

**A Portfolio/  
Ross White//**

winystudio

WE ALL COME FROM SOMEWHERE



**TheWhy? t: Identity/04 // Promotion/22 // Campaign/62 //  
Photography/98 // Client/112 // TopTurns/116 // Contact/130 //**

y?t

# Identity ↙

Desert Rose Resort // 2015 // Start //  
Regale Frozen Food //  
10 Manchester Street //



y?t

A single aim charity project, **2015** needed a simple identity so a strong numeric approach was used. Retaining a perfect circular dynamic for the '0' creates a window as both work portal showcase and as metaphor for the future.

**2015** ↙

**2015** ↘ **Wh**



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# 2015

# 2015

## 2015

### 2015

Art changes Perceptions  
Perceptions change People  
People change the World  
[www.2015.org](http://www.2015.org)

## 2015

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Art changes Perceptions  
Perceptions change People  
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[www.2015.org](http://www.2015.org)

## 2015

### 2015

Art changes Perceptions  
Perceptions change People  
People change the World

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www.2015.org  
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Wh

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Working closely with children in war-affected areas and using art as a creative outlet for them, **Start** is an offshoot of the Al-Madad Foundation charity. They required a strong, impactful logo for use across a diverse range of media.

**Start** ↙

**Start** ↘ **Wh**



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Wh

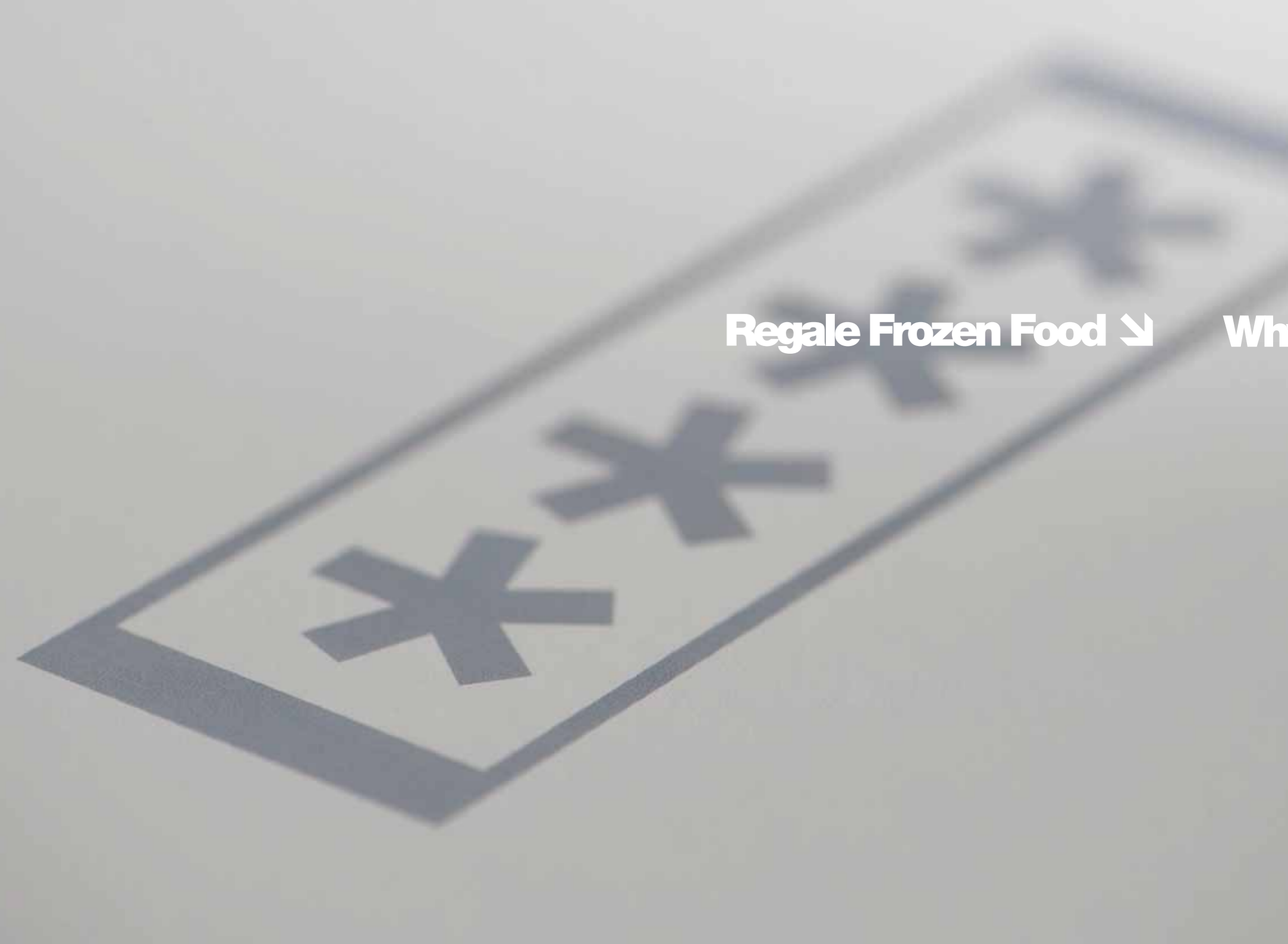
y?t

Suffering from an over complicated and messy approach, **Regale Frozen Foods** needed an identity overhaul. The solution couldn't have been easier: the utilisation of the four-star fridge rating symbol combined with a 'cool feel' use of metallics.

**Regale Frozen Food** ↙

**Regale Frozen Food** ↘

Wh





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Wh

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London hotel 10 Manchester Street needed a traditional feel with a fresh outlook. To achieve this the '10' was foregrounded to subtly invoke a 'top score'. This was complimented by subtle metallic colours.

**10 Manchester Street** ↙

**10 Manchester Street** ↘

Wh



y?r

Wh



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# Promotion ↙

Markam Associates // Alphatec Solutions //  
Coca-Cola (Africa) // Burren Energy //  
Hyde Park Design // Youth Hostel Association //  
The Juice Company // The Leonard //  
Zenith Entertainment //



y?t

A strong structural feel was chosen for high-end architectural design company **Markam Associates**. An abbreviation of the company name was used to feed the supporting promotional work, introducing a strong typographic look to further promote the concept.

**Markam Associates** ↙

**Markam Associates** ↘

**Wh**



MARKHAM ASSOCIATES

ARCHITECTURE  
INTERIOR  
DESIGN



"THE EXTERNAL STAIRS TOOK A CONSIDERABLE PART OF THE SMALL REAR GARDEN, RAISING IT WAS AN AMAZING ACHIEVEMENT BY THE ARCHITECT AND MADE A HUGE DIFFERENCE TO THE HOUSE AND THE GARDENS SPATIAL RELATIONSHIP WITH IT, WHICH ADDED A LOT OF VALUABLE LIVING SPACE"



PROPOSED ORIGINAL

CHELSEA SW10

Two flats were extensively refurbished and converted back into one single 2,750sq ft family house. The project included a second floor back addition, a basement extension and raising the garden to ground floor level. This was achieved by digging out under the rear garden. The

"THE CLEVER USE OF FIRE CURTAINS AND FIRE RESISTANT GLASS WALLS BY THE ARCHITECT MADE SUCH A DIFFERENCE TO THE SPACES AND GAVE OUR RELATIVELY SMALL TYPICAL VICTORIAN HOUSE A FEEL OF SPACIOUSNESS AND DEFINITELY MADE A HUGE DIFFERENCE TO THE GROUND FLOOR."



SOUTH KENSINGTON SW10







y?t

Having created the identity for **Alphatec Solutions**, they wanted introductory promotional literature and imagery. The result was this vibrant and welcoming design, aimed at injecting a more 'human' feel to the company's image.

**Alphatec Solutions** ↙

**Alphatec Solutions** ↘

**Wh**







## about us



### the company

ALPHATEC SOLUTIONS ARE A SPECIAL CONTRACT TEAM WITH A COMPLETE PACKAGE OF SKILLED ENGINEERS & CONSULTANTS FROM ALL ASPECTS OF THE COMPANY. RELIABLE WE ARE ABLE TO OFFER COMPLETE SOLUTIONS TO ALL REQUIREMENTS.

### our approach

WE WOULD BE PLEASED TO GIVE YOU THE SPECIALIZED SERVICES OF OUR TEAM. WE WOULD BE PLEASED TO GIVE YOU THE SPECIALIZED SERVICES OF OUR TEAM. WE WOULD BE PLEASED TO GIVE YOU THE SPECIALIZED SERVICES OF OUR TEAM.

### what we offer

WE OFFER A COMPLETE RANGE OF CONSULTING, DESIGN AND SUPPORT SERVICES. GIVING YOU THE OPTION TO ACQUIRE A COMPLETE SOLUTION OR TO ACQUIRE A PART OF OUR SERVICES. WE CAN HELP YOU IN ANY OF YOUR PROJECTS. CHECKING APPROPRIATE TECHNOLOGIES, IMPLEMENTING CUSTOMER SOLUTIONS, PROJECT MANAGEMENT AND INSTALLATION. ONCE IMPLEMENTED WE WOULD PROVIDE A RANGE OF SUPPORT SERVICES TO ENSURE LONG TERM BEST OPERATIVE PERFORMANCE.

- MANAGEMENT AND SUPPORT
- BUSINESS CONTINUITY SERVICES
- MOBILE DEVELOPMENT AND MAINTENANCE
- CONICAL TOWER NETWORKS
- APPLICATION DEVELOPMENT
- NETWORK DATA

- PRODUCTS
- SERVERS
- MOBILE DEVELOPMENT
- MOBILE MANAGEMENT SYSTEMS

**COST**  
ALPHATEC SOLUTIONS WILL OFFER AN EXTREMELY COMPETITIVE QUOTE DEPENDING ON YOUR PARTICULAR REQUIREMENTS. IF YOU WOULD LIKE MORE TECHNICAL OR FINANCIAL INFORMATION PLEASE CONTACT US AT: [INFO@ALPHATECSOLUTIONS.COM](mailto:INFO@ALPHATECSOLUTIONS.COM)

## services



### business continuity services

ALPHATEC SOLUTIONS OFFER BUSINESS CONTINUITY SERVICES TO ALL BUSINESSES AND AS A RESPONSE TO A NUMBER OF PROJECTS FROM SEVERAL INDUSTRIES. ALPHATEC SOLUTIONS HAVE SET UP A BUSINESS RECOVERY PLAN. WHICH YOU WITH A DETAILED BUSINESS RECOVERY PLAN.

THE SERVICES WE OFFER CAN BEIN THE CONTINENCE OF BUSINESS OPERATIONS. EMPLOYEES FOR YOUR BUSINESS AND A TEMPORARY RECOVERY SERVICES.

NO BUSINESS OPERATIONS TO SUPPORT A BUSINESS BUT THEY WOULD BE PLEASED TO PROVIDE A BUSINESS AND TEMPORARY RECOVERY SERVICES. THE BEST ARE OUR TO SUPPORT IMPLEMENTATION OF SOFTWARE SOLUTIONS. IT CAN BE A VERY IMPORTANT PART OF YOUR BUSINESS. WE WOULD BE PLEASED TO PROVIDE A BUSINESS RECOVERY PLAN.

### consulting

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## products



### campus

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### website management system

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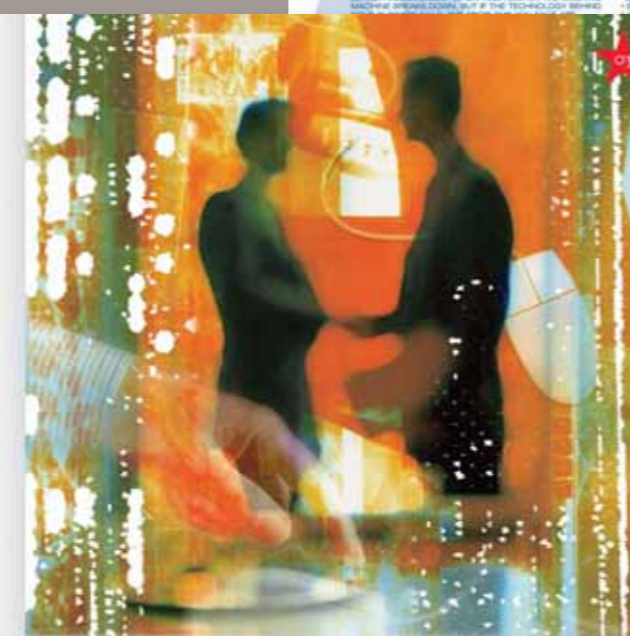
### small business communications in your office

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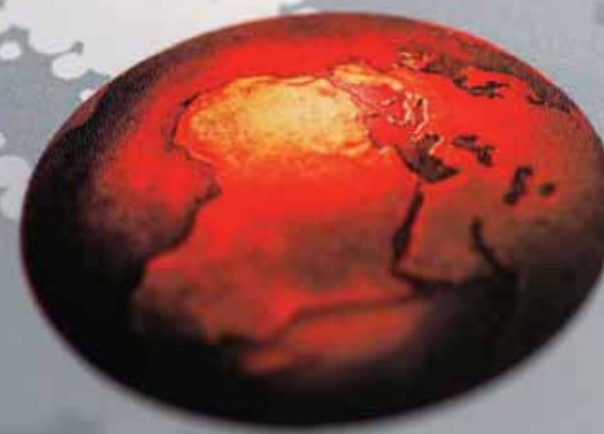
y?t

PA consultant company Africa Practice asked me to produce a share owner report for **Coca-Cola (Africa)** to highlight their work and commitment toward the HIV/AIDS pandemic across that whole continent. It needed to maintain a strong (and understandably strict) corporate look, yet highlight the positive work being undertaken through varied schemes and projects, using simple direct imagery.

