



HANDS ON HEADS – ENTERPRISE PAVILION CASE STUDY

When Andy Greenall and Teresa Cobb first set up Hands on Heads they were convinced that there were ways of maintaining and improving some of the more traditional ways of presenting both marketing-led and product-led design opportunities. As a result of their experiences in the last six months they are increasingly confident going forward that there is room for a non-specialist inter-disciplinary stance on creative marketing and design projects.

Now an integral part of eP, a recent assignment was to develop the new eP corporate brochure. Using their experience in developing high quality brochures with eye-catching copy and texture, the new brochure is an excellent example of their work.

They have refined their philosophy, “ we can be both strategic (thinker-designers) and pragmatic (designer-makers), “ into a definition of their company name, “we think with our heads and make with our hands.”

This combination has worked well for them on a number of projects; they have submitted designs for four sofas and a table for one of their clients, and currently they are working on one of their most exciting projects, creating a design for one of their clients at the prestigious Chelsea Flower Show.

This project really epitomises the Hands on Heads approach, they were invited to submit a number of ideas and then worked up a very practical design, with a very “hands on” approach. For clients this ability to work on all aspects of design is a very attractive proposition; they are designers in the true sense of the word.

Their confidence has increased and they are now approaching clients with the belief that whatever the project they have the capability to deliver it. They have extended their portfolio to include showroom and exhibition work. Again their practical approach means that as well as the design aspect of branding they will also be involved with the actual building of the end result. With this type of work on the increase they are now looking to approach the Arts Institute to explore the potential of involving model making students.

- more -



They are also identifying where their preferences lie, with more experience they recognise that in order to grow they need to be able to delegate some of the administrative work so that they have more time for the design and strategic parts of their assignments.

With their innovative website live they are now receiving enquiries which has really opened up the opportunities to work across the UK, their first enquiry came from Nottingham. They see this aspect of their work growing and while they don't want to turn work away, they are even more concerned that they live by their values of authenticity and integrity.

The only aspect of their work that they are not able to devote as much time to as they hoped is their "clientless projects". This is one of their aspirational goals, that they would be able to experiment with design texture and writing to create new and visionary ideas, but it is a measure of their success that this aspect of their work has had to stay in their heads rather than in their hands.

Meanwhile they are focusing all their attention in helping their client win an award at Chelsea Flower Show..... Watch this space!

-ends-

Contacts

For more information please contact Suzie Edwards, Press & PR Officer at the Arts Institute at Bournemouth on 01202 363369 or email sedwards@aib.ac.uk

Notes for Editors:

- The Enterprise Pavilion (eP) is a new business centre for the creative industries which is developed and managed by the Arts Institute at Bournemouth. It is funded by the South West Regional Development Agency and its aim is to increase graduate retention and support the growth of creative businesses in the area.
- The eP enables graduates in the creative industries to benefit economically from their knowledge by giving them advice, resources and support to set up and run their own businesses. As part of this package the eP offers affordable and flexible high quality office/studio accommodation on an easy-in, easy-out basis. It also provides conference and exhibition facilities for companies, and others, with links to the creative industries. Technical resources are available for creative media and training companies.