



**MONDAY 23RD FEBRUARY 2015**

**LOGAN HALL, LONDON**

**09:45**

**Arrive at Logan Hall.**

All group leaders need to register at the Welcome Desk

**10:00**

**Welcome and Introduction by Chair Patrick Baglee**



**P**atrick is a writer and strategist. He's worked in the voluntary, private and public sectors in print, digital and TV. He's written letters, websites and commercials for Barclays, British Gas, Diesel, Diageo, Mulberry, Tesco and Gilbert & George. He is the former chair of the Typographic Circle, and founded 4Designers with Quentin Newark in 1999. His writing on design has appeared in Eye, 66000mph.com, Graphis and Creative Review. He is the son of a composer and a Fellow of the Royal Society of Arts.

**10:15**

**Alan Dye—Creative Director NB Studio**



**NB**

**A**lan is the co-owner and Creative Director of NB Studio, a premier design house in the heart of London which specialises in branding and communication. Since its creation in 1997 NB Studio has become an award-winning design consultancy with a reputation for clean, incisive work. They don't follow trends, they are inspired by new challenges and problem solving. They have built strong working relationships with clients from a spectrum of industries including Knoll, John Lewis, Land Securities, Mothercare, Channel 4 and the Tate amongst others.

**11:00**

**Dave Palmer—Executive Creative Director LOVE**



**LOVE.**

**D**ave Palmer is Executive Creative Director, and owner, at LOVE. The agency, founded in 2001, has won well over 250 awards for its work and prides itself on storytelling and engagement through design across just about every touch point you can imagine. They work with some of the world's most successful brands including Nike, Adidas, Johnnie Walker, Levi Strauss & Co, Guinness and Virgin Atlantic. They also designed the cover for the world's fastest selling album (music by One Direction). They are based in Manchester and have an office in London. As its creative leader, Dave's influence on the style, meaning and success of LOVE's stories is central to the growth of this remarkable agency.

**11.45**

**Joint Q & A with Alan Dye & Dave Palmer**

**12.15 -13:30**

**Lunch**

Students can use the Student Union or there are a variety of cafes and sandwich bars in the area.

***All groups must vacate the auditorium during the lunch break***



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**13:45**

**Bruno Maag—Founder Dalton Maag**



**B**runo Maag is a Swiss type designer and founder of type design company Dalton Maag, an independent font foundry with offices in London, UK, and Porto Alegre, Brazil. Maag began his career with an apprenticeship as a typesetter for the Tages Anzeiger, Switzerland's largest daily paper. Dalton Maag was founded in 1992 and over the past two decades, Bruno and his team have continuously worked to produce a boutique library of high-quality fonts both for retail and custom clients. The foundry has worked with leading branding and design agencies, as well as clients like Nokia, Intel, HP, BMW, Samsung, Toyota, Petrobras, Sparkasse, Puma, Burberry, and McDonalds. "Recognizing the individuality of our clients is at the core of what we do," they say. "We tailor our design and technical service to meet the specific needs of each client and pride ourselves on really listening to your requirements."

**14:30**

**Phil Carter— Creative Director Carter Wong Design**



**P**hil Carter co-founded Carter Wong Design in 1985. In the last thirty years they have created some of the most recognisable brand identities, packaging, literature and websites around. Striving for exceptional creativity is at the heart of their business; "finding the unexpected in the expected - discovering the extra that marks the difference between ordinary and extraordinary". Phil has worked with clients as diverse in size as Unilever to howies, but the design ethos remains the same; to push the boundaries of creativity on every project and have fun along the way. His award winning studio has developed some of the most recognisable brands in the world from the likes of Lloyd's of London, Tetley, Waitrose to the iconic logos for Formula 1 and Unilever's Heartbrand.

**15:15**

**Joint Q & A with Bruno Maag & Phil Carter**

**15:45**

**Final Remarks from our Chair Patrick Baglee**

**16:00**

**CLOSE**