



Interactive



Branding



Graphics



Interiors



Print



Exhibition



Editorial



Packaging



Furniture



Product



Retail



Service

design WEEK CREATIVE SURVEY 2012



Barber Osgerby
The London 2012
Olympic Torch

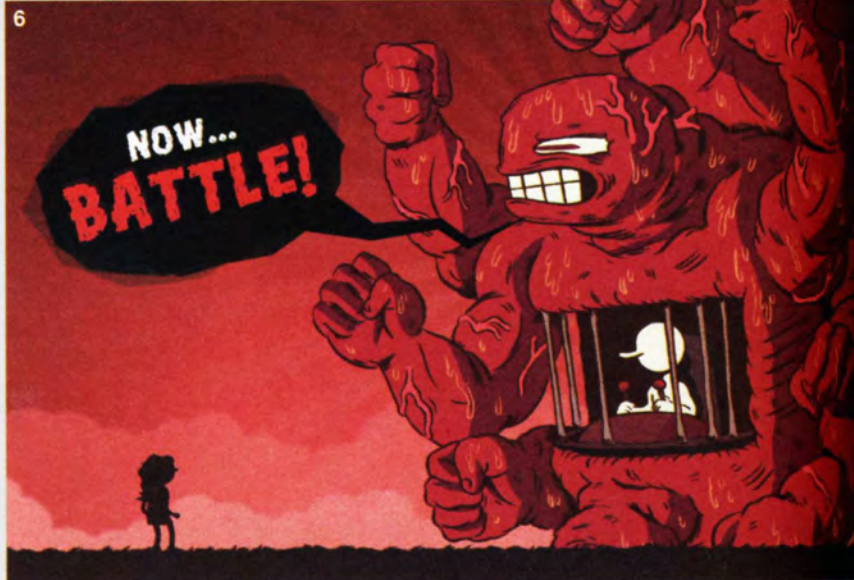
The gold-coloured Torch is perforated by 8000 circles. Each circle represents one of the 8,000 torchbearers who carried it as part of the 70-day relay around the UK ahead of this year's Olympic Games in London.

Tayburn
Lynn Forsyth Mailer

Lynn Forsyth provides proofreading and editing services for designers and consultancies. Tayburn's mailer comprises a leaflet enclosed in a file folder, featuring well-known sayings and idioms that relate to accuracy.

The Partners
The Secret Tea Room
identity

The Secret Tea room is a vintage-inspired tea room hidden in London's Soho. The identity is based on the idea of looking through a keyhole into a small, hidden room. The keyhole is based on a simple teaspoon shape.



Elmwood
Hall & Rose identity

Elmwood & Rose is a small company that sells handmade soft furnishings. Elmwood's Hall & Rose identity uses a needle to create a dividing line in the letter 'H', which aims to reference the company's handcrafting expertise.

Pearson Lloyd
Eleven

Eleven is a sofa system that has been created for Alias for use in both the contract and domestic markets. The sofa system features an armchair, a two-seater and a three-seater sofa.

