUNDHOUSE.ORG.UK  
0844 482 8008

# CIRCUS FEST 2014

FIVE WEEKS OF THE BEST  
CONTEMPORARY CIRCUS  
FROM AROUND THE GLOBE  
26 MAR - 27 APR

ROUNDHOUSE.ORG.UK  
0844 482 8008



Arts Council  
ENGLAND

Prof Paul Hamlyn  
Foundation

London

## CircusFest 2012 / 2014

### Roundhouse

Design of a new brand identity for the UK's biggest circus festival. The solution needed to evoke circus's rich visual history while also reflecting the contemporary nature of the festival's shows. I designed a logo and flexible typographic system that could frame a variety of marketing images, allowing individual shows to be promoted and the identity to be used for future festivals.

I also art directed the festival's primary marketing image for both the 2012 and 2014 festivals. Working with imagery from the archive of fashion photographer Matilda Temperley in 2012, and collaborating with her in 2014 to create a series of original images. In both cases I created a distinct lighting and colour treatment to give the black and white originals added impact.



