



Alessandra D'Innella

**PORTFOLIO**

## A SMALL INTRODUCTION

With more than 15 years of experience in graphic design agencies and communication firms, I have been developing symbols and visual brand identity systems. I have experience both working on my own and in teams for external clients and internal marketing departments, taking briefs for a wide variety of media work.

From 2000 till 2006 I worked in Italy as a graphic designer and freelance art director for Saatchi & Saatchi Design, Area Strategic Design (An international network of designers, strategists and consultants), Bonifacio Pontonio Design, a well-known Italian designer who has been working for communication firms since 1968.

In 2007 I moved to London where I worked for Aqueduct Design and Advertising which is an integrated agency specializing in branding and advertising. Then as a freelance senior graphic designer in Erasmus and Partners, a company specializing in brand strategy, communication planning, new product and conceptual development.

From 2009 till 2010 I worked with DDB Health Group which works with a wide spectrum of pharmaceutical and healthcare clients. They cover virtually every aspect of communications in this specialty area.

In 2011 I pursued an MA in Image and Communication at Goldsmiths University of London, where I studied photography and video, and had opportunity to research and develop the new boundaries of image-making. By combining theory and practice, I had to deal with aspects of visual style and established practices of production.

In 2012 I worked as a freelance senior graphic designer for companies such as Mother London and TBWA and I had the chance to collaborate as a picture editor for The New Review, The Observer.

Since then my approach to communication and design is idea based, passing through video and photography and creating more effective and fluid campaigns or visual identities.

Since 2013 I have been working as a senior concept designer at AKA a global entertainment marketing & advertising agency for the live entertainment, arts and cultural industries. My role here involves creativity, art direction and design, ranging from season campaigns to specific productions of theatres like the Donmar Warehouse, The Young Vic and Royal Opera House.

ROYAL OPERA HOUSE

Concept, art direction, illustration  
Annual campaign  
Company: AKA

The Royal Opera House is home to two of the world's great artistic companies – The Royal Opera and The Royal Ballet, performing with the Orchestra of the Royal Opera House – they seek to be always accessible and engaging, to develop audiences across the UK and to break new ground in the presentation of lyric theatre.

I created a campaign which taps into the current aesthetic trend for double-exposure. This in turn evokes a nostalgia and resonance of memory. Suggesting that our imagination might be further fuelled by our experience of ROH productions. Each season references a specific production and the individuals portrayed are common people not ROH artists. This is a depiction of the power of imagination from an audience perspective.

**ROYAL OPERA HOUSE**

**LIFE REIMAGINED**

AUTUMN SEASON 2014 | BOOK NOW  
OPERA | MUSIC | BALLET | DANCE | LIVE CINEMA | BP BIG SCREENS

ROYAL OPERA HOUSE STUDENTS [www.roh.org.uk/students](http://www.roh.org.uk/students)  
LIVE AT A CINEMA NEAR YOU [www.roh.org.uk/cinema](http://www.roh.org.uk/cinema)  
FIND OUT MORE ABOUT THE BP BIG SCREENS [www.roh.org.uk/bpbigscreens](http://www.roh.org.uk/bpbigscreens)

[www.roh.org.uk](http://www.roh.org.uk)

ARTS COUNCIL ENGLAND

LIFE Reimagined campaign. Artwork and Graphic Design by AKA © ROH, 2014

**ROYAL OPERA HOUSE**

**LIFE REIMAGINED**  
OPERA | MUSIC | BALLET | DANCE | LIVE CINEMA | BP BIG SCREENS

BOOKING NOW OPEN | AUTUMN SEASON 2014

**BALLET AND DANCE**

**DELOITTE IGNITE FESTIVAL**  
19-24 SEPTEMBER 2014  
Royal Opera House, Covent Garden

**BALLETOFF: THE TALENT**  
16-17 SEPTEMBER 2014  
Lyric Theatre

**HANON &**  
24 SEPTEMBER - 1 NOVEMBER 2014  
Lyric Theatre

**SCENES OF BALLET/ FIVE BRAINS WALTZES IN THE MANNER OF SADORIA**  
27-28 SEPTEMBER 2014  
Lyric Theatre

**THE COUNTRY**  
18 OCTOBER - 12 NOVEMBER 2014  
Lyric Theatre

**CASSANDRA**  
20 OCTOBER - 1 NOVEMBER 2014  
Lyric Theatre

**CEREMONY OF INNOCENCE/ THE AGE OF ANXIETY/ AETERNUM**  
24-27 NOVEMBER 2014  
Lyric Theatre

**HAPPING/DOCUMENT/ NEW CHRISTOPHER BRUCE**  
25-26 SEPTEMBER 2014  
Lyric Theatre

**RIOLETTO**  
25-26 SEPTEMBER 2014  
Lyric Theatre

**DON QUIXOTE**  
28 SEPTEMBER - 1 NOVEMBER 2014  
Lyric Theatre

**THE WIND IN THE WILLOWS**  
29 SEPTEMBER 2014  
Lyric Theatre

**ALICE'S ADVENTURES IN WONDERLAND & UNDERLAND**  
4-6 OCTOBER 2014  
Lyric Theatre

**THE MAD HATTER'S TEA PARTY**  
7-8 OCTOBER 2014  
Lyric Theatre

**OPERA AND MUSIC**

**ANNA NICOLE**  
19-24 SEPTEMBER 2014  
Royal Opera House, Covent Garden

**RIOLETTO**  
25-26 SEPTEMBER 2014  
Lyric Theatre

**IL BARBIERE DI SIVIGLIA**  
28 SEPTEMBER - 6 OCTOBER 2014  
Royal Opera House, Covent Garden

**LA SCALA DI SETA**  
20-24 OCTOBER 2014  
Lyric Theatre

**GLAUCO**  
14-22 NOVEMBER 2014  
Lyric Theatre

**L'ELISIR D'AMORE & OREFEO**  
18 NOVEMBER - 13 DECEMBER 2014  
Royal Opera House, Covent Garden

**LIVE TO A CINEMA NEAR YOU**  
18 OCTOBER 2014  
MANNING

**I DUE FOSCARINI**  
17 OCTOBER 2014  
Lyric Theatre

**ALICE'S ADVENTURES IN WONDERLAND & UNDERLAND**  
4-6 OCTOBER 2014  
Lyric Theatre

**LIVE AND FREE AS BAST OF THE BP BIG SCREEN SERIES**  
17 SEPTEMBER 2014  
www.roh.org.uk/bpbigscreens

**\*HIGH STUDENTS**  
ANNA NICOLE  
19-24 SEPTEMBER 2014  
www.roh.org.uk/students

[www.roh.org.uk](http://www.roh.org.uk) | +44 (0)20 7304 4000 (MON-SAT 10AM-8PM)

ARTS COUNCIL ENGLAND

**ROYAL OPERA HOUSE**

**LIFE REIMAGINED**  
BOOK NOW | AUTUMN SEASON 2014

OPERA | MUSIC | BALLET | DANCE  
LIVE CINEMA | BP BIG SCREENS

[www.roh.org.uk](http://www.roh.org.uk)  
**+44 (0)20 7304 4000**  
(MON-SAT 10AM-8PM)

ARTS COUNCIL ENGLAND

**ROYAL OPERA HOUSE**

**LIFE REIMAGINED**  
WINTER 2014  
OPERA | MUSIC | BALLET | DANCE | LIVE CINEMA | BP BIG SCREENS

**ROYAL OPERA HOUSE**

**LIFE REIMAGINED**  
SPRING 2015  
OPERA | MUSIC | BALLET | DANCE | LIVE CINEMA

**ROYAL OPERA HOUSE**

**LIFE REIMAGINED**  
SUMMER 2015  
OPERA | MUSIC | BALLET | DANCE | LIVE CINEMA

ROYAL OPERA HOUSE

Concept, art direction  
Annual campaign  
Company: AKA

Contemporary imagery distilled in an old technique (wet collodion plate) to endorse their illustrious heritage, excellence and quality. Using 19th century methods and 21st century equipment to produce exceptional images of honesty. The pictures portray the genuine and authentic stars and world class talents that ROH hosts every year (since 1892) and allowed the ROH to remain an undisputed leader in its field for so long.