Preloaded
The End

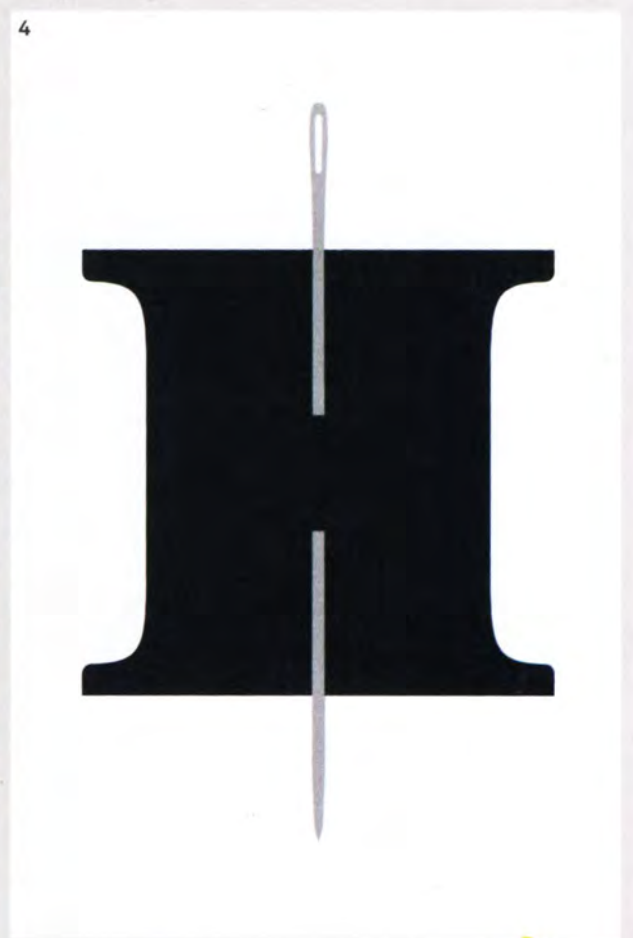
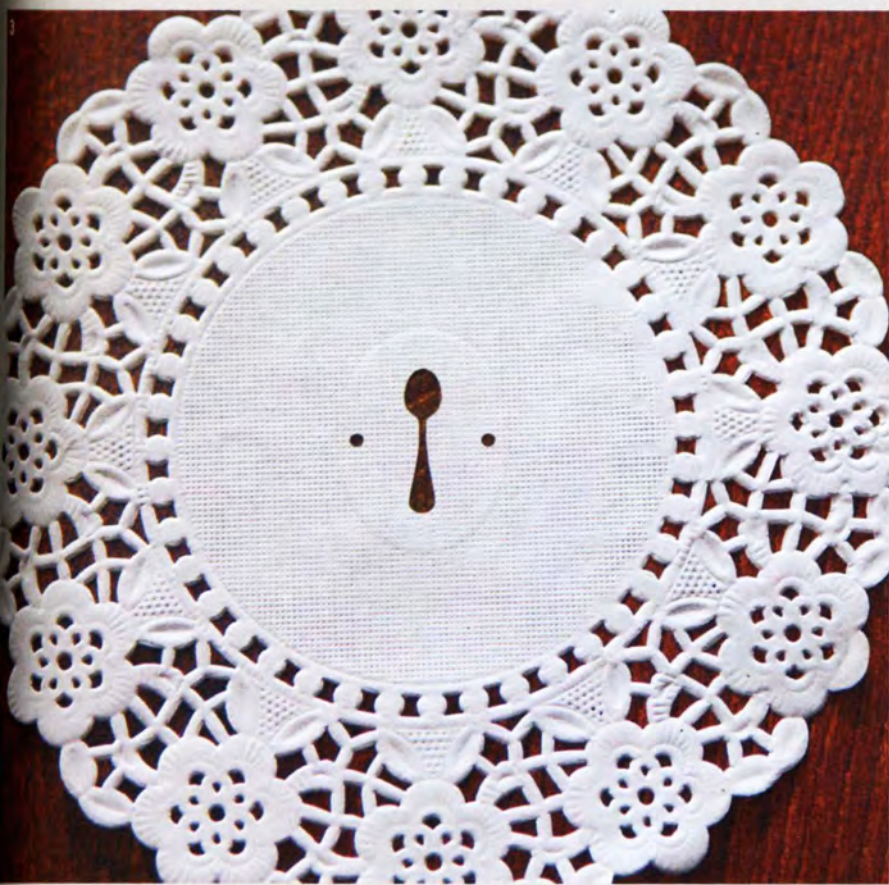
The End is a free online game, aimed at 14-19-year-olds, which considers what happens at the end of life. Created for Channel 4, Preloaded worked with illustrator Luke Pearson and other collaborators to develop the project.

Sennep
50 Years at the Heart of Health

Sennep created an interactive timeline to highlight the British Heart Foundation's achievements over the past 50 years. The consultancy developed a timeline based on a paper concertina shaped like a heart with 100 stories.

LOVE
Johnnie Walker 1910 Special Edition

As part of its work on the Johnnie Walker House in Shanghai, Love has created a range of limited-edition Johnnie Walker whisky bottles, featuring a Chinese-inspired willow-pattern illustration by TOY's Chris Martin.



50 YEARS AT THE HEART OF HEALTH

With your help, we've achieved so much in the fight against heart disease.

