

Thames & Hudson 60th Anniversary



Sixty years of making a splash.

Leading art book publishers Thames & Hudson asked us to help promote their 60th Anniversary celebrations and accompanying activities throughout the year.

Neon developed the new 60th Anniversary signature, using the Thames & Hudson dolphin colophon, which was to appear on every branded item for that year. And the title of our initial book of marketing ideas for the year, 'Sixty years of making a splash', was adopted by Thames & Hudson as the 60th Anniversary year strapline.

Our involvement in the Thames & Hudson 'Sixty years of making a splash' project included a wide spectrum of other communications, from a range of limited edition reprints, to literature and in-store branding. Flatteringly, we were invited to take an overall creative directorship role, working with Thames & Hudson's internal marketing and design teams, during the anniversary period.

Kind words...

"And what a splash it was! Neon has a wonderful ability, brilliantly intuitive and supremely analytical at the same time, to seek out and find the heart of an institution — and then to express its essence with a visual acuity that not only hits the mark for its aficionados, but also finds it many new fans. Bravo!"

THOMAS NEURATH

Chairman
Thames & Hudson

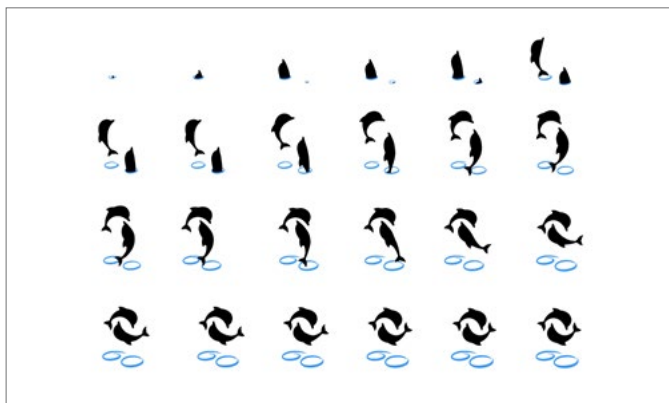
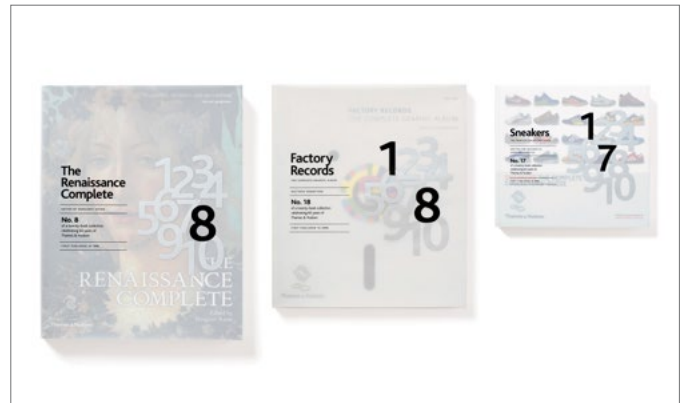
JAMIE CAMPLIN

Managing Director
Thames & Hudson

CONSTANCE KAINE

Creative Director
Thames & Hudson

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PROJECT SUMMARY

Anniversary strapline
Anniversary signature mark
Anniversary digital animations
Art direction
Marketing communications
Limited edition book covers
60th Anniversary guidelines
Promotional literature
Promotional posters
Promotional window displays
Promotional items
Website

PROJECT SUMMARY

PUBLISHING
Campaign
DESIGN WEEK
BENCHMARKS AWARDS
– Shortlisted 2009
One-off campaigns to
enhance/extend the brand
GRAPHIS
INTERNATIONAL
DESIGN AWARDS
– Gold 2012
Brand marks category