**BOOKING NOW OPEN | AUTUMN SEASON 2015**

**DELOTTE IGNITE FESTIVAL**  
23-24 SEPTEMBER  
OPERA AND MUSIC  
£4-15

**ORPHEE ET EURYOICE**  
18 SEP - 2 OCT  
£9-45

**MACBETH**  
14-15 OCT  
£20-45

**ORPHEUS**  
18 SEP - 2 OCT  
£9-45

**ALICE'S ADVENTURES IN WONDERLAND**  
14-15 OCT  
£20-45

**MORGEN UND ABEND**  
18 SEP - 2 OCT  
£9-45

**LE NOZZE DI FIGARO**  
18 SEP - 14 OCT  
£9-45

**THE LAST HOTEL**  
18 SEP - 14 OCT  
£9-45

**ARALDINE AUF NAXOS**  
18 SEP - 14 OCT  
£9-45

**CARMEN**  
18 SEP - 14 OCT  
£9-45

**THE LIGHTHOUSE**  
23-24 SEP  
£4-15

**ORPHEUS**  
18 SEP - 2 OCT  
£9-45

**ALICE'S ADVENTURES IN WONDERLAND**  
14-15 OCT  
£20-45

**MORGEN UND ABEND**  
18 SEP - 2 OCT  
£9-45

**LULLA A MURDER BALLAD**  
23-24 SEP  
£4-15

**CAVALLERIA RUSTICANA/PAGLIACCI**  
18 SEP - 14 OCT  
£9-45

**THE FIREWORK-MAKER'S DAUGHTER**  
18 SEP - 14 OCT  
£9-45

**ROMEO AND JULIET**  
18 SEP - 2 DEC  
£4-15

**SYMPHONIE DRAMATIQUE**  
23-24 SEP  
£4-15

**CHER**  
23-24 SEP  
£4-15

**CONNECTOME/RAVEN GIRL**  
23-24 SEP  
£4-15

**A FAIN/RICHMOND/PAS DE DEUX/CARMEN**  
18 SEP - 14 OCT  
£9-45

**PHOENIX DANCE THEATRE**  
18 SEP - 14 OCT  
£9-45

**A PASSING CLOUD**  
18 SEP - 14 OCT  
£9-45

**HOMOTONES | AND I/ THE TWO PRISONS**  
18 SEP - 14 OCT  
£4-15

**THE HUTCHESON**  
18 SEP - 14 OCT  
£4-15

**LIVE TO A CINEMA NEAR YOU**  
18 SEP - 14 OCT  
£4-15

**LE NOZZE DI FIGARO**  
18 SEP - 14 OCT  
£9-45

**THEATRACKER**  
18 SEP - 14 OCT  
£4-15

**LIVE AND FREE AS PART OF THE BP BIG SCREEN SERIES**  
18 SEP - 14 OCT  
£4-15

**ROH STUDENTS**  
18 SEP - 14 OCT  
£4-15

**www.roh.org.uk | +44 (0)20 7304 4000 (MON-SAT 10AM-8PM)**

**ART AND SOUL SINCE 1847**  
OPERA | MUSIC | BALLET | DANCE  
LIVE CINEMA | LIVE ONLINE | BP BIG SCREENS  
AUTUMN 2015

**The Telegraph**  
Culture, Arts and Entertainment  
The latest arts and entertainment news from The Telegraph

**41 inspiring photographs**  
Downton Abbey, review: 'dream plot recycling'

**You must see this show!**  
Open thread: Has the death of Oscar Lewis really actually inspired the show?

**Children's books champion diversity**  
Children's authors from across the world have been recognised in a list that celebrates the cultural diversity of modern Britain.

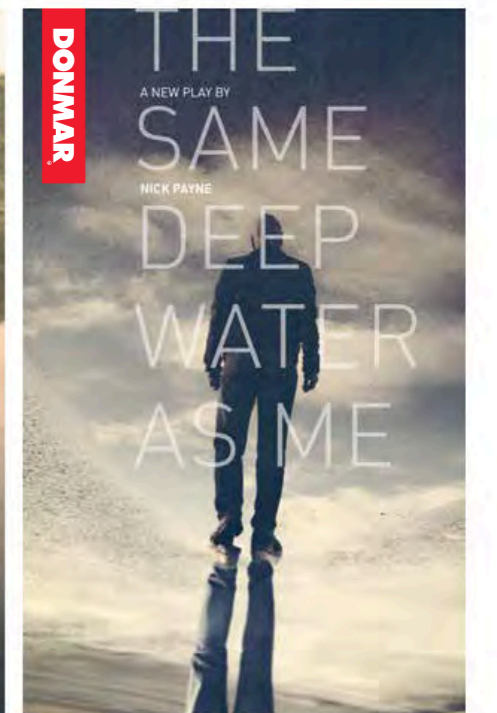
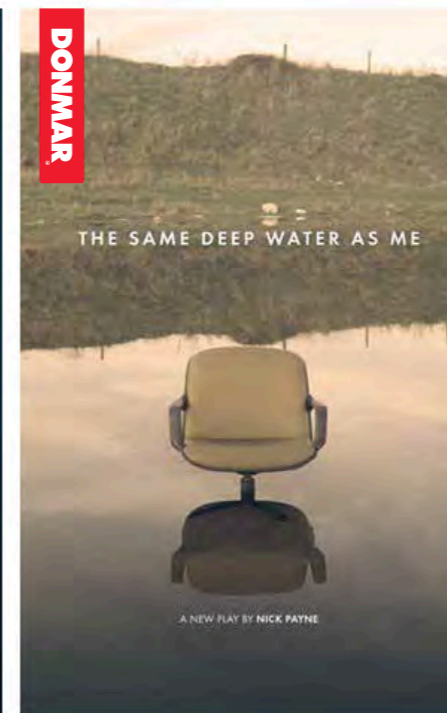
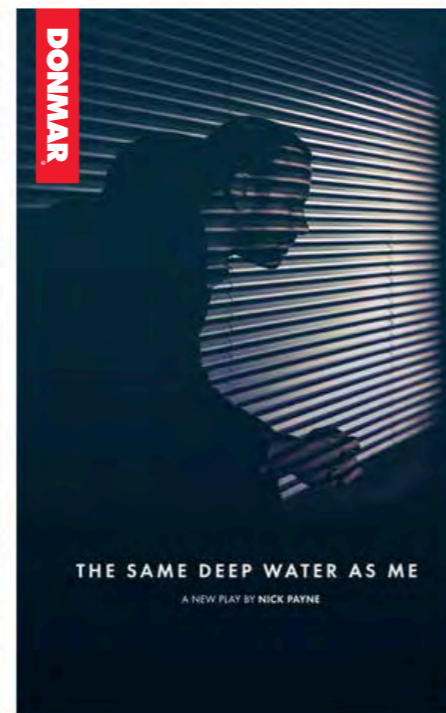
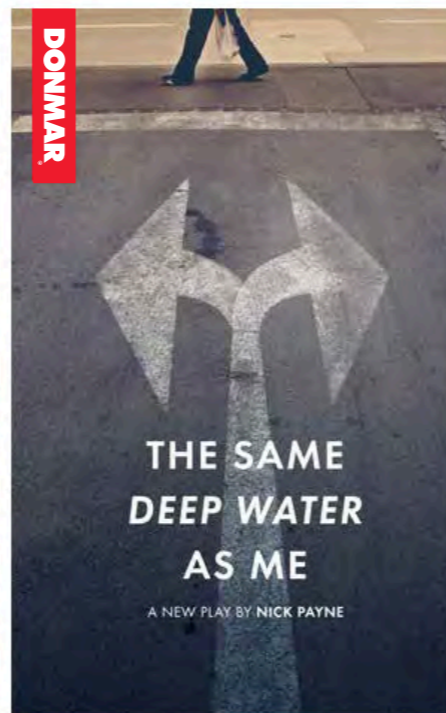
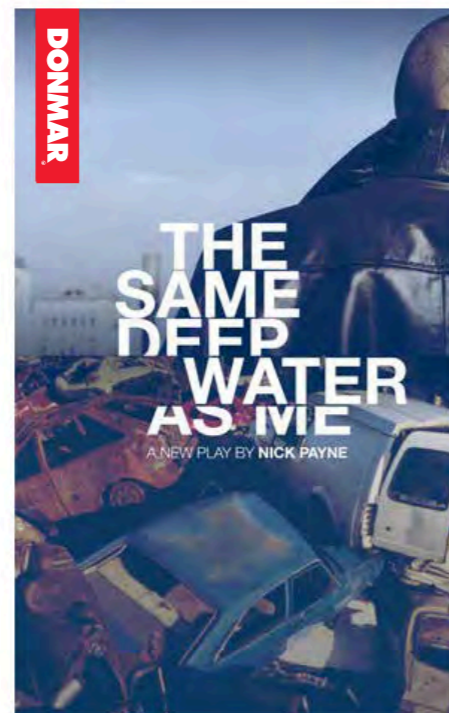
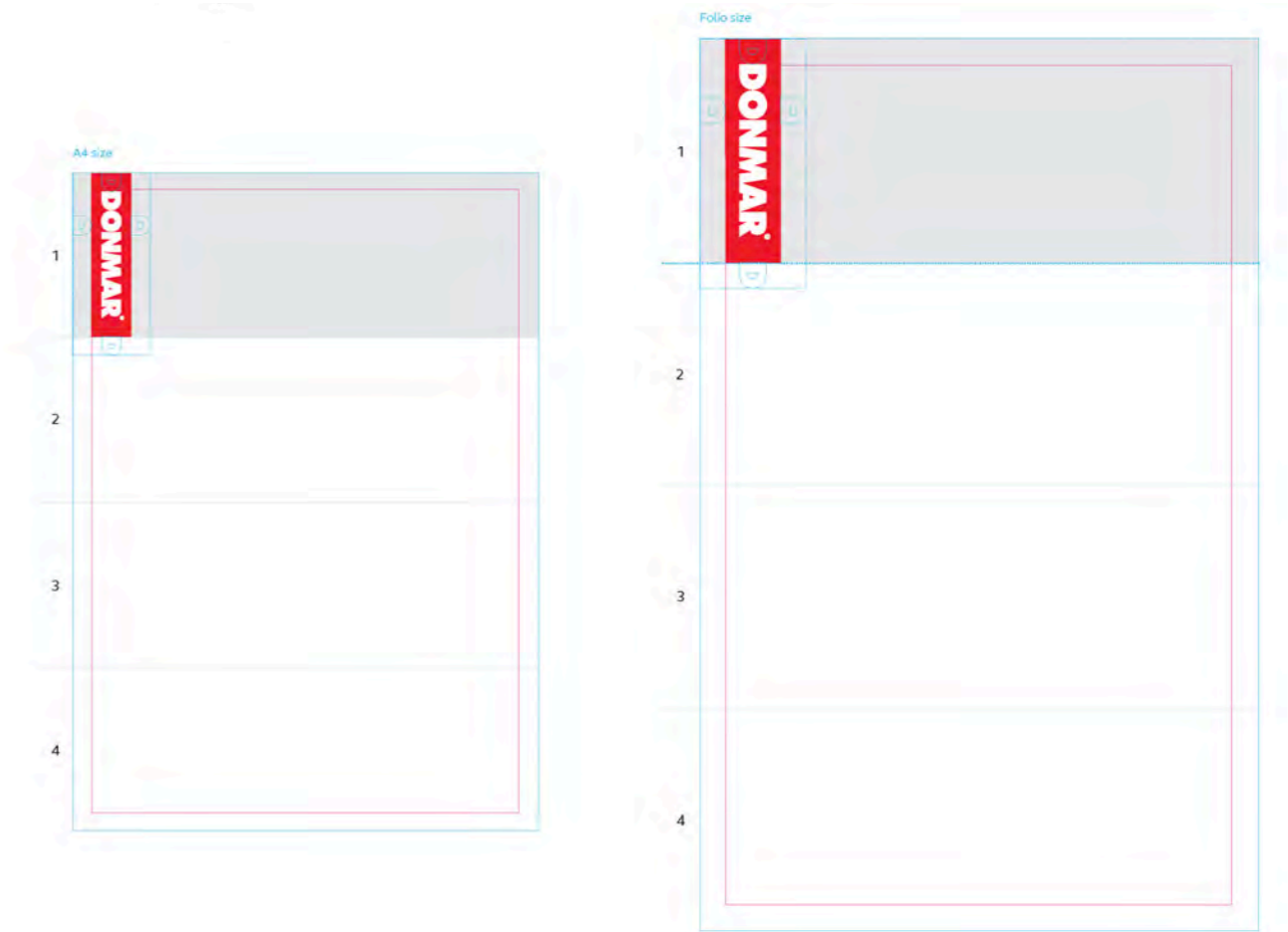
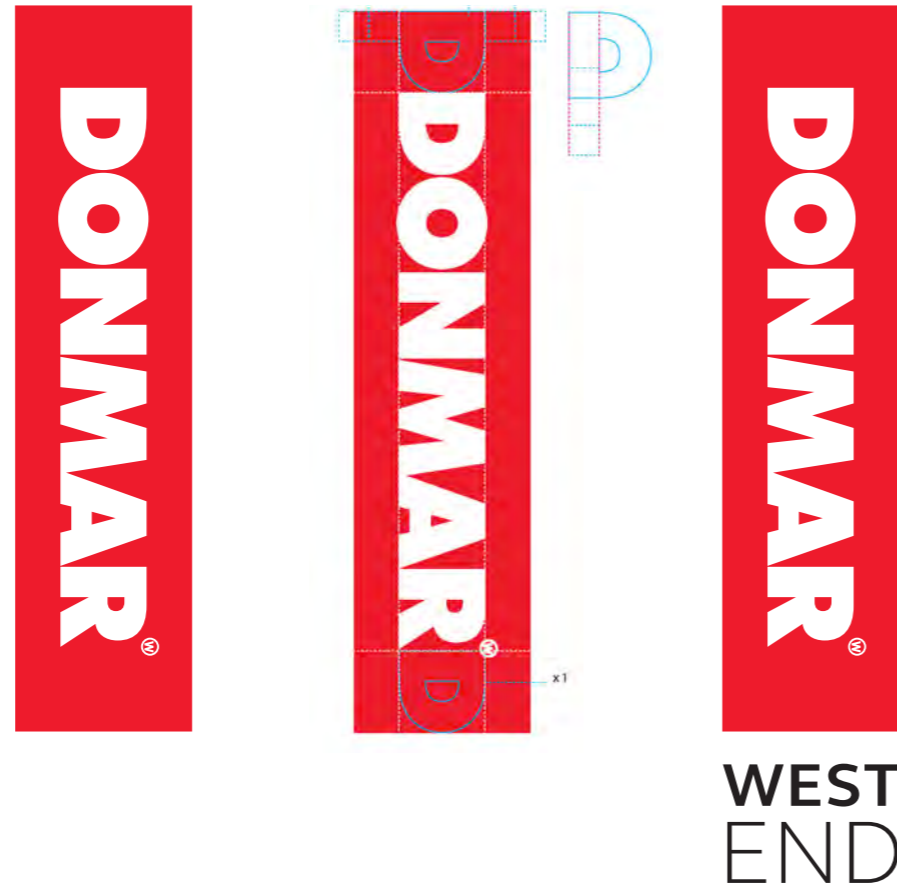
**Vashi Bhawan, St. Philip's Church, Bedford, review: 'travelling' and 'unfolding'**  
Folk musician Vashi Bhawan's...

