

Akin

Naming and brand identity



We are....

Akin

Arundel's creative collective

The meeting of like minds

Akin, Arundel's creative collective, was born from the meeting of like minds... and Neon helped create the name and the branding to help launch this collective.

Arundel in West Sussex has always been a place alive with creative energy. But until now there had never been a harnessing of all that expertise that rubbed shoulders with each other each and everyday and channelling it into a collective with like-minded passions: sharing creative knowledge; expanding creative horizons and – where it makes sense to do so – joining forces in commercial collaborations.

Introducing Akin, the new collective of Arundel's finest creative talent. Kindred spirits united by a love for what they do and an insatiable curiosity and respect for each other's creative worlds and individual craftsmanship

The name, Akin, perfectly captured the idea and the togetherness of the Akin group creatively.

The brand mark was a simple piece of contemporary Helvetica that could be used in combination with words and phrases to help promote the idea behind Akin as well as the group itself.

Neon has since supported Akin designing posters promoting show and tell talks from Akin members as well as bringing incredible commercial creative practitioners from around the UK to Arundel to share their knowledge, work and passion.

Most obviously, Akin is about sharing ideas and inspiration with commercial creative professionals who are in it together: supporting and learning from each other; working to raise standards; showcasing members' work; promoting the real commercial value of great creativity; and playing a vital part in helping the next generation of talent – by passing on the baton of our insights, knowledge and expertise, as well as the passion, blood, sweat and tears we've all shed over many years to make the work we do the best it can possibly be.

Akin members also work together to ensure that businesses and organisations in Sussex and well beyond make the Akin directory their first port of call, when they have a creative need / project big or small.

Any creative practitioner based or living in or around Arundel is welcome to apply for membership – from brand consultants, film-makers, photographers, publishers, graphic designers, product designers, social media and public relations, copywriters, illustrators, innovation training, web developers, jewellery designers, textile designers, architectural metalwork, to installation and fine artists (not an exhaustive list but a great start).

Akin members share a common goal to further, nurture and grow Arundel's reputation as a unique creative community and collaborative resource, powered by a collective passion for the highest creative and crafts standards – all underpinned by unwavering professional, personal and creative integrity.

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Akin commercial creativity talks present:
A talk by James Beresford of Vaaru Cycles

Akin members free, non-members £5* Tickets available from Zemira Stewart Gallery, Arundel or buy on line at www.akinandfriends.com

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7pm - 8.30pm Wednesday October 3rd 2018
The Victoria Institute, 1st floor
10 Tarrant St, Arundel BN18 9QG

James Beresford is the founder of Vaaru Cycles. James has been involved in the cycling industry for over 20 years. He will be giving a talk about his passion for design and his journey from a small workshop in his garage to a successful business. James will also be bringing along some samples to view on the night.

Call +44 207 970 730 800 www.akinandfriends.com or info@akinandfriends.com

Akin commercial creativity talks present:
A talk by illustrator and textile designer Catherine Rowe

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7pm - 8.45pm Tuesday December 4th 2018
The Victoria Institute, 1st floor
10 Tarrant St, Arundel BN18 9QG

Catherine Rowe is Catherine will be giving her talk about her passion for illustration and textile design, influenced by the likes of William Blake and Gustav Klimt. Catherine will be sharing her creative process, design influences, colour, as well as her textile and garment design.

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Akin commercial creativity talks present:
A talk by Trevor Clough of Digby Fine English

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7pm - 8.45pm Tuesday June 4th 2019
at Digby Fine English, on the High St, Arundel BN18 9QG

Trevor Clough is the founder of Digby Fine English. Trevor will be sharing his passion for creating the best sparkling wine in the world. Trevor will also be sharing his passion for design, making and new technology, as well as his passion for the environment and the importance of supporting local businesses that play a part in environmental issues.

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Akin commercial creativity talks present:
Making it - a talk by commercial origami artist Michael Trew

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7pm - 8.45pm Tuesday November 6th 2018
The Victoria Institute, 1st floor
10 Tarrant St, Arundel BN18 9QG

Michael Trew is the founder of Origami Studio. Michael will be sharing his passion for design, making and new technology, as well as his passion for the environment and the importance of supporting local businesses that play a part in environmental issues.