**Coca-Cola (Africa)** ↙

**Coca-Cola (Africa)** ↘

**Wh**







y?t

Following floatation **Burren Energy plc** required an annual report with a minimalist look to exude a quiet confidence. Strong operational visuals were coupled with an understated design. Recycled paper selections further communicated their environmental awareness.

**Burren Energy** ↙

Burren Energy ↘

Wh







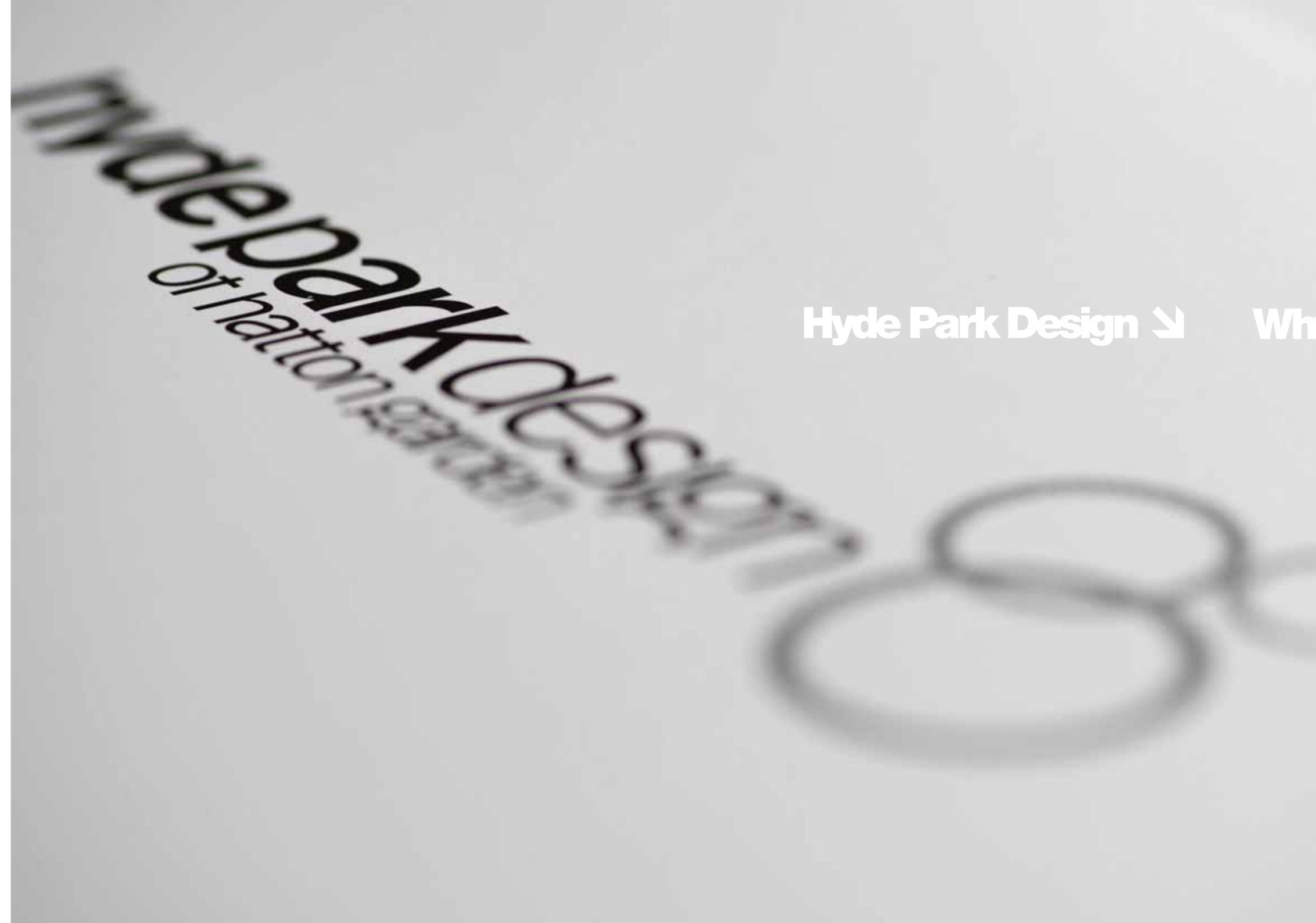
y?t

Once **Hyde Park Design's** identity had been created, the company wanted literature and promotion. There was no better way than to show this family company going about their business. When it comes to bespoke rings and jewellery, it is reassuring to see skilled craftsmen actually producing these made-to-order pieces.

**Hyde Park Design** ↙

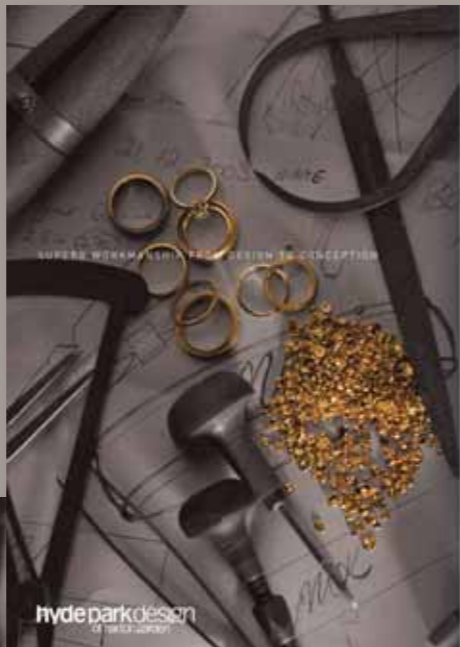
**Hyde Park Design** ↘

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HYDE PARK DESIGN WELCOMES YOU TO OUR NEW LOOK BROCHURE, WHERE WE AIM TO GIVE YOU A FLAVOUR OF OUR HANDMADE JEWELLERY.  
FOR MANY YEARS HYDE PARK DESIGN HAVE BEEN COMMITTED TO CREATING THE FINEST HAND MADE JEWELLERY, WITH OUR DEDICATED ATTENTION TO DETAIL, COMBINED WITH TRADITIONAL SKILLS AND A DESIRE TO INTEGRATE MODERN MATERIALS AND MANUFACTURING METHODS.  
WE BELIEVE IN WORKING CLOSELY WITH OUR CLIENTS, TO ENABLE US TO CREATE AN INDIVIDUALLY CRAFTED PIECE OF JEWELLERY.  
THE BEST PART IS THAT YOU REALLY CAN HAVE THE RING YOU WANT, TO SUIT NOT JUST YOUR FINGER, BUT YOUR WELLET.  
THE FOLLOWING PAGES, SHOW JUST A TINY PORTION OF THE MANY BESSING RINGS WE HAVE PRODUCED RECENTLY AND WILL HOPEFULLY ACT AS A GOOD PLAYBOOK FOR THE BASIS OF YOUR RING.  
REMEMBER BE IT SIMPLY OR COMPLEXLY PURE OR INTRICATELY COMPLEX, THE ONLY LIMITS ARE YOUR IMAGINATION.





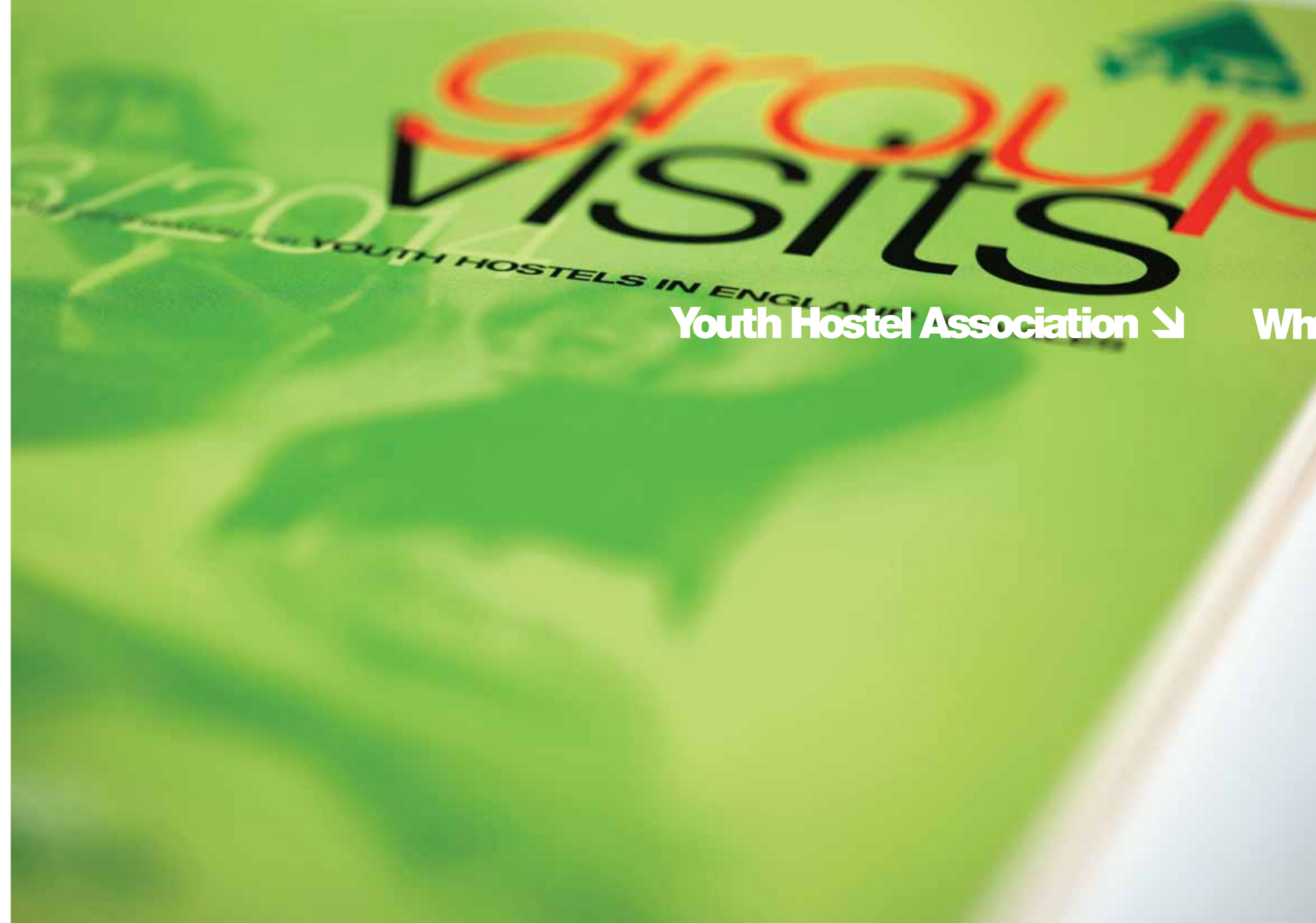
y?t

For 'Group Visits', a catalogue for the **Youth Hostel Association (YHA)**, the final design needed to be bright, modern and user-friendly. As the primary target group consisted of teachers and group leaders - who would undoubtedly appreciate quick referencing due to time limits - we created a large icon library to help with fast location of services to each venue.