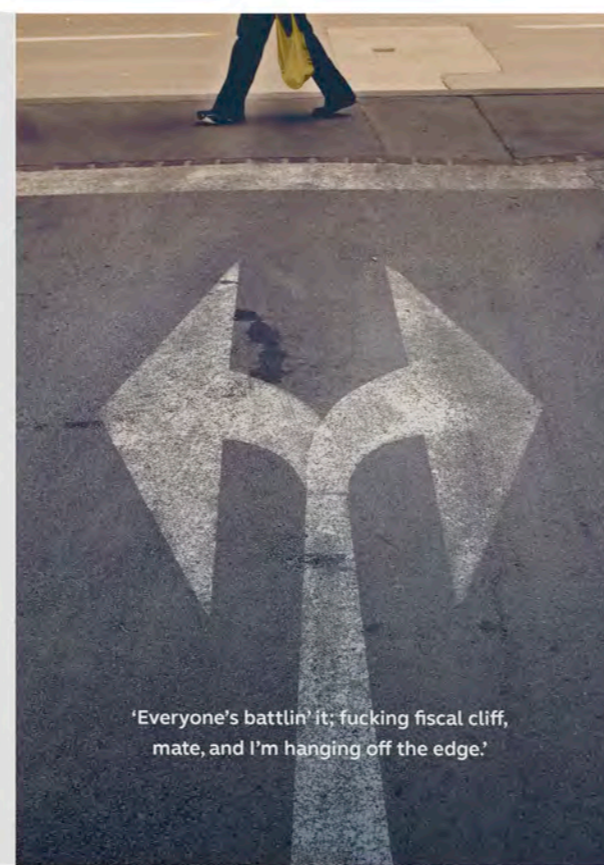
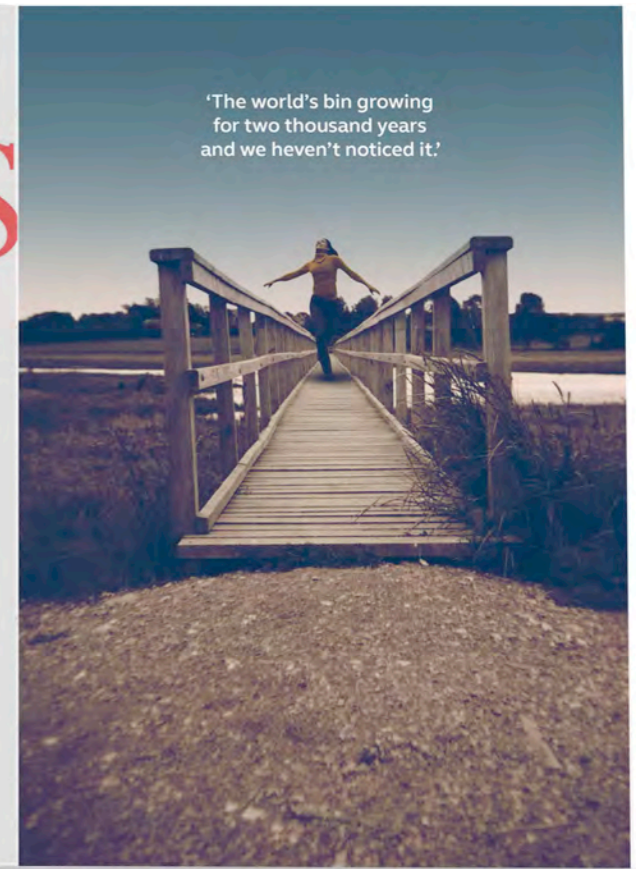
## DONMAR WAREHOUSE

Concept, art direction, graphic design  
Restyling logo, brand identity  
Company: AKA

The Donmar Warehouse is a 251-seat subsidised theatre located in the heart of Covent Garden in London's West End. Over the past 23 years it has built a reputation for artistic excellence as one of the UK's leading producing theatres.

Starting from the restyling of the logo, I created a new brand identity for the theatre, specifically focusing on the aesthetic of the pictures for their posters and photography style which refers to the one of the independent cinema posters.





| 3 OCTOBER - 30 NOVEMBER 2013 |

# ROOTS

BY ARNOLD WESKER

DIRECTOR  
JAMES MACDONALD  
DESIGNER  
HILDEGARD BECHTLER  
LIGHTING DESIGNER  
GUY HOARE  
SOUND DESIGNER  
IAN DICKINSON

CAST INCLUDES  
LINDA BASSETT  
MICHAEL BRIDON  
JESSICA BAINE  
EMMA STANSFIELD

It's 1958. Beatie Bryant has been to London and fallen in love with Ronnie, a young socialist. As she anxiously awaits his arrival to meet her family at their Norfolk farm, her head is swimming with new ideas. Ideas of a bolder, freer world which promise to clash with their rural way of life.

ROOTS is the remarkable centrepiece of Wesker's seminal post-war trilogy. Director James Macdonald directs Jessica Raine as Beatie in this portrait of a young woman finding her voice at a time of unprecedented social change.

'The world's bin growing for two thousand years and we haven't noticed it.'

| 1 AUGUST - 21 SEPTEMBER 2013 |

# THE SAME DEEP WATER AS ME

A NEW PLAY BY NICK PAYNE

DIRECTOR  
JOHN CROWLEY  
DESIGNER  
SCOTT PASK  
LIGHTING DESIGNER  
PETER HUMFORD  
SOUND DESIGNER  
CHRISTOPHER SHUTT

Had an accident at work? Tripped on a paving slab? Cut yourself shaving? You could be entitled to compensation. Andrew and Barry at Scorpion Claims, Luton's finest personal injury lawyers, are the men for you. When Kevin, Andrew's high school nemesis, appears in his office the opportunity for a quick win arises. But just how fast does a lie have to spin before it gets out of control?

CAST INCLUDES  
MONICA DOLAN  
PETER FORBES  
JOANNA GRIFFIN  
NIGEL LINDSAY  
DANIEL MAYS  
NIKY WARDLEY

Nick Payne won last year's Evening Standard Award for Constellations. John Crowley returns to the Donmar to direct his witty and incisive new play.

