



How to become a designer's designer?

A colleague of ours recently told us that we were the designer's designer. We're not sure what he meant, but we were flattered. Could it be because we have spent the last eight out of nine years as the Sydney Design official campaign creatives?

We've always believed that design is more than just an 'arrangement of lines created to form decoration' it is the idea and concept behind the action, fact, or object. This is also known as the story.

And such was the theme for Sydney Design 2010. What better way to convey the idea of storytelling than through the traditional form—a paperback. We commissioned writing and produced a book with essays and images, that the Powerhouse Museum kindly gave away for free. You will find them on many books shelves in Sydney homes, we guarantee it.



Impact

With an increase of 40% new attendances in the last two years, the results speak for themselves.



What they say

"Ictem experiscilla venissimus, unt apero qui aut et assimoleni audanissum fugias pos sa cusam lanisit vidit volores volenis."

TESTIMONIAL QUOTE



Profile

- Sydney Film Festival is one of Australia's most loved cultural festivals and it's arguably one of the oldest and prestigious film festivals in the world.
- Sydney was crowned an international 'City of Film' by the United Nations in 2011 with the Sydney Film Festival considered the jewel in that crown.

CASE STUDY SYDNEY DESIGN 2008-2007



CASE STUDY SYDNEY DESIGN 2004-2004