**Youth Hostel Association** ↙

**Youth Hostel Association** ↘

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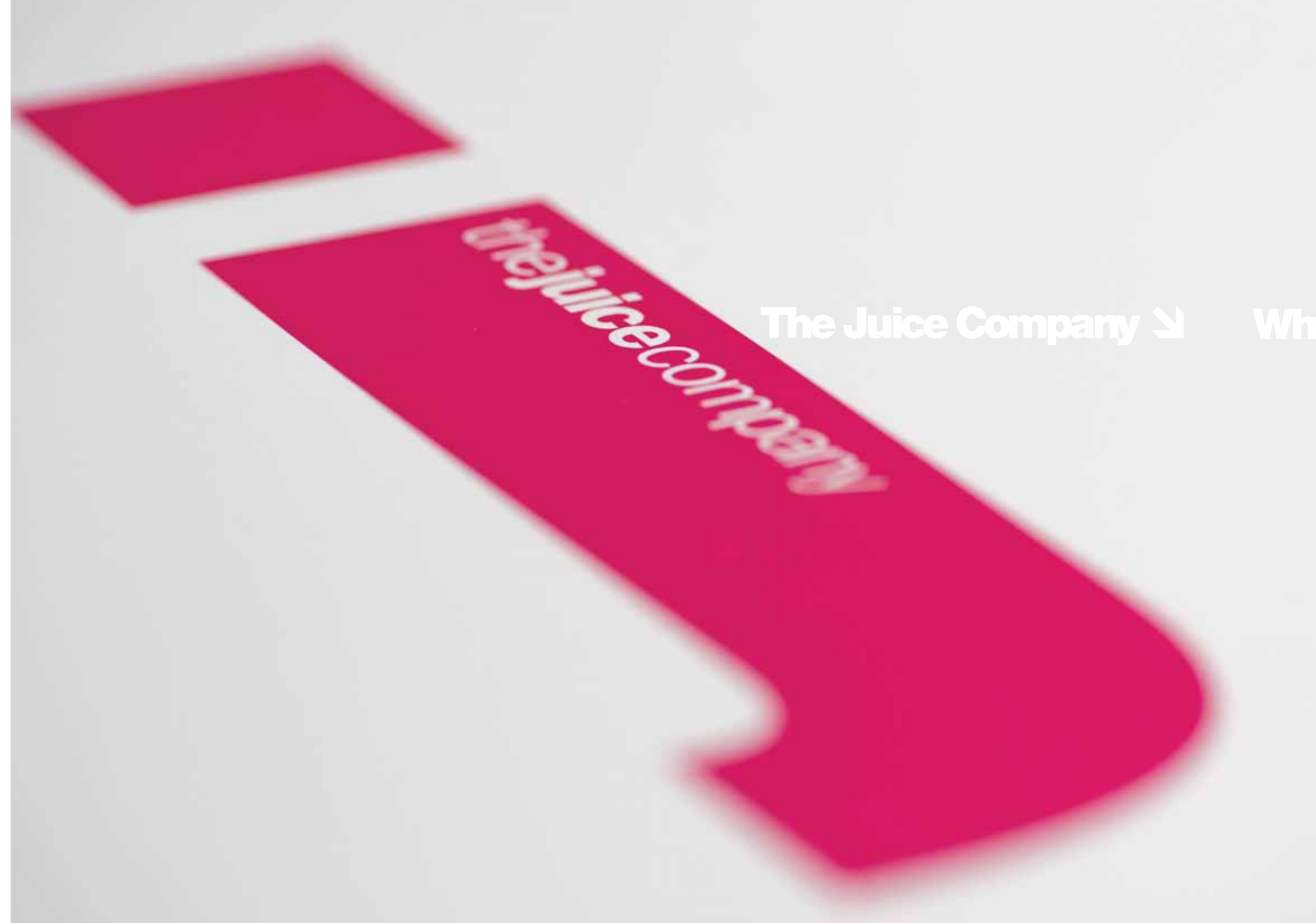
y?t

Asked to continue with the rapid growth of **The Juice Company**, I designed a simple and direct brochure. An understated tall design which echoed the previous approaches highlighted the company's core products and growing distribution options.

**The Juice Company** ↙

**The Juice Company** ↘

**Wh**









y?t

Boutique hotel **The Leonard** requested new promotional items after the successful brand overhaul of its sibling 10 Manchester Street. A more lavish approach was needed, reflecting the combination of the modern with the classic luxury. Taking the supplied photography, a clean text and handwritten graphics were implemented, with subtle overlaying techniques.

**The Leonard** ↙

**The Leonard** ↘ **Wh**





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THE LEONARD  
15 SEYMOUR STREET LONDON W1H 7JW TEL: 020 7335 2010

Take 18th century townhouse, brilliantly restored and renovated in the heyday of the 'West End of London'



15 SEYMOUR STREET LONDON W1H 7JW TEL: 020 7335 2010

**LUSH TAPESTRIES AND SILKS - RELAXING ROOMS, HOWEVER LONG YOUR STAY**

*Sumptuous*

18th Century Townhouse  
Central Location  
Air Conditioning

Deliciously historic  
Central location  
Gourmet breakfast  
Garden  
Our delicious afternoon  
tea  
Our superb bar  
£6000 - £30000

Two bedrooms deluxe suite  
£4000 - £3000

Commercial breaks  
£1450  
Full English breakfast  
£18.50

Beautiful suite and bedrooms  
Air conditioning  
Direct dial telephone  
Dedicated line for messages  
London TV and other programmes  
HIS system  
In-room safe  
Robotic vacuum and more  
Cafe bar open daily  
Compact exercise room  
Elevator to all floors  
Garden and terrace

**NON-MISTING MIRRORS - POWER SHOWERS - THE BRIGHTEST OF BATHROOMS**

*Leonard*

Huge bathrooms  
Porcelain waps  
Cleaning service

**SUMPTUOUS SOFAS, CRACKLING FIRE - WARM BEDDING, BEAUTIFUL ANTIQUES**

*Beautiful*

Welcoming  
Relaxed City  
Vibe

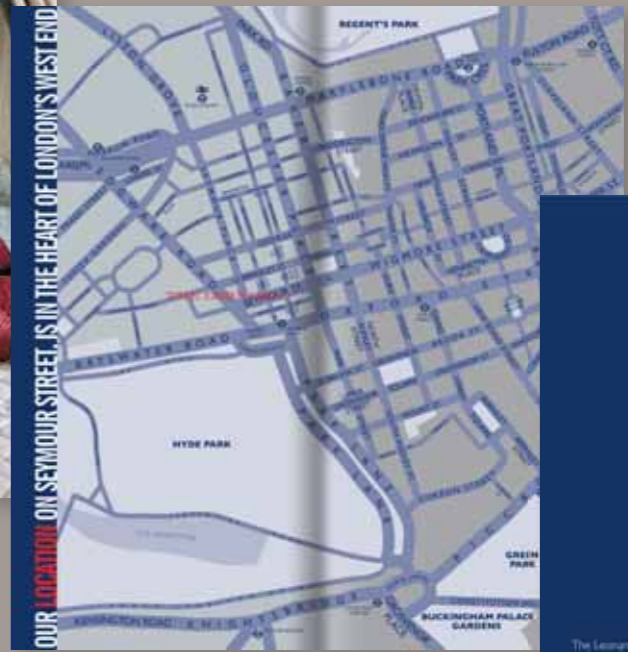
**RELAXED, LUXURY ROOMS - PRIVATE DINNER PARTIES WITH FABULOUS FOOD**

*Beautiful*

Welcoming  
Relaxed City  
Vibe

**GORGEOUS CUSHIONS, EXQUISITE FABRICS - BEDROOMS TO FALL IN LOVE WITH**

*Beautiful*



The Leonard Hotel - 15 Seymour Street, London W1H 7JW  
Tel: 020 7335 2010  
Fax: 020 7335 4700  
Free Fax Reservations: 0564  
Direct: (1) 800 794 5912 / (2) 020 7335 2010  
E-mail: [reservations@theleonard.com](mailto:reservations@theleonard.com)  
Website: [www.theleonard.com](http://www.theleonard.com)

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After a more symmetrical, strongly identifiable branding, a corporate folder for **Zenith Entertainment Ltd** was required to promote the company's successes and create awareness of their large range of television, film and online productions. Things were kept flexible with changeable inserts.

**Zenith Entertainment** ↙

**Zenith Entertainment** ↘

Wh





THE RIGHTS BUSINESS



Zenith Entertainment plc is one of the UK's leading media rights owners, with expertise in television, film, educational publishing, web design and interactive television. Zenith Entertainment is the umbrella brand under which exist the following divisions:

- Film & Drama
- Children's & Family
- Factual
- Blaze Television
- Workhouse
- Two-Can Publishing

CONTACTS

Managing Director of Production Ivan Rendall  
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Children's and Family  
Peter Murphy  
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Ivan Rendall  
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Blaze Television  
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Workhouse  
Anne Dixon  
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Two-Can Publishing  
Ian Grant  
44 (0)20 7664 1654

ZENITH ENTERTAINMENT plc

43-45 Dorset Street  
London W1H 4AG  
Telephone 44 (0)20 7224 2440  
Facsimile 44 (0)20 7224 1027

www.zenith-entertainment.co.uk  
www.two-canpublishing.com



**FILM AND DRAMA**

As a long established and successful producer of television drama and feature films, Zenith Entertainment has supplied high quality programming across the major UK networks and around the world. Over 200 hours of drama and 24 feature films have been delivered.

**A Dangerous Life** 4x10 mins  
**Bodyguards** 7x10 mins  
**Bomber** 2x30 mins  
**Children of the Dragon** 4x10 mins  
**Chemers** 4x10 mins  
**Fields of Fire** 12x50 mins  
**Fitney** 5x30 mins  
**Finn Friends** 8x30 mins  
**Hamish Macbeth** 2x45 mins  
**Heart of the High Country** 4x30 mins  
**Inspector Morse** 7 series 2x30 mins  
**Intimate Contact** 4x30 mins  
**Rhodes** 4x30 mins  
**Shadow of the Cobra** 4x30 mins  
**Shoot to Kill** 4x30 mins  
**Tales for the Hollywood Hills** 4x30 mins  
**The Paradise Club** 2x30 mins  
**The Uninvited** 4x30 mins  
**Up Line** 4x30 mins

**FACTUAL**

Zenith Entertainment has a fine reputation for delivering popular factual television covering a range of formats - documentary, human interest, leisure - for networks and cable & satellite broadcasters. Landmark series are now in development, aimed at the international market.

**CHILDREN'S AND FAMILY**

Zenith Entertainment's children's and family division is one of the UK's most prolific and successful producers of TV action drama and entertainment programming. Zenith shows have been recognised by BAFTA, RTS, Indie and Broadcast awards. Expansion plans are now in place, specifically into animation programmes targeted at the international market.

PRODUCTION / DEVELOPMENT

number has been transmitted by TV. A other series is now in development. **900 Acres of Sky** is being developed for the BBC for transmission in Winter 2000. **The 12** is a mystery, action drama series written by David Fines, examines the serious happenings revolving around a murder scene.

**The Village** is a 50' hour series centred on the village of Apurimac - a quiet remote small town village and the characters that live there.

**West of Both Worlds** is a 50' minute series in the BBC, devised and written by Paul

FILM CREDITS

- Amateur Hit Heroes
- Bigly the Kid & the Queen Blaze Vampire Alan Clarke
- Daddy Advice Marco Fletcher
- For Queen & Country Martin Sullivan
- Insignificance Nicholas Pegg
- Just like a Woman Christopher Monger
- Parts by Night David Hunt
- Polly Hearted Paul Schrader
- Personal Services Terry Jones
- Pick up your Ears Stephen Frears
- Sid & Nancy Jane Cox
- Simple Men Hit Heroes
- Slam Dance Wayne Wang
- Sourwest Miss Heward
- The Dead 20th Century
- The Hit Stephen Frears
- The Reflecting Skin Philip Ridley
- The Wisdom of Crocodiles Pro-Cash Ling
- The Widows of Wilkoughby Chase Stuart Orme
- Trust Hit Heroes
- Wet Goldmine Todd Haynes
- Walking and Talking Nickol Hookstone
- Wuthery David Yates
- Wish you were Here David Latzer

**BLAZE TELEVISION**

Zenith's recently launched division, Blaze Television, is the focus for all entertainment music and comedy production. It is building a range of talent relationships with programme concepts that can be exploited creatively and in ancillary areas off-screen. Blaze Television has already signed development deals with Ari & Deborah Orl Decker.



lyft

# Campaign ↙

Riversimple//Al Madad Foundation//  
The Ian McMillan Orchestra//  
Robbo and the Seven Hoods//  
Al Madad Foundation//E Couriers//



why?t

'Speed' probably best sums up the launch campaign for **Riversimple**. From the roughly drawn storyboards in a café before the first meeting, to the intensive three day shoot just across the Welsh border one month later, including the actual unique vehicle itself. The simple fact is, we all have to make a difference.