'Everyone's battlin' it: fucking fiscal cliff, mate, and I'm hanging off the edge.'

| JULY - SEPTEMBER 2013 |

# THE MACHINE

A NEW PLAY BY MATT CHARMAN

DIRECTOR  
JOSIE ROURKE  
DESIGNER  
LUCY OSBORNE  
LIGHTING DESIGNER  
MARK HENDERSON  
SOUND DESIGNER  
IAN DICKINSON  
VIDEO DESIGNER  
ANDRZEJ GOULDING  
CHOREOGRAPHER  
JONATHAN WATKINS  
DIALECT COACH  
WILLIAM CONACHER  
CASTING DIRECTOR  
ALASTAIR COOMER CDG

In 1997, Garry Kasparov, the world's greatest chess player, came to New York City and played the biggest match of his life. His opponent was a chess computer named Deep Blue, created by tech wunderkind Doctor Hsu. For its funders IBM, the event was a bid to raise their stock price. For Kasparov and Hsu, this blistering encounter risked their reputation and their genius.

To be performed in a specially designed arena, Josie Rourke directs award-winning playwright Matt Charman's retelling of one of the most compelling stories of our time.

Commissioned and produced by Donmar Warehouse, Manchester International Festival, Park Avenue Armory, New York.

10 - 21 JULY 2013  
MANCHESTER INTERNATIONAL FESTIVAL  
Campfield Market Hall, Campfield Avenue Arcade,  
Manchester M3 4FH [mif.co.uk](http://mif.co.uk) 0844 375 2013

4 - 18 SEPTEMBER 2013  
PARK AVENUE ARMORY, NEW YORK  
643 Park Avenue, New York, NY 10065  
[armorypark.org](http://armorypark.org) 001 212 933-5812

CAST INCLUDES  
FRANCESCA ANNIS  
ANTONIA BERNATH  
CORNELIUS BOOTH  
DAVID MUMENI  
PHIL NICHOL  
JOHN RAMPI  
BRIAN SILLS  
LUCILLE SHARP  
TREVOR WHITE

WITH  
LORENZO ALLCHURCH  
NICHOLAS CROUCHER

Deep Blue

white  
0 Prekade  
1 w4  
2 w4  
3 w4  
4 w4  
5 w4  
6 w4  
7 w4  
8 w4  
9 w4

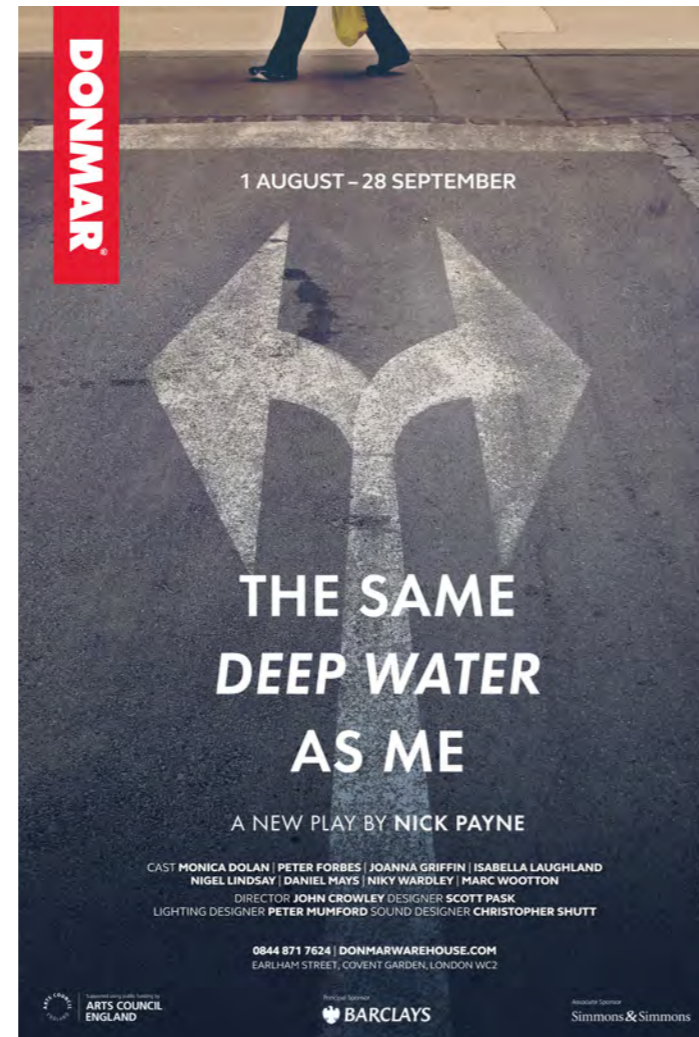
'Do you know why Stalin wanted every Soviet to play chess? It's the only game where luck isn't a factor.'

DONMAR WAREHOUSE

Concept, art direction, graphic design, illustration  
Posters  
Company: AKA



In 1997, GARRY KASPAROV, the world's greatest chess player, arrived in New York City for the biggest match of his life. His opponent was a faceless super-computer: Deep Blue, built by tech giant IBM.



Had an accident at work? Tripped on a paving slab? Cut yourself shaving? You could be entitled to compensation. Andrew and Barry at Scorpion Claims, Luton's finest personal injury lawyers, are the men for you.



It's 1958. Beatie Bryant has been to London and fallen in love with Ronnie, a young socialist. As she anxiously awaits his arrival to meet her family at their Norfolk farm, her head is swimming with new ideas.



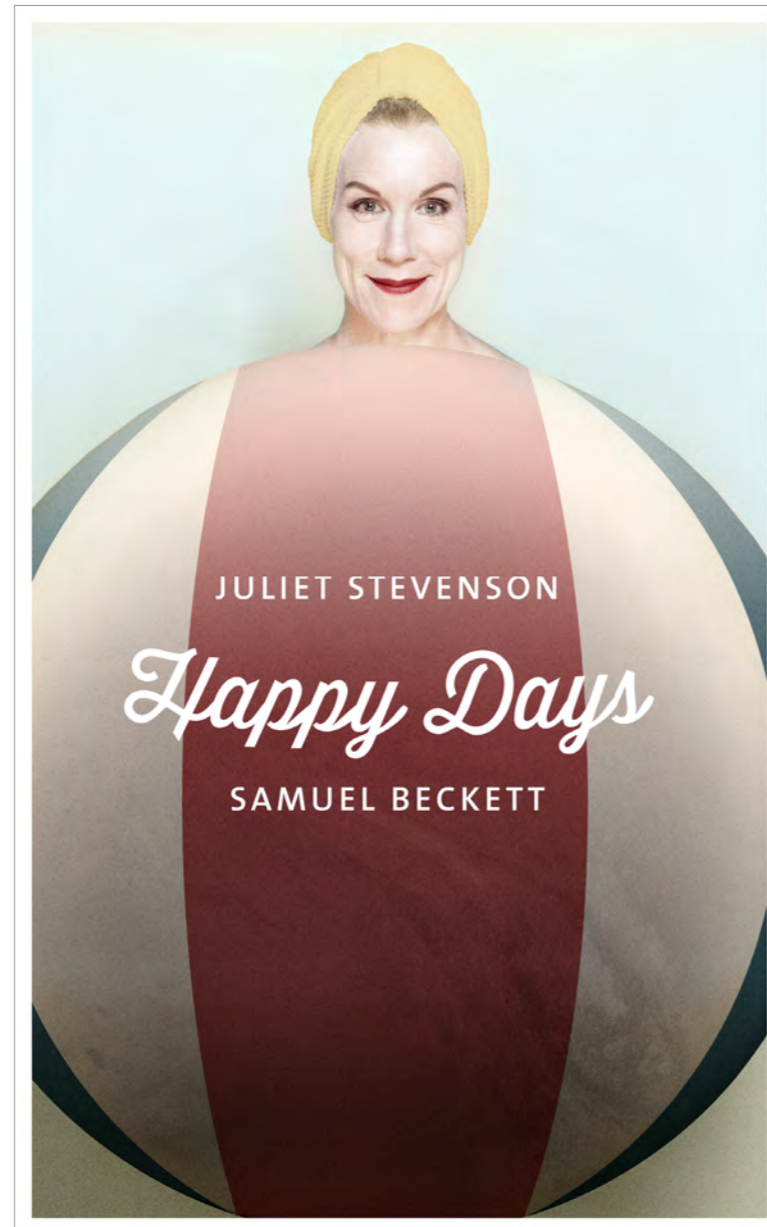
Based on Jean Anouilh's hit 1937 play, Le Voyageur sans bagage, Welcome Home, Captain Fox! is a sparkling comedy of identity, lost and found. Playwright Anthony Weigh updates Anouilh's riotous family drama to a long, hot Summer, on the very tip of Long Island, in the America of the late 1950's.

## THE YOUNG VIC

Concept, art direction, graphic design, illustration  
Posters  
Company: AKA

The Young Vic was conceived in the 1960s' spirit of iconoclasm and improvisation, it opened in 1970 as a place in which younger directors, designers, actors, writers and technicians could work alongside the world's great theatre artists to present exciting productions at the lowest possible seat prices.

Over the last forty years, the company has established a powerful reputation at home and abroad. In particular, The Young Vic has begun to be recognised as the major theatre in this country in which young directors can develop and practise their art.



Trapped in a scorched wasteland with her detached husband, Winnie keeps despair at bay with ritual, song and her trusty lipstick. But is our buoyant, hopeful heroine in denial of her ever-diminishing world?