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Akin commercial creativity talks present:
A talk by silversmith and engraver Malcolm Appleby MBE

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7pm - 8.45pm Wednesday, March 27th 2019
The Victoria Institute, 1st floor
10 Tarrant St, Arundel BN18 9QG

Malcolm Appleby is the founder of Malcolm Appleby MBE. Malcolm is a silversmith and engraver, known for his unique and original designs. Malcolm will be giving a talk about his passion for design and his journey from a small workshop in his garage to a successful business. Malcolm will also be bringing along some samples to view on the night.

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Akin commercial creativity talks present:
A talk by garden designer Christine Fowler

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7pm - 8.45pm Tuesday, May 7th 2019
The Victoria Institute, 1st floor
10 Tarrant St, Arundel BN18 9QG

Christine Fowler is the founder of Christine Fowler Garden Design. Christine will be giving a talk about her passion for design and her journey from a small workshop in her garage to a successful business. Christine will also be bringing along some samples to view on the night.

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Akin commercial creativity talks present:
A talk by artist Mahtab Hussain

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7pm - 8.45pm Tuesday February 26th 2019
The Victoria Institute, 1st floor
10 Tarrant St, Arundel BN18 9QG

Mahtab Hussain is the founder of Mahtab Hussain, who was recently featured in the BBC's 'The Big Picture' series. Mahtab will be giving a talk about her passion for design and her journey from a small workshop in her garage to a successful business. Mahtab will also be bringing along some samples to view on the night.

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Akin commercial creativity talks present:
A talk by iconic British watch brand ZERO WEST

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Tuesday 26th September 7pm - 8.45pm
The Medieval Inn, 1st floor
10 Tarrant St, Arundel BN18 9QG

Zero West is a watch brand based in London, UK. Zero West talk about the design, engineering and marketing their watches and the building of a community around them. Zero West is the brainchild of founders, Tom and Andrew Christie. Mechanical, automatic, chronograph, dress, sports and racing timepieces are made through innovative design & engineering.

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DANA ROBERTSON
Designer, creative director and art director. Dana is a commercial creative with over 15 years experience in the design and advertising industries. Dana has worked with clients such as Virgin, Tesco, Unilever, Marks & Spencer, and many more. Dana has a passion for design and a desire to push boundaries. Dana is currently working on a range of projects for brands such as Virgin, Unilever, and Marks & Spencer. Dana is also working on a range of personal projects and is currently working on a book.

Lucia Hall
Illustrator, creative director and art director. Lucia is a commercial creative with over 15 years experience in the design and advertising industries. Lucia has worked with clients such as Virgin, Unilever, and Marks & Spencer. Lucia is currently working on a range of projects for brands such as Virgin, Unilever, and Marks & Spencer. Lucia is also working on a range of personal projects and is currently working on a book.

Fred van der Heijden
Creative director and art director. Fred is a commercial creative with over 15 years experience in the design and advertising industries. Fred has worked with clients such as Virgin, Unilever, and Marks & Spencer. Fred is currently working on a range of projects for brands such as Virgin, Unilever, and Marks & Spencer. Fred is also working on a range of personal projects and is currently working on a book.

Neil Stewart
Photographer. Neil is a commercial creative with over 15 years experience in the design and advertising industries. Neil has worked with clients such as Virgin, Unilever, and Marks & Spencer. Neil is currently working on a range of projects for brands such as Virgin, Unilever, and Marks & Spencer. Neil is also working on a range of personal projects and is currently working on a book.

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"After training with the award winning designer and master jeweller, I have worked in the fashion industry for over 15 years. I have worked with clients such as Liberty of London, Selfridges, Harrods, and Liberty. I have also worked with clients such as Marks & Spencer, Unilever, and Virgin. I have a passion for design and a desire to push boundaries. I am currently working on a range of projects for brands such as Virgin, Unilever, and Marks & Spencer. I am also working on a range of personal projects and is currently working on a book.

Lucia Hall
Illustrator, creative director and art director. Lucia is a commercial creative with over 15 years experience in the design and advertising industries. Lucia has worked with clients such as Virgin, Unilever, and Marks & Spencer. Lucia is currently working on a range of projects for brands such as Virgin, Unilever, and Marks & Spencer. Lucia is also working on a range of personal projects and is currently working on a book.

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"I'm a commercial illustrator and I like it!!!"

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"I make inspirational photographic images from everyday life."

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