**Riversimple** ↙

↘ **View Teaser & Promo**  
**www.whytstudio.com**



**Riversimple** ↘

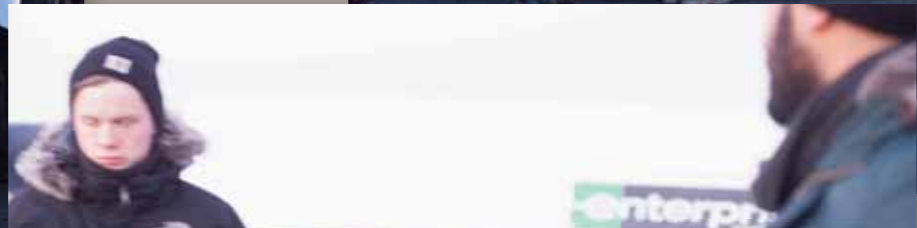
**Why?**



y?t



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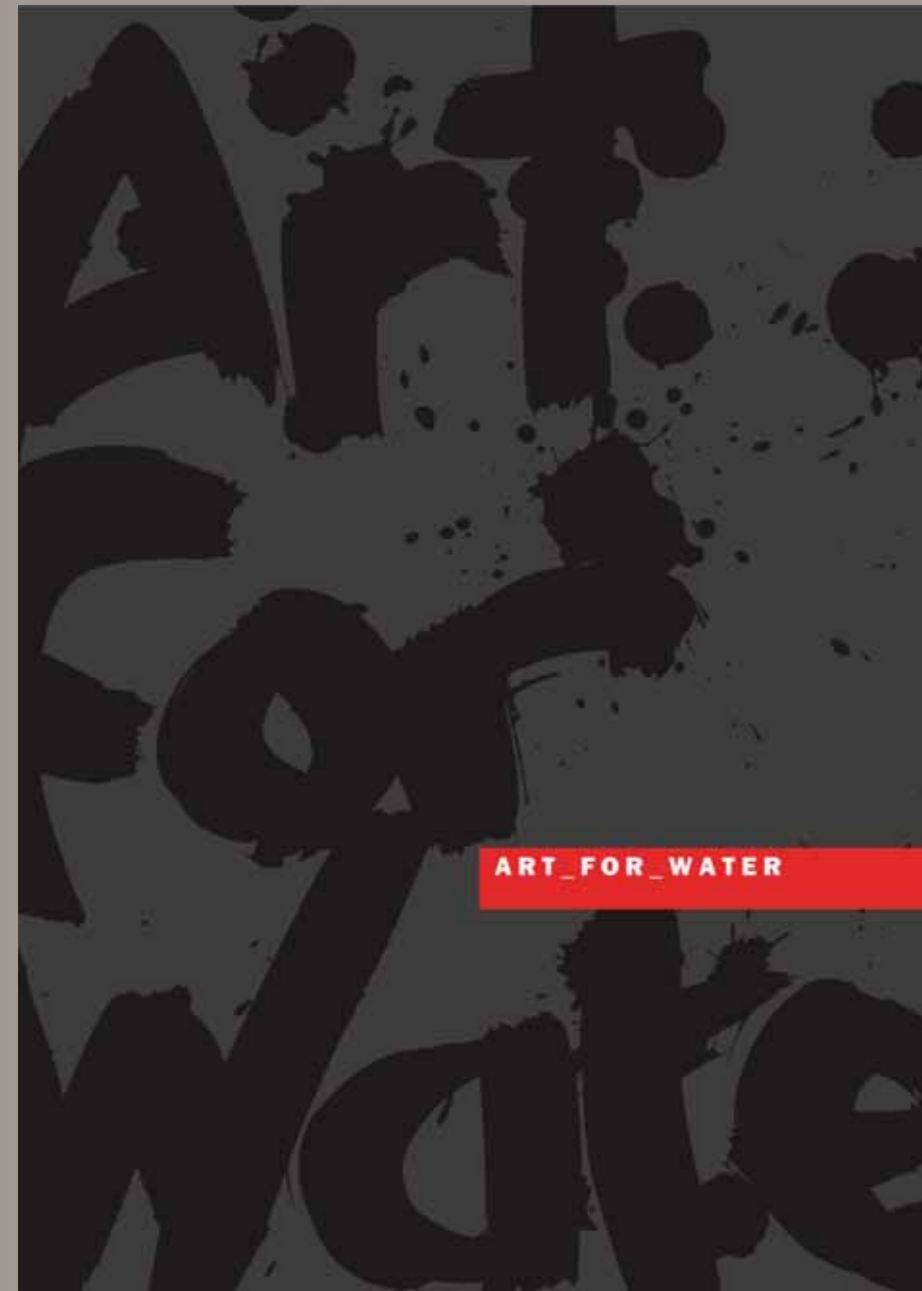
**Al Madad Foundation** charity asked us to design the look across all promotion for their 'Art for Water' campaign and African Night gala. This was an incentive and event to help raise further funds initially through a dining and auction evening. It seemed appropriate to keep a clean modern approach with playful, bold splashed graphics to further invoke the precious and rare commodity that water is to so many.

**Al Madad Foundation** ↙

**Al Madad Foundation** ↘ **Wh**







ART\_FOR\_WATER

William Kentridge was born in Johannesburg, where he continues to live and work today.

He has throughout his career moved between film, drawing and theatre, with recent projects frequently integrating elements from all these media and more.

Since his participation in Documenta X in Kassel in 1997, solo shows of Kentridge's work have been shown in many museums and galleries around the world, starting with the MCA San Diego (1998), and the Museum of Modern Art in New York (1999). In 1998 a retrospective of his work was hosted by the Palais des Beaux-Arts in Brussels, and then in Munich, Barcelona, London, Marseille and Graz. The following year (1999), he was awarded the Carnegie Medal. In 2001 Kentridge's exhibited in Washington, New York, Chicago, Houston, Los Angeles and Cape Town. In October 2003 Kentridge received the Goslar Kaiserring in recognition of his contribution to contemporary art. In 2004 Carolyn Christov-Bakargiev curated a new retrospective exhibition of his work for the Castello di Rivoli in Turin.

William Kentridge's art addresses the nature of human emotions and memory, as well as the relationship between desire, ethics and responsibility. He explores the possibilities of poetry in contemporary society, and yet provides a satirical commentary on that society. Kentridge has an ongoing interest in the roots and trajectory of modernism: a mixture of the absurd, the self-reflective (and the self-divided), and the forms of fragmentation that one associates with modernism, its crushing in Russia in the 1930s and the long term trajectory of the terrors of hierarchy.

W  
KENTRIDGE

WILLIAM\_KENTRIDGE



Not Vital, born 1948 in Sert.

A Big Thank You to

**David Adjaye** Patron  
**Faisal Abdu'Allah**  
**Isaac Julien**  
**William Kentridge**  
**Susan Hefuna**  
**Richard Long**  
**Shirin Neshat**  
**Not Vital**

For their support of **Al Madad's Silent Witnesses** Project in Niger at African Night, ALBION London.

**Al Madad Foundation** invites you to its next extraordinary event, Wednesday March 18th at **Art Dubai** to support its Middle East based project...

ART\_FOR\_START

For further information please contact  
 Asmaa Al Shabibi at [asmaa@artdubai.ae](mailto:asmaa@artdubai.ae) in Dubai or  
 Anthony Dawson at [info@almadadfoundation.org](mailto:info@almadadfoundation.org) in London

[www.almadadfoundation.org](http://www.almadadfoundation.org)  
[www.silentwitnesses.net](http://www.silentwitnesses.net)  
[www.startworld.org](http://www.startworld.org)  
[www.artforstart.org](http://www.artforstart.org)

**Al Madad Foundation**   
 START and Silent Witnesses are Al Madad projects.



Wh



David Adjaye is now recognised as one of the leading architects of his generation in the UK. He formed a partnership in 1994 and quickly developed a reputation as an architect with an artist's sensibility and vision. His ingenious use of materials, bespoke design and ability to sculpt and showcase light have engendered high regard from both the architectural community and the wider public.

He reformed his studio in June 2000 and has since gone on to win a number of prestigious commissions. Since then, David Adjaye has been involved in major arts centres and important public buildings across London, Oslo and Denver.

David understands his status as a role model for young people and lectures frequently. He was the first Louis Khan visiting professor at the University of Pennsylvania, and is the Kenzo Tang Professor in Architecture at Harvard's Graduate School of Design.

In May 2005, Thames & Hudson published David's first book, *David Adjaye Houses: Recycling, Reconfiguring, Rebuilding* which was distributed worldwide. In January 2006, the Whitechapel Gallery in London hosted the studio's first exhibition 'David Adjaye: Making Public Buildings', which was accompanied by a book of the same name.

David has co-presented two television series of Dreamspaces for the BBC, a six-part series on contemporary architecture, and hosted two BBC radio programmes. In June 2005 he presented the TV programme 'Building Africa: Architecture of a Continent'. Following on from this he is pursuing a personal project documenting each of Africa's capital cities to culminate in book and exhibition in 2009.

In June 2007, David was awarded an OBE for services to architecture in the Queen's birthday honours list. He received an honorary doctorate of the arts from the University of East London in November 2007.

Fizza Mevasser Alezzi, Chairman and Founder of the **Al Modad Foundation** and Michael Hue-Williams, CEO of ALBION request the pleasure of your company to

**African Night**  
20th November 2015

WITH  
Eban Fataweh, the award-winning *Tang, Wotalele-Fitas land*

ART\_FOR\_WATER

ALBION | 100 Finsbury Road, London EC2A 1AA



RICHARD\_LONG

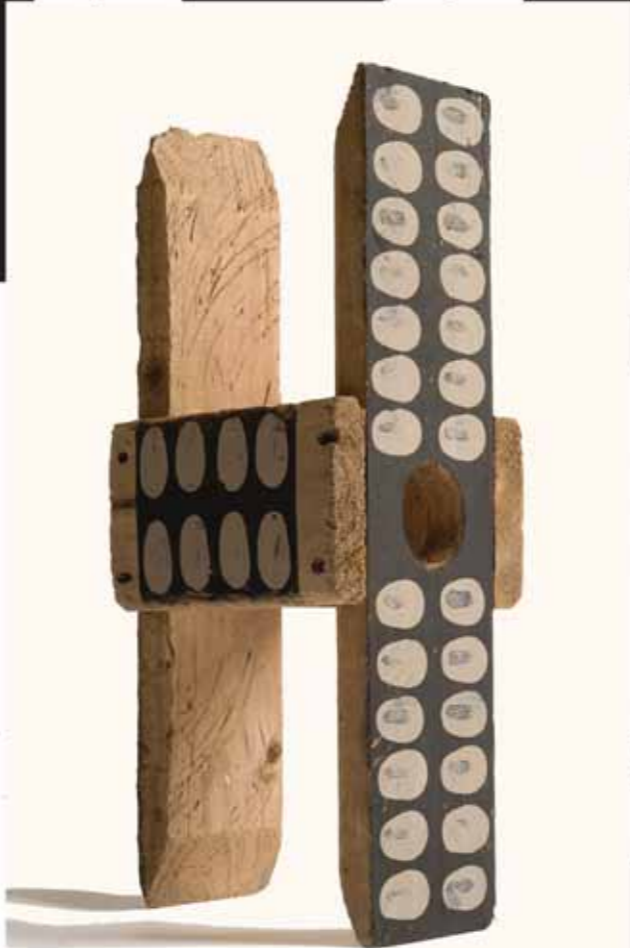
Richard Long first studied at the College of Art in Bristol going on to further studies at St Martin's School of Art in London. His work uses walking as a method to generate sculpture and photographs and text based work which have become a hallmark of land based artwork during the 1970s and 1980s.

His earliest pieces were made in his local environment of Bristol but since his reputation has grown in international terms his work has taken him worldwide. He has exhibited in over 300 group and solo exhibitions since 1975 and his work is included in the collection of every major contemporary art museum. In London's Tate Modern his work was installed in a gallery in the opening selection of work in May 2000, alongside that of Claude Monet whose work also reflects a relationship with nature.

Richard Long has been awarded several key prizes for his work including the 1988 Kunstpreis in Aachen, Germany, the Turner Prize in London in 1989, the 1990 Chevalier de l'Ordre des Arts et des Lettres in Paris and the 1995 'Wilhelm Lehmbruck' Prize in Germany.

The writer, critic and curator Rudi Fuchs in a monograph on Long published by Thames and Hudson in 1986 has written of his work.

'The matrix for Richard Long's work is the surface of the earth. Everything he makes relates back to the earth: even if, in many works made in galleries, the relation with a walk is only there in the background, as a point of reference; still the stones or the wood or the clay or mud and water used are from the earth, and the form of each piece reflects and recalls similar forms encountered, discovered, and employed while walking the surface of the earth.'