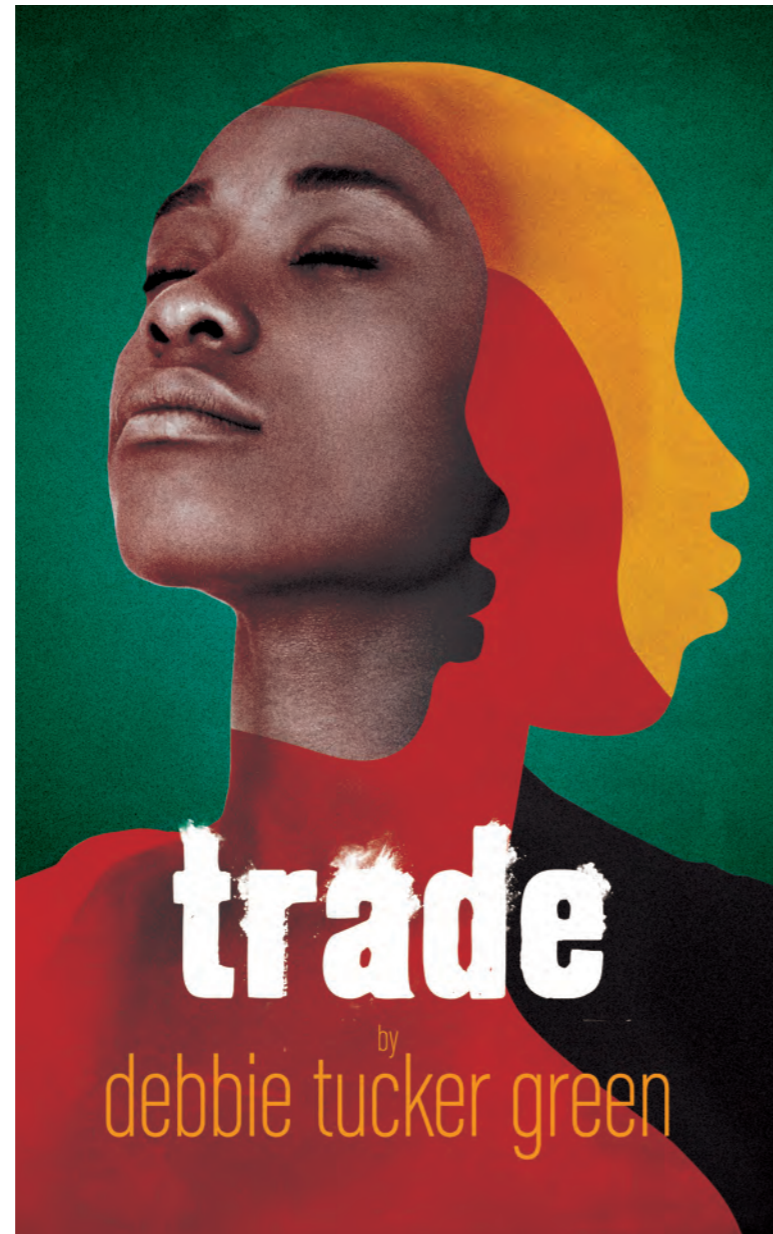


Eugene O'Neill's warmest, most delightful play is an authentic portrait of a Connecticut childhood - complete with moonlit beaches, firecrackers, booze and a powerfully dark undertow.

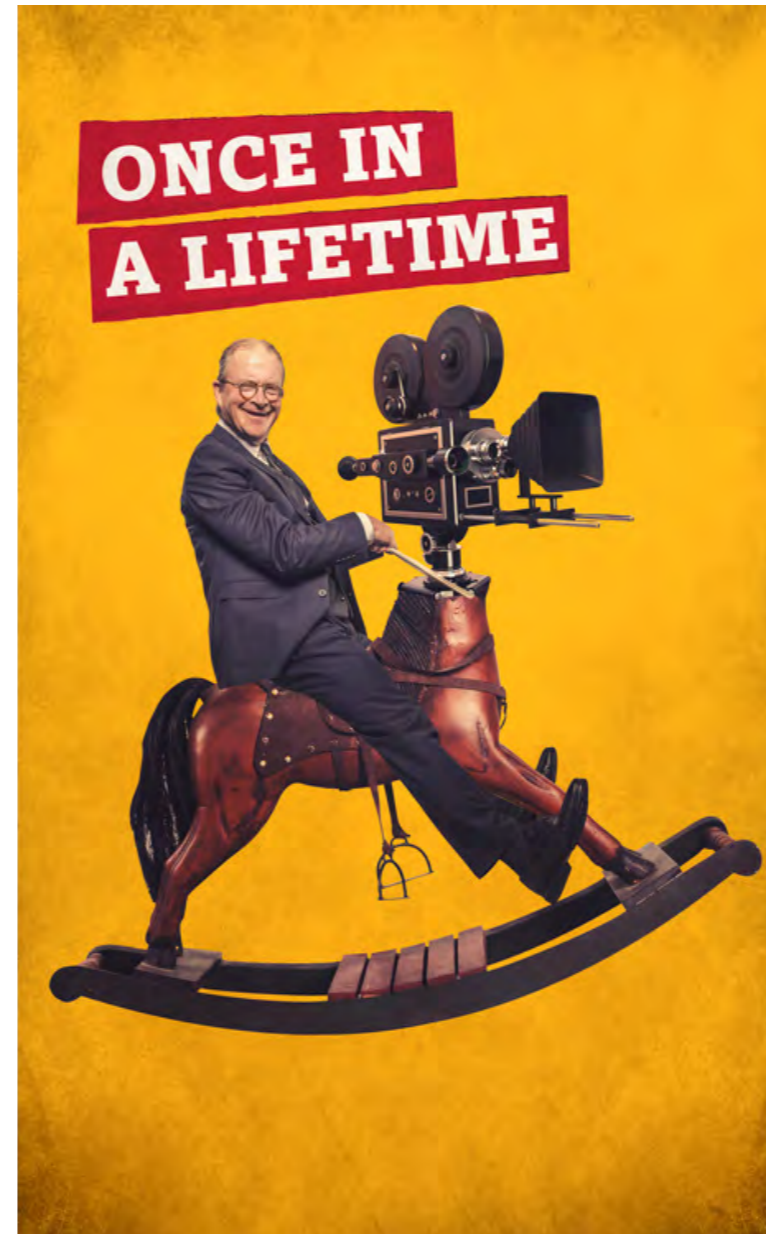


Christopher has been confined to a psychiatric ward for a month. He wants out. The problem is he still thinks oranges are blue. His doctor, convinced he needs help, wants to section him. The senior consultant thinks it's all a question of culture: at home in Shepherd's Bush Christopher will be amongst 'people who think just like him'. And besides, it costs taxpayer money to keep Christopher in care

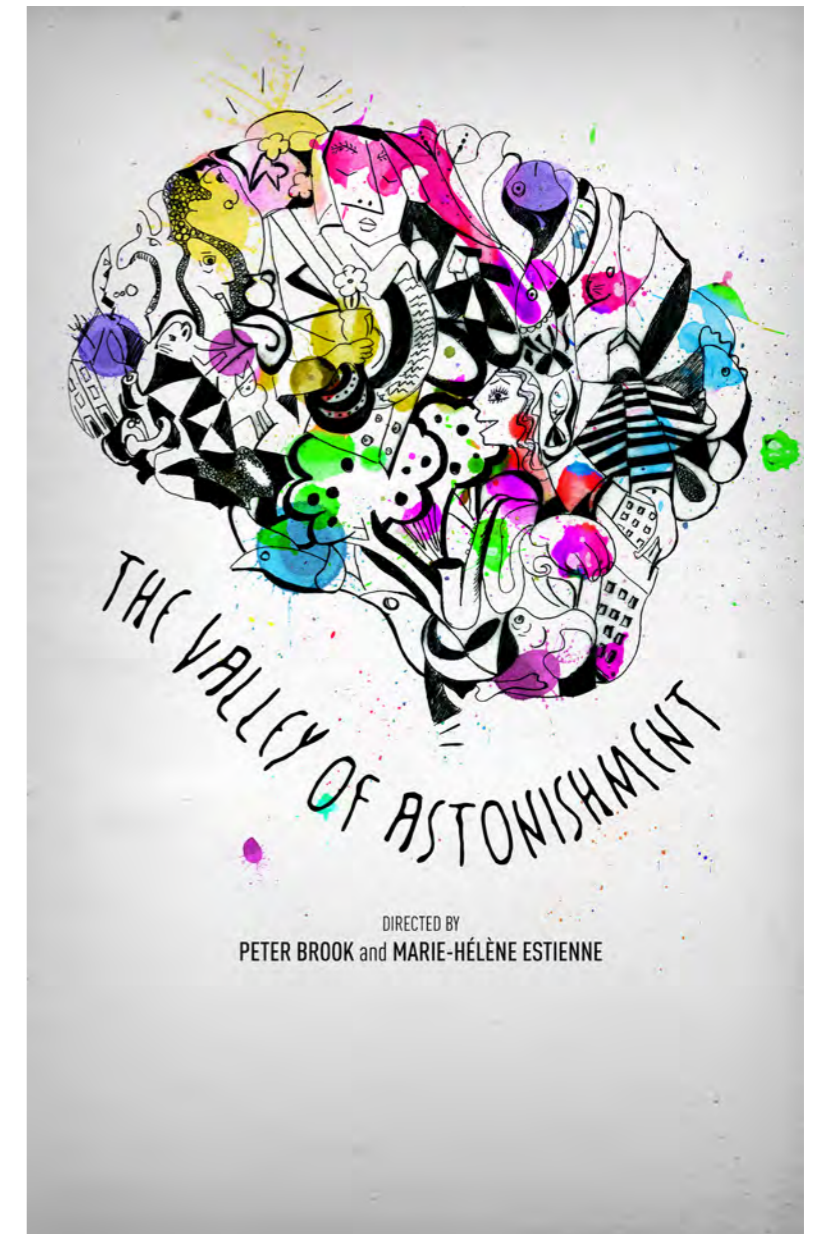




Sex, money and power. For some women, financial freedom comes at a painful price. Worlds collide at an idyllic Caribbean resort as three very different women unravel the lies that bind them together in the name of fair trade. Debbie Tucker Green's darkly humorous play about the costs of sex is directed by Bryony Shanahan, winner of a 2016 Genesis Future Directors Award.



