

## Neil Stewart Photographer Rebels and Renegades Self promotional packaging



Rebels and Renegades is a small self promotional project for friend of Neon photographer Neil Stewart who has shot editorially for publications including Dazed & Confused, i-D, The Face, V Man, French Glamour, Sunday Times, Muse, Surface, Telegraph, Flair, Spy, Rodeo, and Arena. His advertising clients include J. Lindeberg, Renault, Hertz, Ellesse, Bacardi, Hugo Boss, Frye Boots, Mercedes, New Balance, Next, PlayStation, Uniqlo, and Geeson.

Neil draws inspiration for his photography from reportage capturing (usually quite rock and roll) moments, the surf and finding weird and wonderful secrets spots – and hanging out with all the quirky characters he discovers along the way. Neil wanted to do a bit of self and exhibition promotion around a body of work capturing these amazing characters and also reflected his unique style and personality – as Neil apart from being appreciated for his great work, has a bit of a reputation as an ‘enfant terrible’ that puts a smile on everyone’s faces within advertising and photography circles.

In a now digital world Neil felt books and prints were pretty redundant – and if not viewed on-line Neil usually presented his work in scrapbooks and shoe boxes full of wondrous images.

We needed something different and so as ever when hanging out with Neil, we went for a few beers to talk it over...

Whilst enjoying some small batch beer, we realised the solution was sitting right in front of us.

We contacted Arundel brewery in Neil’s home town and arranged to have a small bespoke batch made and contacted a digital can label producer, who were keen on the idea – as what better way to showcase the level of detail and image quality this new technology could deliver on a label, than by reproducing the work of a high end commercial photographer.

We then sat down and selected six of his favourite images from the body of work and created a set of monochromatic versions of each image for a cool and collective feel.

All we needed was a title to bring it all together and after batting a few titles between us ‘Rebels & Renegades’ was settled upon.

To then capture the vibe of the work and Neil we created a bespoke hand drawn free spirited logotype and added some simple copy: ‘Search, stop, drink it in, move on – never stand still’ and cheekily adapted the alcohol Vol. value to ‘loud’.

After much err ‘sampling’ we new we were on to a winner as soon as the cans started to roll down the line...

Needless to say our six pack portfolio teaser went down a storm with art directors and clients alike, who couldn’t help but be amused at a ‘totally Neil’ bit of self promotion, as they cracked open a beer and sat down to appreciate the full body of ‘Rebels and Renegades’ work or enjoyed a Neil Stewart branded cold beverage on the night of his exhibition launch.

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