WE CAN CHOOSE TO HELP  
BREAK THIS HOPELESS



NIGER

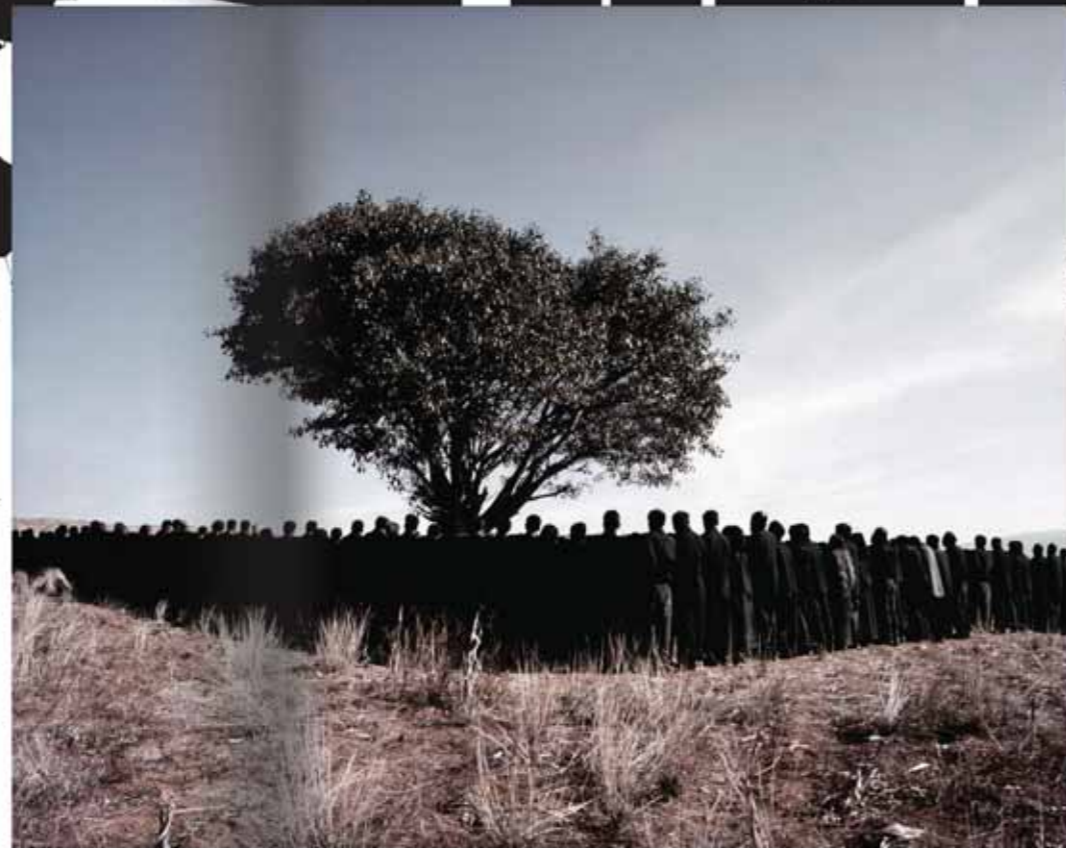




Shirin Neshat was born 1957, in Qazvin, Iran. Although she lives and works in New York, the United States, her artwork explores issues of her native society, Iran, especially the position of women. She uses the specifics of her background culture to create works that communicate universal ideas about loss, meaning, and memory.

Neshat's most recent work has consisted of films in the form of dual video projections. By projecting images on opposing walls, the viewer, who stands in the middle of this work, is engaged in a visual conversation, physically experiencing both screens, thus eliminating the passivity permitted by traditional cinema situations. Neshat's new film, *Soliloquy*, which she directed and acted in and is being premiered at the Carnegie International, tells the story of a Muslim woman who is in constant negotiation between East and West, between tradition and present-day pressures.

SHIRIN\_NESHAT



THE\_TRIP, THE\_BOOK

Niger is a peaceful, relatively As many of you will know



NIGER

THE OPINION OF ATTAINING LIES BETWEEN HOPE AND DESPAIR; THE REAL POSSIBILITY THAT WHAT IS HOPED FOR MAY HAPPEN. LOOKING AT THE FACES OF THE CHILDREN OF NIGER, THERE SEEMS TO BE HOPE IN THEIR SMILES; AN ENTHUSIASM AND A ZEST FOR LIFE. YET BY ADOLESCENCE IT SEEMS THE FLAME HAS DIMMED

A fun and fundraising night bringing together international contemporary artists concerned for Africa. The **Al Madad Foundation** will also be launching the Foundation's latest book: **Desert Faces, The Silent Witnesses of the Niger Drought** and an accompanying photographic exhibition of large format photographs.

**Al Madad** is funding a 3 year water and sanitation project with **UNICEF** in Niger. This initial investment will enable wells to be built in 12 villages, bringing clean water to over 12,000 people. Niger has the highest child mortality rate in the world, rates of suffering that are comparable to conflict zones and to the worst emergencies in the world.

At ALBION  
Thursday, November 20th 2008  
7pm Champagne reception  
8pm Dinner  
Midnight Canteen  
Dress Lounge suit or formal dress  
Tickets £250

THE ART FOR WATER AFRICAN NIGHT

RSVP [www.almadadfoundation.org](http://www.almadadfoundation.org) or 020 7370 1966  
Please visit the parking office.

THE ART FOR WATER DONOR ARTISTS

**ARTIST COMMITTEE PATRON**  
**David Adjaye** *Tanzania architect & designer*

**Faisal Abdul'Allah** *Yemen video, photography & installation*

**Issac Julien** *Guinea film installation*

**Not Vital** *Sierra Leone resident in what's Africa project*

**Richard Long** *South Africa drawing, prints, objects, sculpture, film & music*

**Susan Hofana** *Egypt drawing, photography, video & installation*

**Shirin Neshat** *Iran photography, video-art*

Please do what you can and buy (or make a donation) the work of art donated by the above artists, before November 20th.

[www.artforwater.org](http://www.artforwater.org)



y?t

Featuring the wonderful spoken lyrics of renowned Yorkshire poet and BBC radio presenter, **The Ian McMillan Orchestra** wanted a simple and strong visual approach, highlighting their “painting with words” approach.

## The Ian McMillan Orchestra ↙

## The Ian McMillan Orchestra ↘ Wh









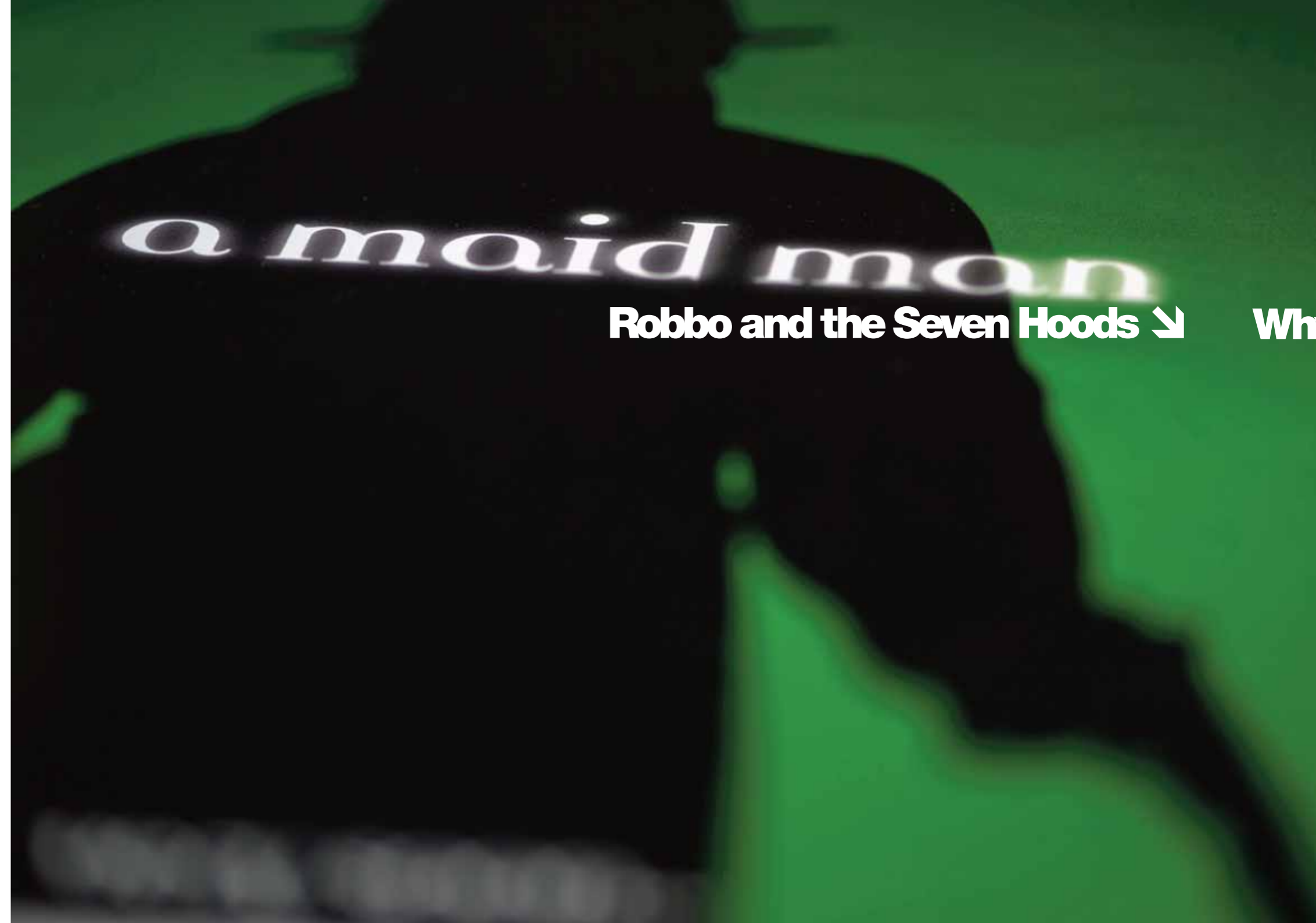
y?t

To help pitch the idea for the musical **Robbo and the Seven Hoods**, we were asked to create a more cinematic teaser campaign to promote this 'big name' West End / Broadway proposal. To help at this early stage, we shot and even modelled ourselves in improvised outfits. Apologies for the puns!

**Robbo and the Seven Hoods** ↙

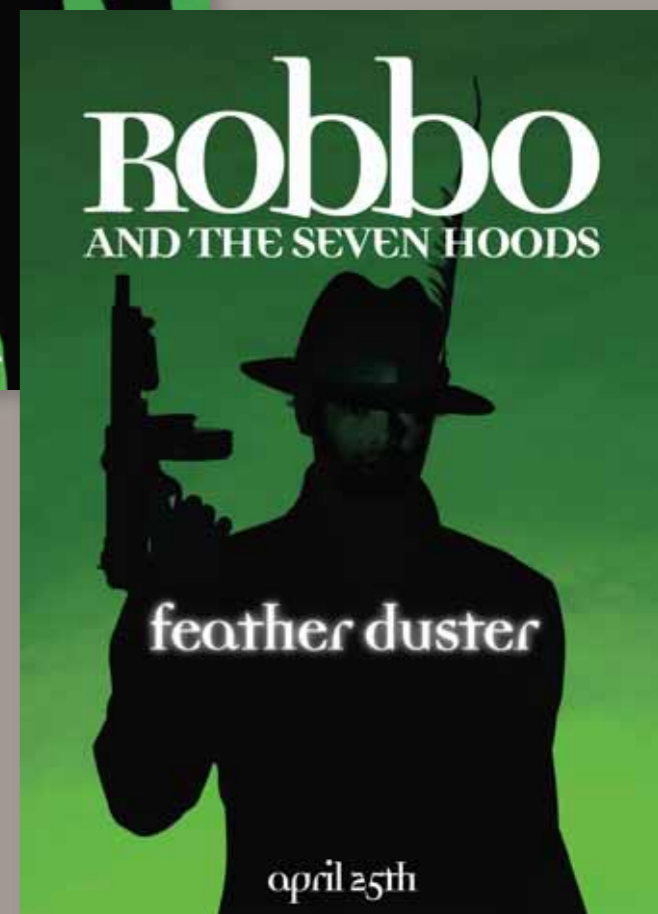
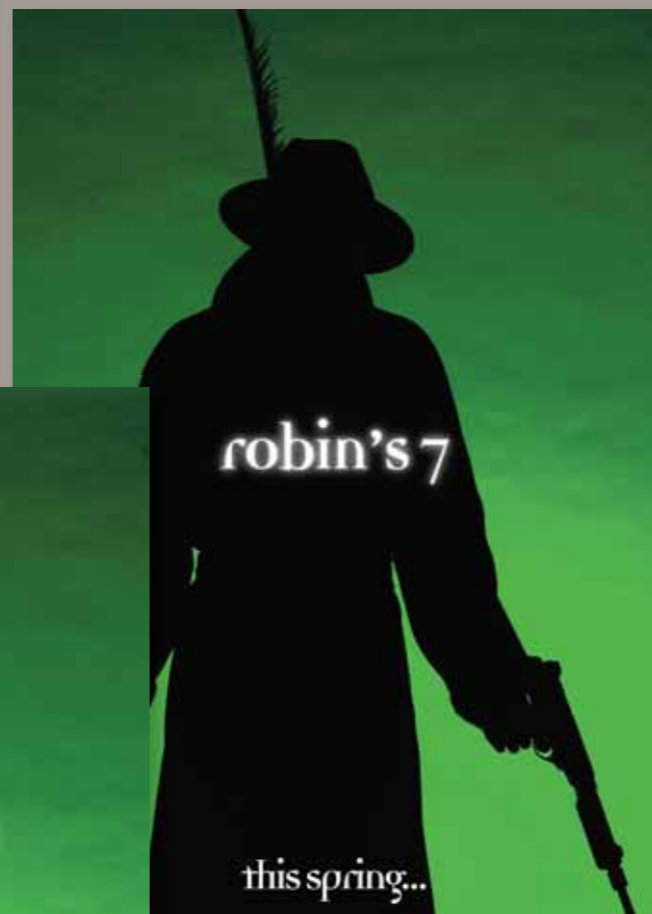
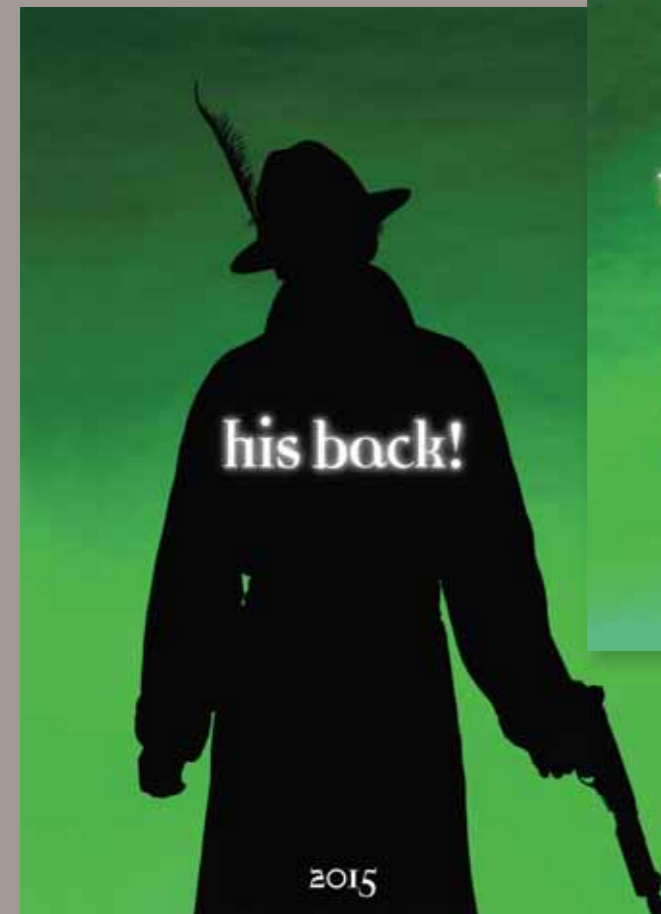
**Robbo and the Seven Hoods** ↘