Harry Enfield makes his stage debut in this classic Broadway comedy, directed by the remarkable Richard Jones. Hollywood, 1930. The first-ever talking motion picture is a smash hit and suddenly every actor needs a voice. Three New Yorkers head west to cash in on the talkies trend by opening an elocution school. Our three heroes vie to become the next big thing in Tinseltown.



Directed by Peter Brook and Marie-Hélène Estienne. The Valley of Astonishment is a kaleidoscopic journey into the wonders of the human brain, inspired by years of neurological research, true stories and Farid Attar's epic mystical poem The Conference of the Birds.

BLITHE SPIRIT / PLAYFUL PRODUCTIONS

Concept, art direction, brand guardian,  
 graphic design, illustration  
 Campaign  
 Company: AKA

Theatre legend Angela Lansbury returned to the West End in a new production of Noël Coward's *Blithe Spirit* at the Gielgud Theatre. She reunited with director Michael Blakemore to reprise her 2009 Tony Award-winning role as Madame Arcati. *Blithe Spirit*, first seen in the West End in 1941, concerns the socialite and novelist Charles Condomine, who invites the eccentric clairvoyant, Madame Arcati, to his house to conduct a seance, hoping to gather material for his next book. Whilst consumed in a trance, Madame Arcati unwittingly summons the ghost of Charles' dead wife Elvira. Appearing only to Charles, Elvira soon makes a play to reclaim her husband, much to the chagrin of Charles' new wife Ruth.

I created the main concept and illustration for the poster and followed the development of the campaign through all the different applications.



OSLO

Concept, art direction, graphic design, illustration  
Campaign  
Company: AKA

Direct from a multi award- winning season on Broadway and a critically acclaimed, sold-out run at the National Theatre.

Oslo tells the true story of two maverick Norwegian diplomats Terje Rød-Larsen, (Toby Stephens - Black Sails, Private Lives) and Mona Juul, (Lydia Leonard - Wolf Hall, Life in Squares) planned and orchestrated top-secret, high-level meetings between the State of Israel and the Palestine Liberation Organisation, which culminated in the signing of the historic 1993 Oslo Accords.

★ ★ ★ ★ ★ FINANCIAL TIMES      ★ ★ ★ ★ ★ THE TIMES

**‘WITTY, GRIPPING, SHAKESPEAREAN IN SCOPE DELIVERED BY A FLAWLESS ENSEMBLE’**  
FINANCIAL TIMES

★ ★ ★ ★ ★ METRO THE DAILY TELEGRAPH      ★ ★ ★ ★ ★ THE GUARDIAN EVENING STANDARD      ★ ★ ★ ★ ★ DAILY MAIL THE STAGE

**‘IT’S MOVING, MEATY STUFF. A VERITABLE BOX SET BINGE OF A DRAMA’**  
TIME OUT

THE NATIONAL THEATRE PRESENTS THE LINCOLN CENTER THEATER PRODUCTION OF

# OSLO

A NEW PLAY BY J. T. ROGERS

UNTIL 30 DEC | HAROLD PINTER THEATRE | OsloThePlay.com

Image: Peter Aron

★ ★ ★ ★ ★ RADIO TIMES      ★ ★ ★ ★ ★ THE TIMES

**‘WITTY, GRIPPING, SHAKESPEAREAN IN SCOPE’**  
FINANCIAL TIMES

★ ★ ★ ★ ★ METRO, THE DAILY TELEGRAPH      ★ ★ ★ ★ ★ THE GUARDIAN, EVENING STANDARD      ★ ★ ★ ★ ★ DAILY MAIL, THE INDEPENDENT

**‘A MODERN DAY MASTERPIECE’**  
TIME OUT

THE NATIONAL THEATRE PRESENTS THE LINCOLN CENTER THEATER PRODUCTION OF

# OSLO

A NEW PLAY BY J. T. ROGERS

UNTIL 30 DEC | HAROLD PINTER THEATRE | OsloThePlay.com

THE NATIONAL THEATRE PRESENTS THE LINCOLN CENTER THEATER PRODUCTION OF

# OSLO

**‘BARTLETT SHER’S STRIKING PRODUCTION OF THIS COMPELLING DRAMA’**  
A NEW PLAY BY J. T. ROGERS

INK

PITCH

Concept, art direction, graphic design, illustration

Posters

Company: AKA

Sonia Friedman Production. Fleet Street.  
1969. The Sun rises. A young and rebellious  
Rupert Murdoch asks the impossible and  
launches The Sun's first editor's quest:  
to give the people what they want.  
No matter the cost.

★★★★★  
**'A SUPER, SOARAWAY SMASH'**  
THE DAILY TELEGRAPH

BY  
**JAMES GRAHAM**  
DIRECTED BY  
**RUPERT GOOLD**



**INK**

STRICTLY LIMITED SEASON. OPENS 9 SEPTEMBER 2017  
DUKE OF YORK'S THEATRE | INKTHEPLAY.COM

★★★★★  
**'A SUPER, SOARAWAY SMASH'**  
THE DAILY TELEGRAPH

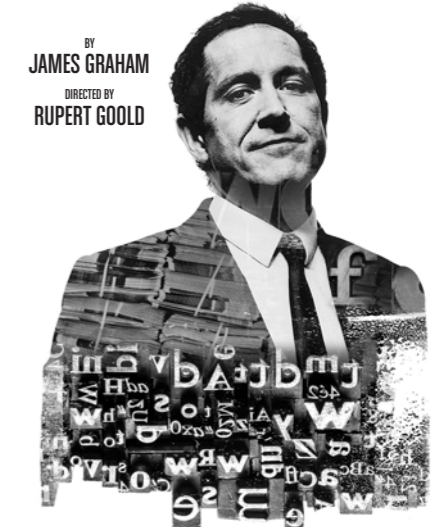


BY  
**JAMES GRAHAM**  
DIRECTED BY  
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STRICTLY LIMITED SEASON. OPENS 9 SEPTEMBER 2017  
DUKE OF YORK'S THEATRE | INKTHEPLAY.COM

★★★★★  
**'A SUPER, SOARAWAY SMASH'**  
THE DAILY TELEGRAPH



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DIRECTED BY  
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STRICTLY LIMITED SEASON. OPENS 9 SEPTEMBER 2017  
DUKE OF YORK'S THEATRE | INKTHEPLAY.COM

★★★★★ **'A SUPER  
SOARAWAY SMASH'**  
THE DAILY TELEGRAPH



BY  
**JAMES GRAHAM**  
DIRECTED BY  
**RUPERT GOOLD**

STRICTLY LIMITED SEASON. OPENS 9 SEPTEMBER 2017  
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NICE FISH

PITCH

Concept, art direction, graphic design, illustration

Posters

Company: AKA

On a frozen Minnesota lake, the ice is beginning to creak and groan. It's the end of the fishing season and on the frostbitten, unforgiving landscape, two old friends are out on the ice and they are angling for something big; something down there that is pure need, something that, had it the wherewithal, would swallow them whole.