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Vital project 'Silent Witnesses' turned into a trilogy of publications for the charity **Al Madad Foundation**. The aim was to raise awareness and much-needed funds for the respective war-torn areas each project covered. Photographed images of these regions captured the effects so powerfully that for the 'Silent Witnesses', 'Kashmir's Children' and 'Desert Faces' campaigns, our job was simply one of enhancement.

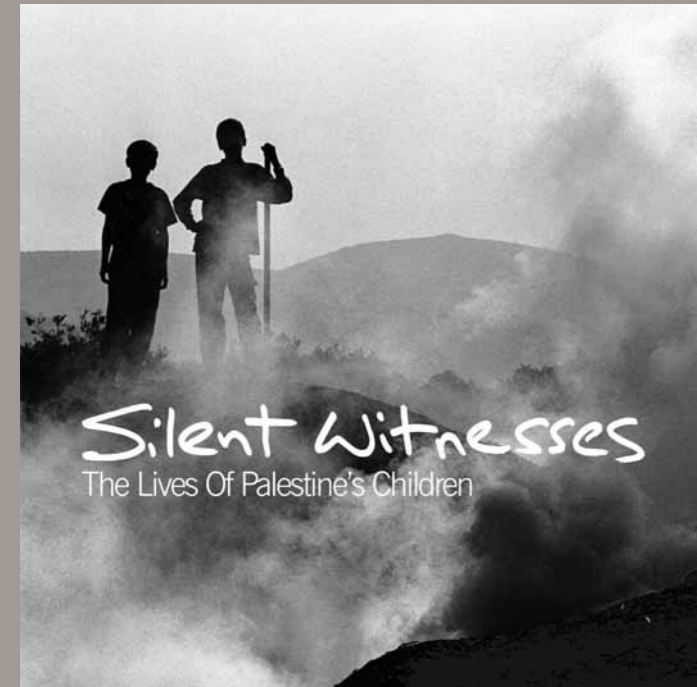
**Al Madad Foundation** ↙

**Al Madad Foundation** ↘ **Wh**





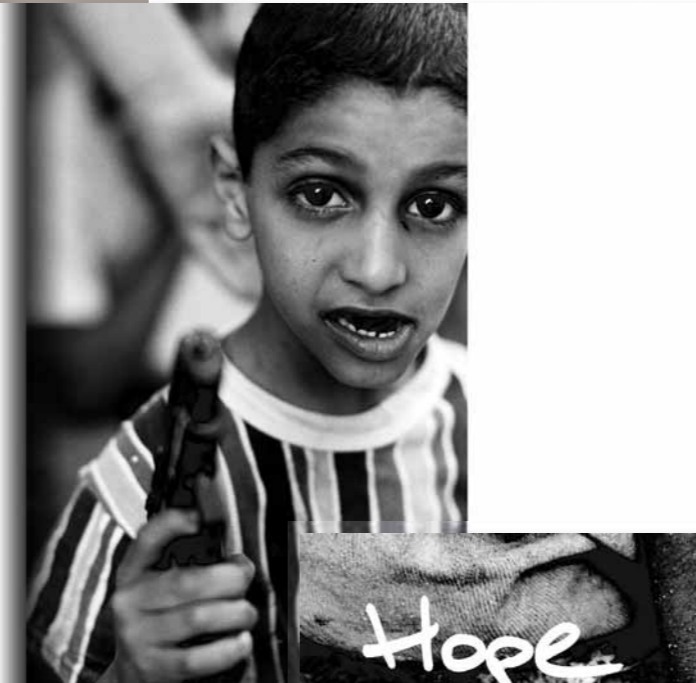
y?t



Opposite: Keeping watch, East Jerusalem



Above: Arrested for throwing stones, Gaza  
Opposite: The Balata Refugee Camp, Nablus  
888/Expression



Opposite: The Balata Refugee Camp, Nablus



Wh

Below: Demolished houses, Abu Dis  
Opposite: Backs in chairs, Abu Dis



888/ testimony



testimony/888



888/888



y?t



Above and Opposite: The Cuban Hospital

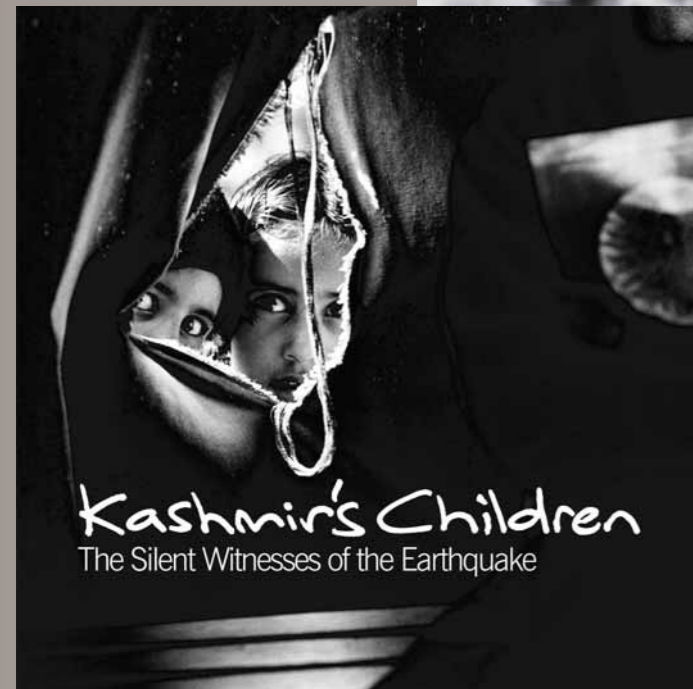


Below and Opposite: The Irwin Khan Camp



Hope/209

Wh



Above: Dara, a village in the Muzaffarabad region  
Opposite: Balakot

16/Grief



Grief/17

Below: Dara village, Muzaffarabad  
Opposite: Balakot

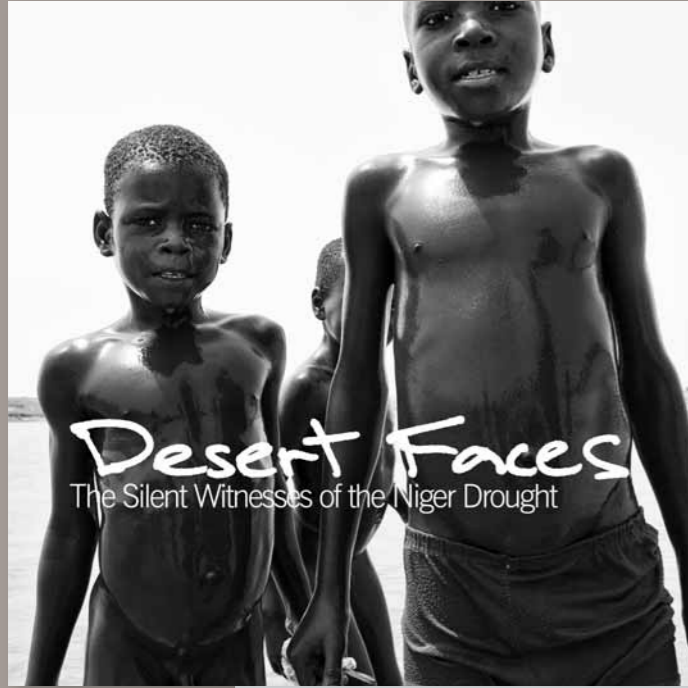


206/Hope



Hope/207



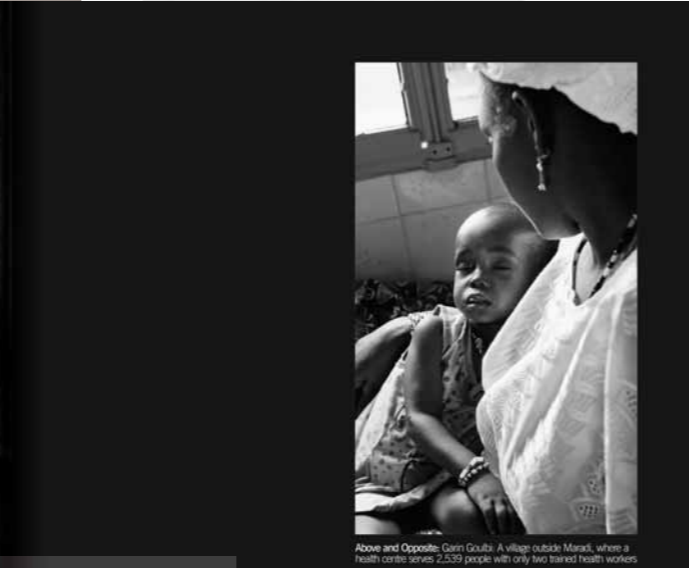


# Desert Faces

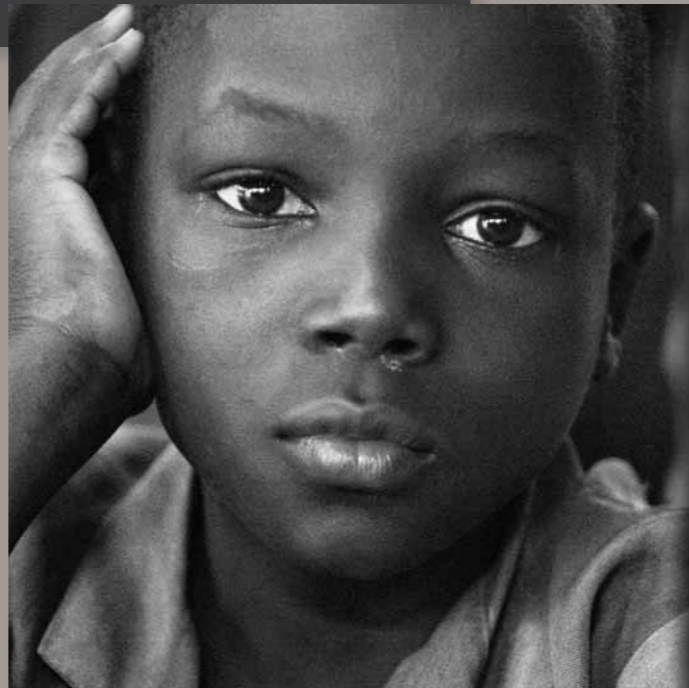
The Silent Witnesses of the Niger Drought



Opposite: Madecus. Near the border with Nigeria, a young girl gathers firewood.



Above and Opposite: Gorn Gouli. A village outside Maradi, where a health centre serves 2,539 people with only two trained health workers.



Above: Farnale. A case of severe malnutrition. Opposite: Farnale. Another young mother and child waits for help.



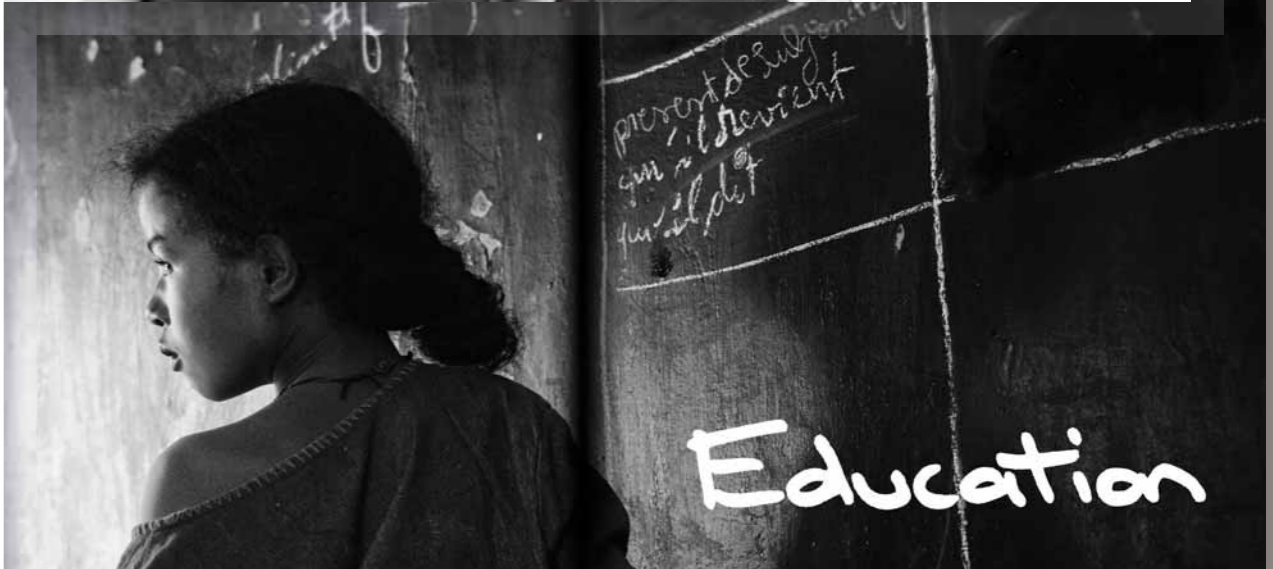
Opposite: Farnale. Village boys.

Every day we are free to make choices. About the food we eat, the clothes we wear, the jobs we do, the games we play and the plans we make. Each day, for the children of Niger, the choices are those crucial for survival. Whether to walk miles for water or go thirsty, whether to forage for food or go hungry, whether to trek to a health centre when it may be too late for any help. Even choosing whether to go to school, rather than tending to their meagre crops or their younger siblings. Their choices are about the daily struggle to survive. There is no room for choices about their future, any plans or ambitions.

## Choices

But we can choose to help break this hopeless cycle. We can give the children of Niger the chance to create a future for themselves and for their communities. We can create proper access to fresh water and develop comprehensive water conservation and an irrigation infrastructure. We can increase educational facilities showing how to use what resources there are more efficiently and teaching women to breastfeed properly. We can take medical facilities to outlying communities.

Working with UNICEF, Al Madad is creating 12 new wells in 12 locations which will bring fresh water supplies to over 80,000 people. Within the cost of each well is an extensive support structure which teaches and develops proper conservation and new irrigational techniques. It is a tragic contradiction that Niger suffers flooding as well as drought. Water needs to be conserved and irrigation techniques improved. Only such fundamental infrastructure development will allow the people of Niger to break their cycle of famine and disease. The choice is that simple.



## Education



y?t

**E Couriers** approached us to conceive a Docklands Light Railway (DLR) promotional campaign with a sustained rota of posters containing strong simple imagery and attention-grabbing tag lines, reflecting their everyday clientel.

**E Couriers** ↙



**E Couriers** ↘ **Wh**





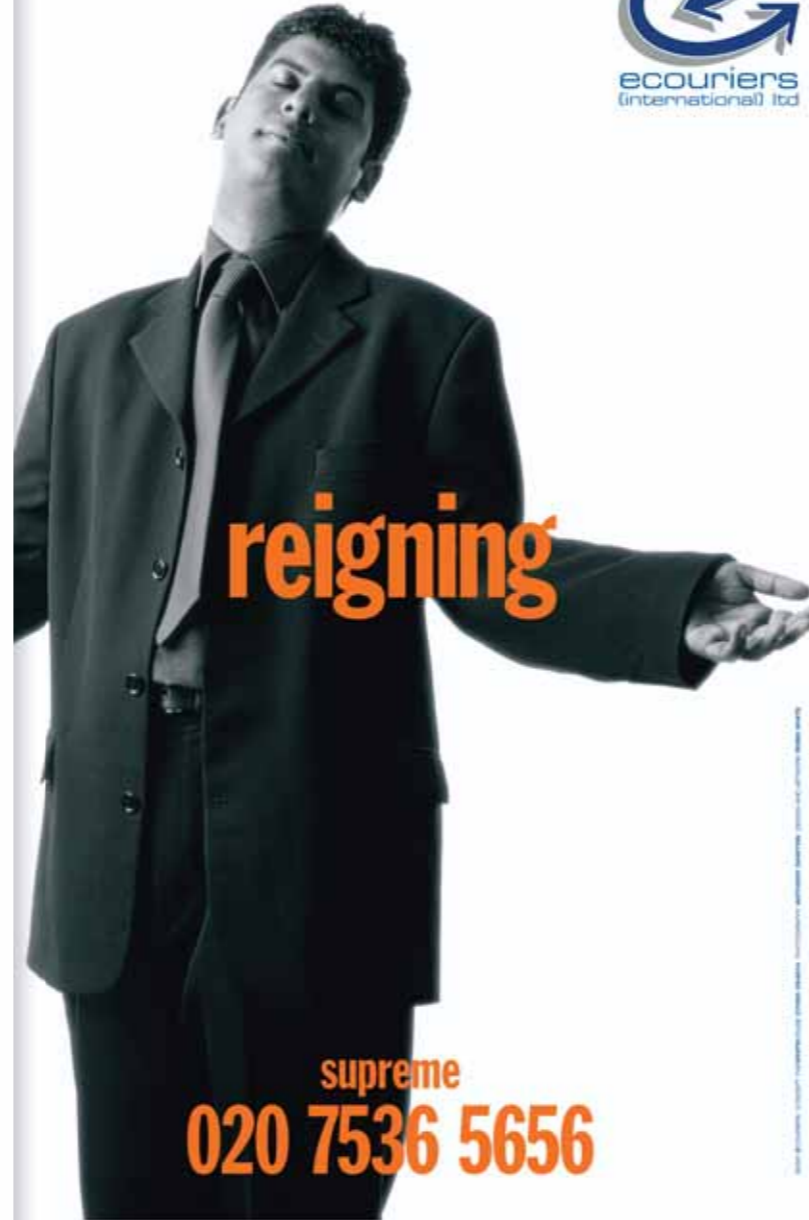
**more!**

always  
**020 7536 5656**



**think about it**

then call  
**020 7536 5656**



**reigning**

supreme  
**020 7536 5656**



**vital package**

safely delivered  
**020 7536 5656**



**high?**

the tops  
**020 7536 5656**

y?t

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**great combination**

simply knockout  
**020 7536 5656**

**blow me**

astounding  
**020 7536 5656**



**back-up**

door-to-door people  
**020 7536 5656**



**who's there?**

knock knock the opposition  
**020 7536 5656**



**serviced**

always accomodating  
**020 7536 5656**



y?t

# Photography

TigerWhite//TigerWhite//

y?t

**TigerWhite** was an experimental joint collaboration. On a small budget, a tight schedule and with rain relentlessly coming off the Adriatic sea, we needed to get at least fifteen shots for our promotional calendar. This was made possible by the incredible generosity and commitment of many of the locals.

**TigerWhite** ↙

**TigerWhite** ↘ **Wh**







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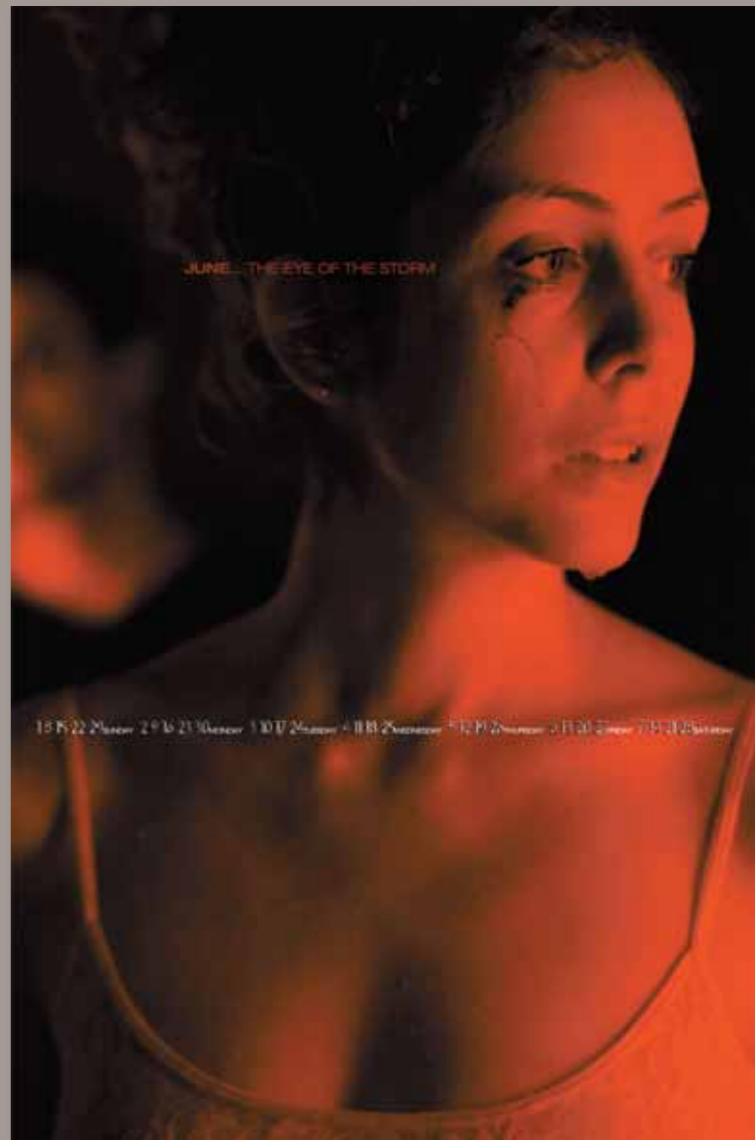
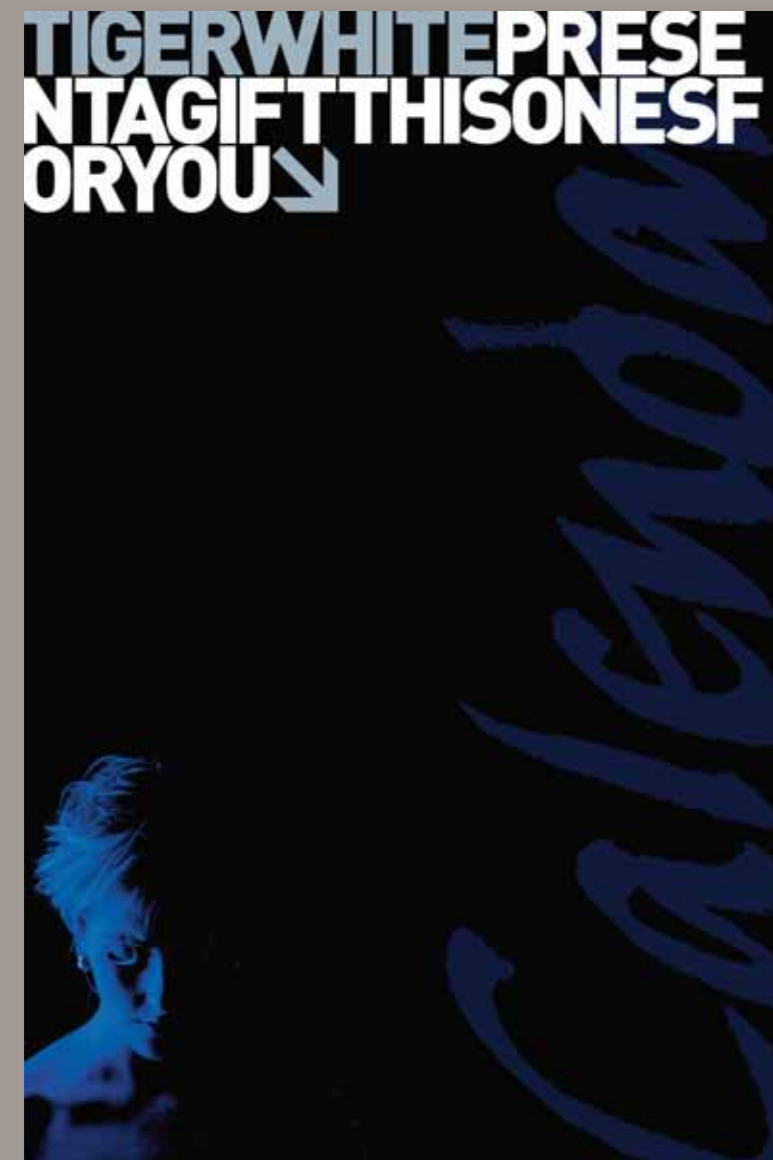
With **TigerWhite** we were exploring whether digital is simply a 'film free' replacement for analogue or whether new opportunities could be explored. All images were shot with the camera pushed right to its limits, much hand held, with absolutely no post-production re-touching.