MARK RYLANCE    JIM LICHTSCHEIDL

'WONDERFUL PERFORMANCES. EXPERTLY DIRECTED. BEWITCHING'  
NEW YORK TIMES




*Nice Fish*

BY MARK RYLANCE & LOUIS JENKINS  
DRAWN FROM THE WORDS OF LOUIS JENKINS  
DIRECTED BY CLAIRE VAN KAMPEN

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THE GLASS MENAGERIE

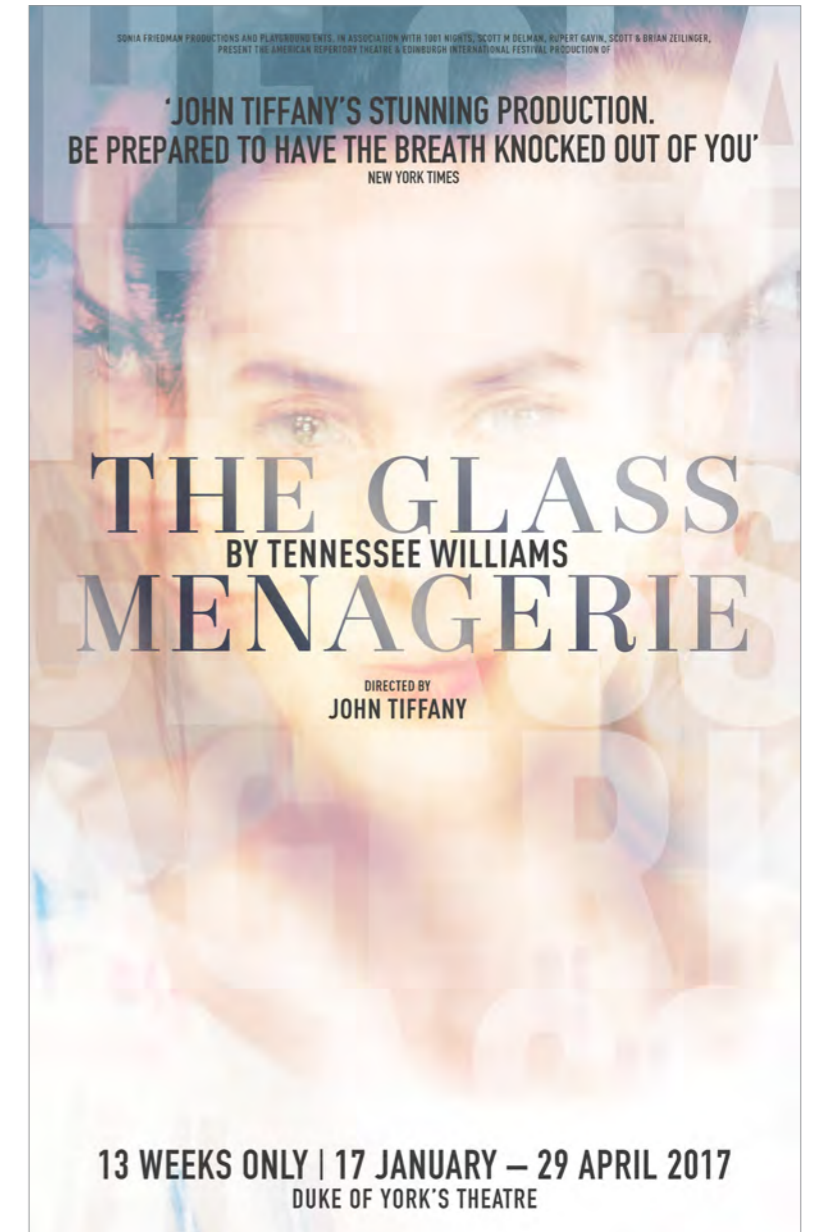
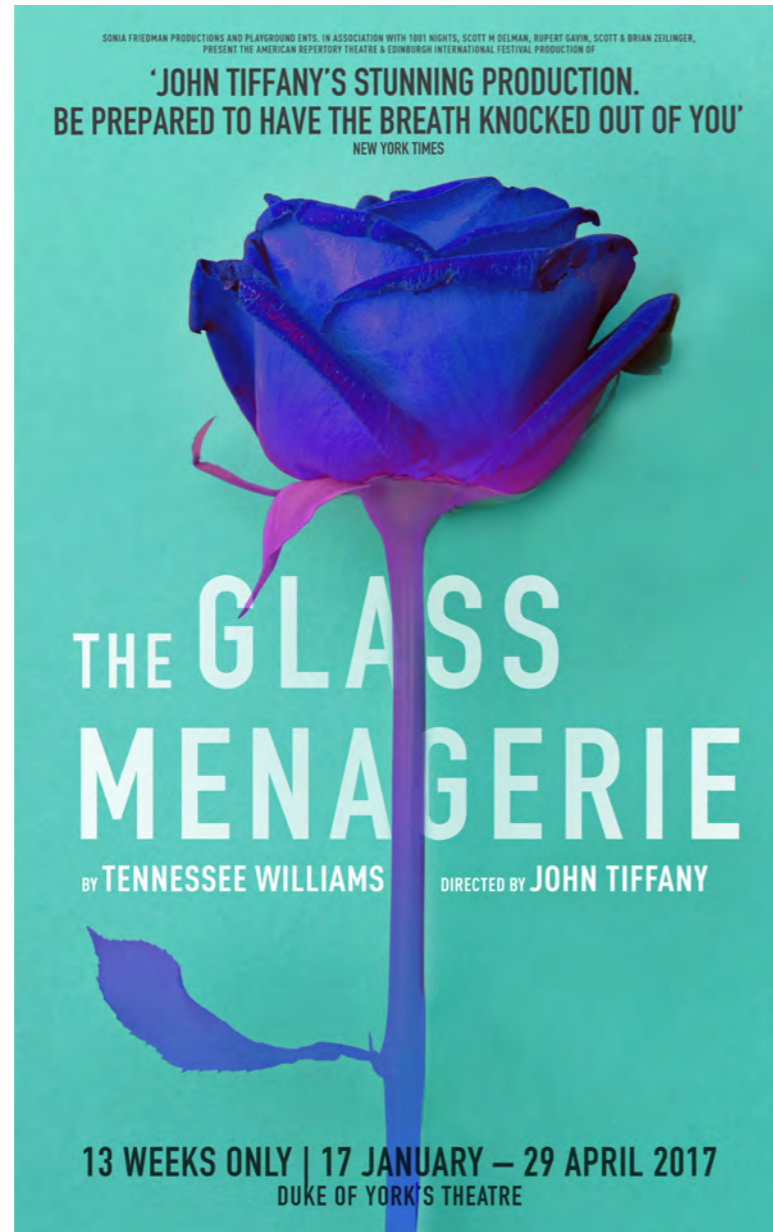
PITCH

Concept, art direction, graphic design, illustration

Posters

Company: AKA

Tennessee Williams' intense and heart-rending look at family life tells the story of domineering mother and former Southern Belle Amanda Wingfield, her writer son Tom and her recluse daughter Laura. Desperate to find the withdrawn Laura a husband, Amanda cajoles her son into bringing home a gentleman caller.



## HMS BELFAST

Concept, art direction, brand guardian, graphic design, illustration  
Campaign  
Company: AKA

HMS Belfast is a museum ship, originally a Royal Navy light cruiser, permanently moored in London on the River Thames and operated by the Imperial War Museum.

I created the main concept for the poster inspired by the illustrations of the twenties and thirties with a modern flavour to convey the feeling of the stories and adventures related to the ship.

**IWM** **HMS BELFAST**  
IMPERIAL WAR MUSEUMS

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JCDecaux

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SADLER'S WELLS

PITCH

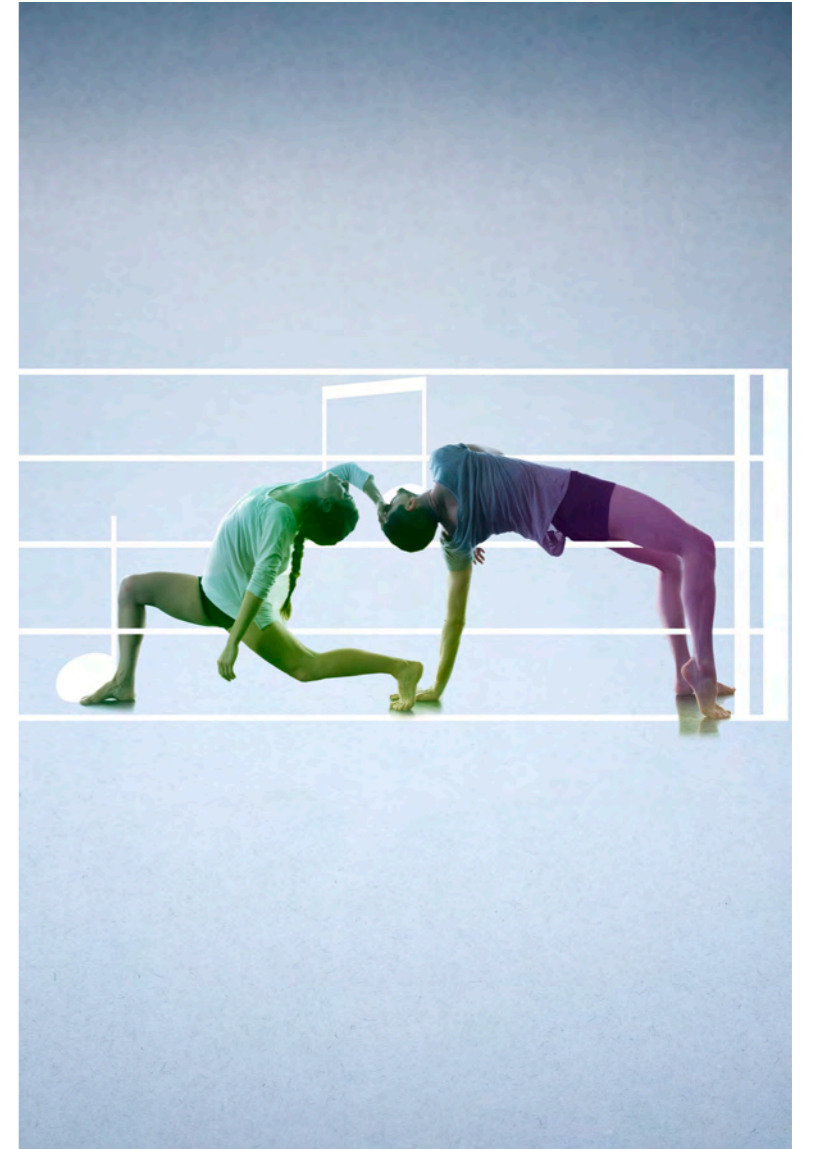
Concept, art direction, graphic design

Illustrations

Company: AKA

Sadler's Wells is a world leader in contemporary dance presenting a vibrant year-round programme of dance of every kind - from tango to hip hop, ballet to flamenco, Bollywood to cutting-edge contemporary dance - bringing the best of international and British dance to audiences at our three theatres in London.

This campaign and key visuals were created for a campaign about a collaboration between Crystal Pite, choreographer and Thomas Adès, composer.





## KEW GARDEN - ALLURING ORCHID

### PITCH

Concept, art direction, graphic design, illustration

Campaign

Company: AKA

Kew Gardens is the world's largest collection of living plants.