**TigerWhite** ↙

**TigerWhite** ↘ **Wh**



y?t



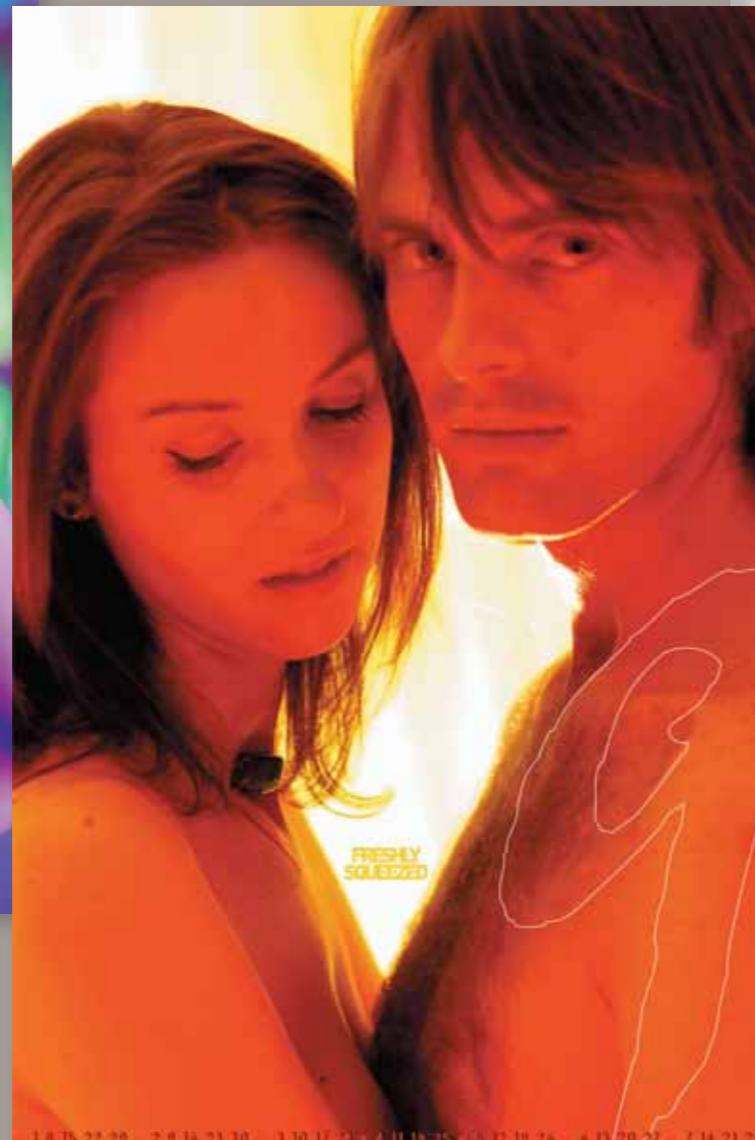
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y?t



1 MONDAY  
2 TUESDAY  
3 WEDNESDAY  
4 THURSDAY  
5 FRIDAY  
6 SATURDAY  
7 SUNDAY  
8 MONDAY  
9 TUESDAY  
10 WEDNESDAY  
11 THURSDAY  
12 FRIDAY  
13 SATURDAY  
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27 SATURDAY  
28 SUNDAY  
29 MONDAY  
30 TUESDAY  
31 WEDNESDAY

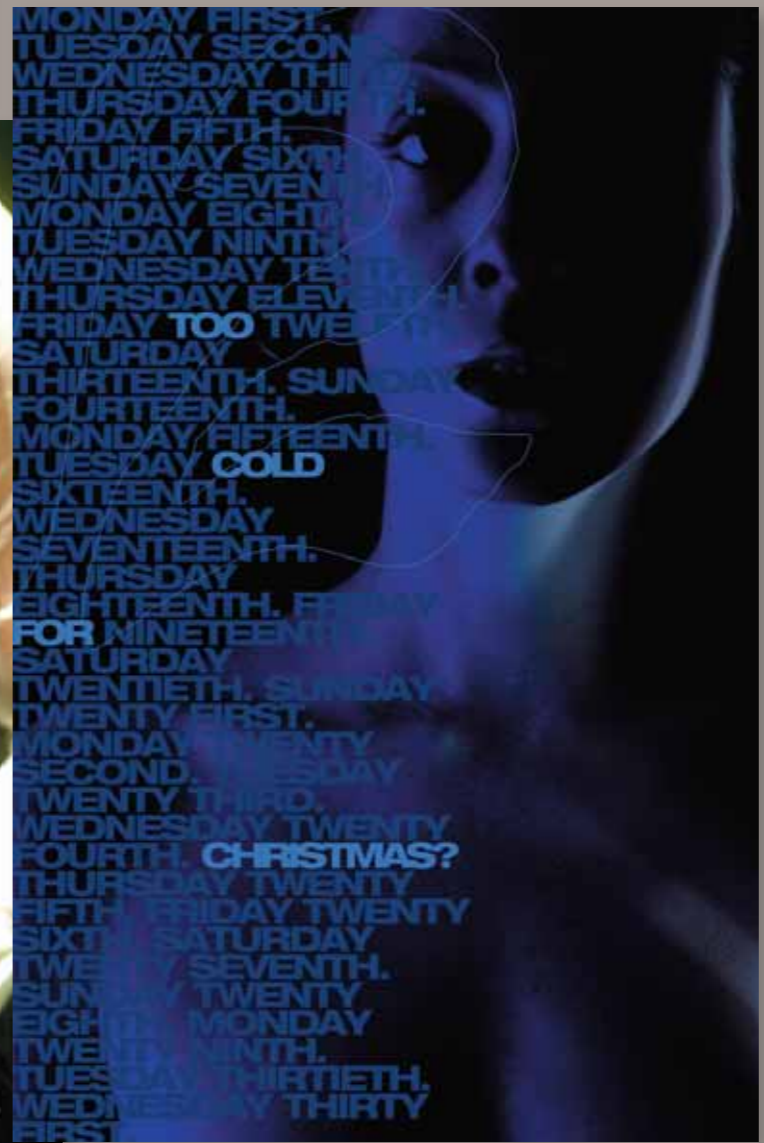


FRESHLY SELECTED

1 4 7 10 13 16 19 22 25 28 31  
2 5 8 11 14 17 20 23 26 29  
3 6 9 12 15 18 21 24 27 30



ALL THOSE MOMENTS WILL BE LOST TO YOU



MONDAY FIRST.  
TUESDAY SECOND.  
WEDNESDAY THIRD.  
THURSDAY FOURTH.  
FRIDAY FIFTH.  
SATURDAY SIXTH.  
SUNDAY SEVENTH.  
MONDAY EIGHTH.  
TUESDAY NINTH.  
WEDNESDAY TENTH.  
THURSDAY ELEVENTH.  
FRIDAY TWELFTH.  
SATURDAY THIRTEENTH.  
SUNDAY FOURTEENTH.  
MONDAY FIFTEENTH.  
TUESDAY SIXTEENTH.  
WEDNESDAY SEVENTEENTH.  
THURSDAY EIGHTEENTH.  
FRIDAY NINETEENTH.  
SATURDAY TWENTIETH.  
SUNDAY TWENTY FIRST.  
MONDAY TWENTY SECOND.  
TUESDAY TWENTY THIRD.  
WEDNESDAY TWENTY FOURTH.  
THURSDAY TWENTY FIFTH.  
FRIDAY TWENTY SIXTH.  
SATURDAY TWENTY SEVENTH.  
SUNDAY TWENTY EIGHTH.  
MONDAY TWENTY NINTH.  
TUESDAY THIRTIETH.  
WEDNESDAY THIRTY FIRST.



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vyat Client ↙



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## Corporate ↙

Including **Taylor Woodrow // Walter Wright Pty Ltd // Novatis (UK) // Xenel Group (Saudi Arabia) // Coles Supermarkets // DHL (London) // British Steel // E Couriers (International) Ltd // Heritage Films // The Juice Company // British Petroleum (BP) // Tetrapak // Gillette // National, Solysol (UK) // E Despatch // Anglo American Optical Company (AAOCo) // 10 Manchester Street // Burren Energy // Draftoil // The Leonard // Chevron Oil // Periodical Publishers Association (PPA) // SSI Consulting // Falkland Oil & Gas // Youth Hostel Association (YHA) // Zenith Entertainment // Bayfield Energy // Desert Rose Resort // Riversimple**

## Charity ↙

Including **War Child // Al Madad Foundation // Start // 2015 // El Sayed Foundation**

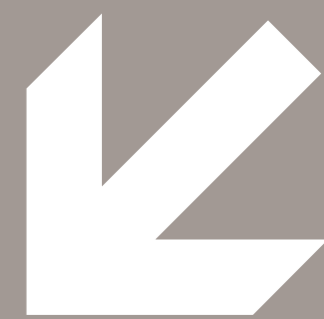
## Arts ↙

Including **Sadler's Wells (London) // The National Theatre (London) // The Victoria & Albert Museum (London) // London Science Museum // Tea Hodzic Trio // The Ian McMillan Orchestra**

Wh

at

# TopTurns Recordings



117

Here in **The White House** music is much loved. Despite early endeavours toward musical stardom proving unfruitful, the appreciation of others who have pursued this path has never wavered. With that in mind, compilations have often been created purely for personal amusement. Ideally, the vinyl record would be the best format to present the artwork for these projects, but due to technology and production limitations the compact disc format seemed the next best option. In a world of instant digital downloading, the ownership of something tangible - especially when care and thought has been put into it - is much favoured. None of the acts or compilations are chosen with any real agenda, so here is just a small taster. When time permits, **TopTurns** is a personal project...



y?t

It was felt that Scottish four piece **Kevin McDermott Orchestra** deserved a deluxe package and a specific image to represent each song on this collection. This proved to be a nice way of both echoing the songs' themes while keeping the imagery solidly grounded in the scenery of the band's homeland ... however quirky the choices in places.

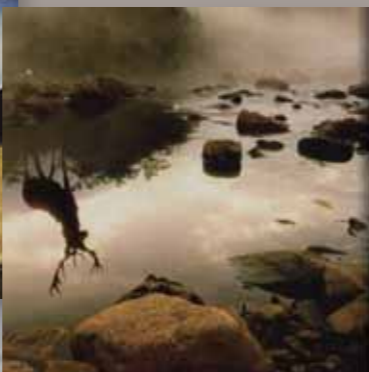
**Kevin McDermott Orchestra ↙**  
**//Curious Daylight**



**Kevin McDermott Orchestra ↘**  
**//Curious Daylight**

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Creating a double collection of songs, either based around or heavily including the piano, the **Joanna** compilations simply needed a strong visual approach. A purposely rustic keyboard montage was therefore hand composed. This was then followed with clean typographical layouts to further echo the keys motif.

## Joanna Compilations ↙

## Joanna Compilations ↘ Wh





y?t



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y?t

Obviously there have been simply hundreds, if not thousands, of songs written about **New York**. This was simply too much to ignore, hence this eclectic compilation. The brief was (like Manhattan itself) to keep the imagery both iconic and definitely widescreen.

## New York Compilation ↙

New York Compilation ↘ Wh









**Type/ross@whytstudio.com//Talk/07872 176303//  
Write/10 Rectory Court/189 High Road/London E18 2PE**

**References/Wyn Roberts/Wave//wyn@draftoil.com//  
Anthony Dawton/Photography//anthony@dawton.com**



THE JOURNEY IS IN NOT KNOWING  
WHERE YOU'LL GO NEXT