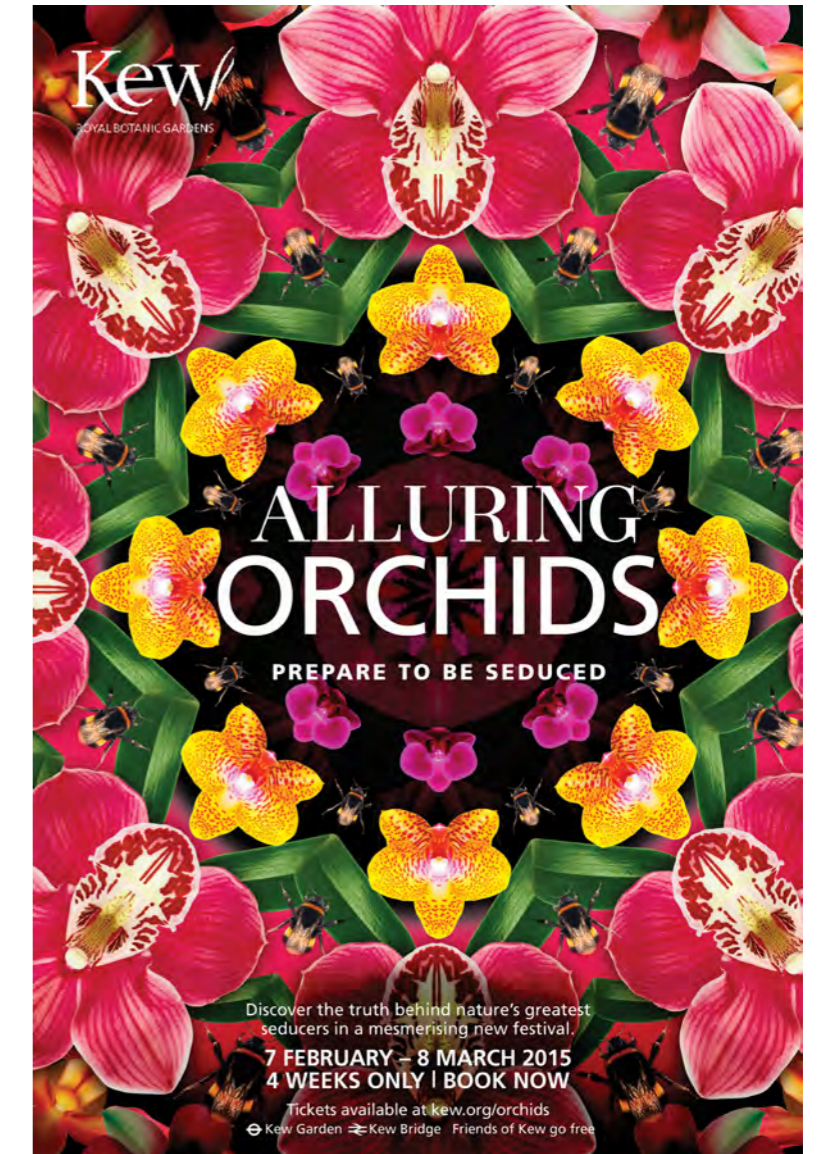
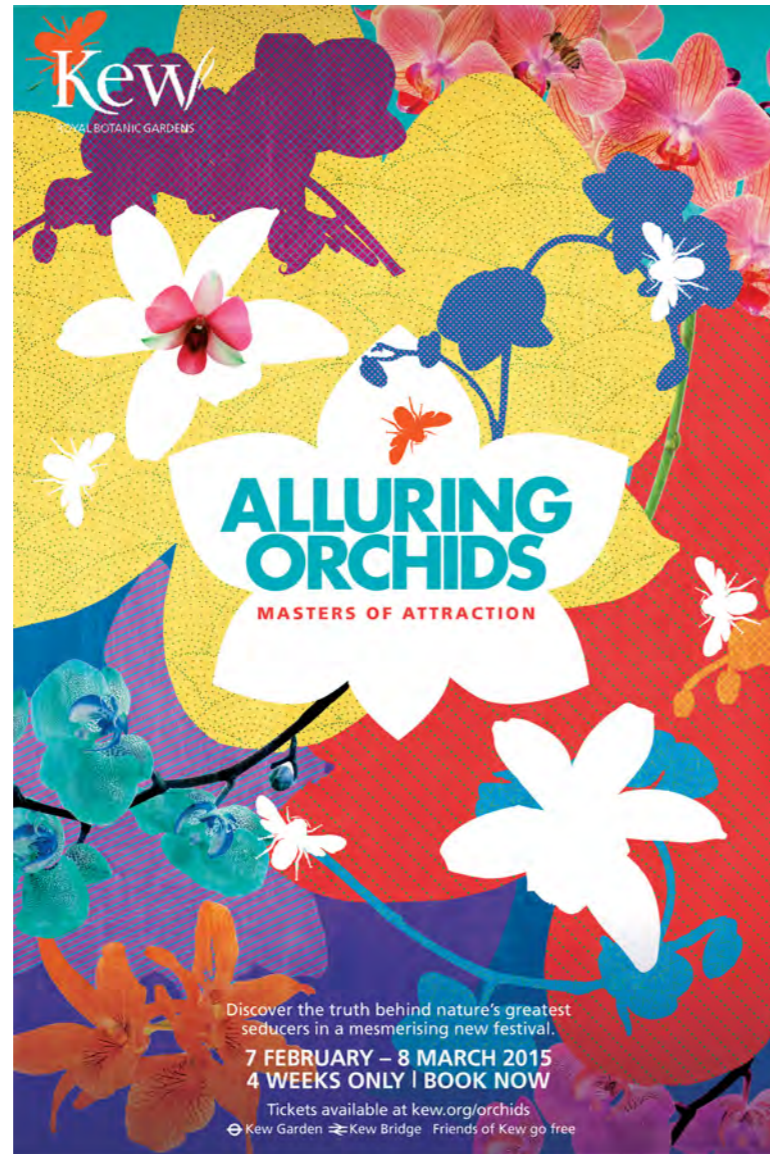
Founded in 1840 from the exotic garden at Kew Park in the London Borough of Richmond upon Thames.

The Orchid Festival is the only place in London where you can see exotic flowers in the depth of winter and learn about the way they have adapted to attract their insect pollinators and ensure their survival. The campaign was requiring to have all the inherent aesthetic qualities of the orchids themselves, sophisticated, elegant but slightly playful.

I created three different routes for the campaign, the first proposal is focusing on beauty, colours and playfulness of the flowers.

The second proposal uses the aesthetic of perfume or cosmetic product to play with the idea of attractiveness and beauty.

The third proposal is referring to a kaleidoscopic view and the ipnotizing beauty of the orchids.



SCIENCE MUSEUM / WONDERLAB

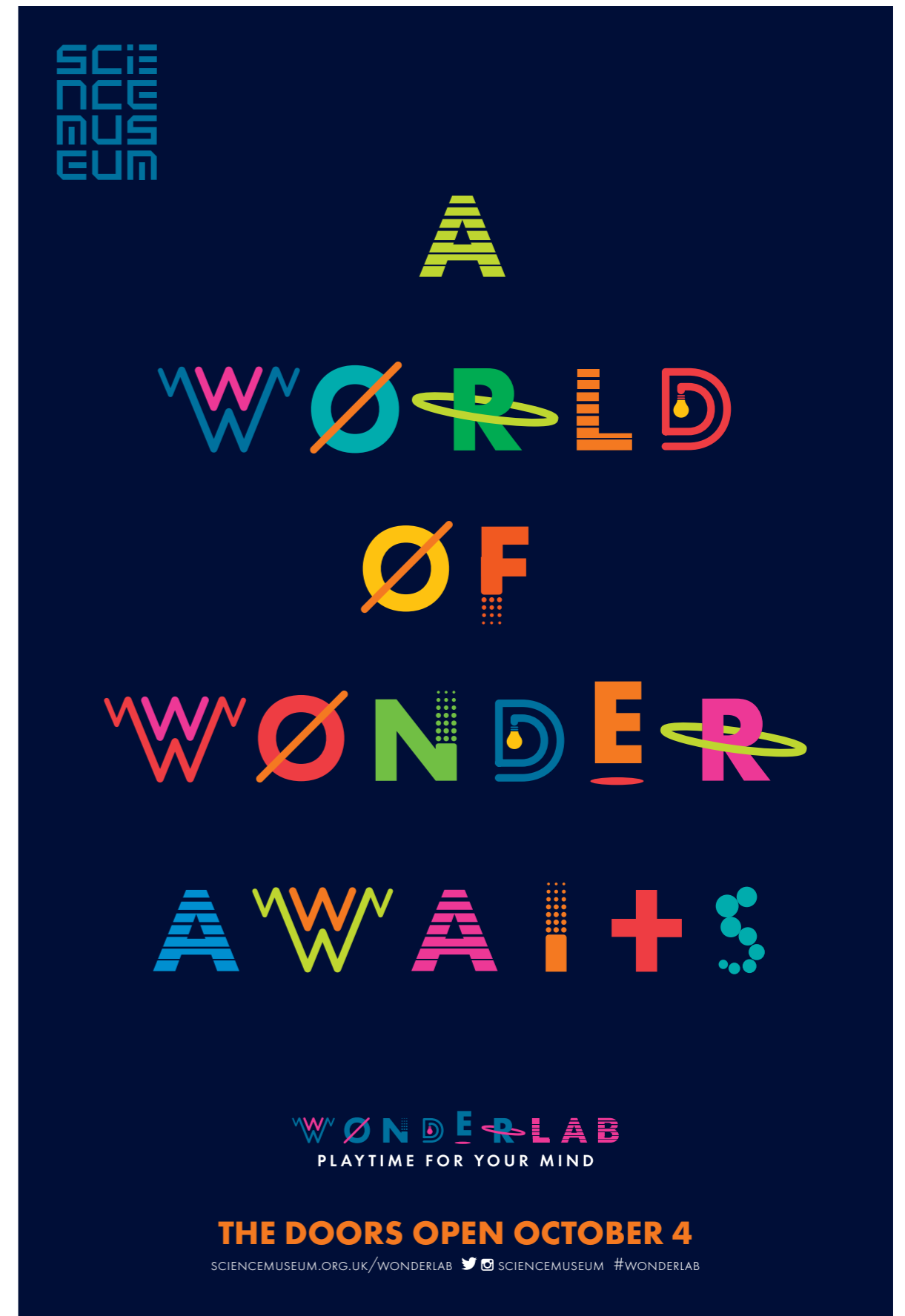
PITCH

Concept, art direction, graphic design, illustration  
Logo, visual identity, campaign

Wonderlab is an initiative of the Science Museum revealing the beauty of the science and maths that shape our everyday lives.

In this occasion I created the campaign based on a bespoke alphabet. The alphabet was developed from the logo which is fun and playful to attract a young audience and inspired by all the topics treated in the Wonderlab.

WONDERLAB  
PLAYTIME FOR YOUR MIND





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