

THE HEMINGWAYDESIGN APPROACH TO EXHIBITION AND EVENT DESIGN



WHO ARE HEMINGWAYDESIGN?

AN OVERVIEW

HemingwayDesign is a multi-disciplinary design agency led by two generations of the Hemingway family and a wider team of talented designers. We create, we transform and we care about the detail as much as the big stuff, cutting through the ordinary and the expected with powerful, visionary design. Our work takes us across culture-led regeneration, affordable housing, urban design, landscape planning, interiors, large-scale design-led events, exhibitions, products and fashion – and we do it all with a community-focused and ethical conscience.

OUR MISSION

At HemingwayDesign, we have a firm philosophy that “design is about improving things that matter in life”. It is this mantra that continually ensures our brave creative thinking and method for delivering positive, socially-responsible place branding and place making. We believe in the power of culture-led regeneration and achieve this with an inclusive process that we call like to call ‘co-design’.

THE TEAM

Our team is a unique blend of old and new, so to speak. Founders Wayne and Gerardine Hemingway bring four decades’ worth of award-winning design and entrepreneurial experience to the table, which works in harmony with the bounty of fresh, invigorating ideas from the next generation of HemingwayDesign partners, who all innately understand the desires and needs of ‘millennials’. Together, we’re a highly motivated, responsive and creative team, and are never afraid to challenge and collaborate with the client and end users – or to have fun whilst doing so.



OUR TRACK RECORD IN

EXHIBITION AND EVENT DESIGN

OUR EVENTS

Our success in event design started with 21 highly acclaimed London Fashion Week catwalk shows for our first and internationally-renowned brand, Red or Dead. Little did we know it, but that was just the tip of the iceberg. We've gone on to create a string of award-winning regional and national events, from the official party for The Queen's Diamond Jubilee Pageant in Battersea Park (a 60,000 sell-out) to the game-changing Vintage Festival in 2010.

This led us to the setting up of our own events arm of the business, and producing the likes of the Classic Car Boot Sale, an innovative new spin on our nation's pastime and the highlight of Argent's King's Cross annual programme of place-making events; Greenwich's Urban Village Fete, the contemporary answer to a traditional community fair devised for developer Knight Dragon; The Festival of Thrift, which smashed all attendee expectations by 17,000 in the first year, 40,000 in the second and 45,000 in the third; and the Guinness World Record-breaking The People's Catwalk in Liverpool, as part of our work for Transatlantic 175. In 2017 we have introduced two three new events The National

Festival of Making in Blackburn, have created Fine Tuned - the fringe for Haymarket's British Style Collective and B-Spoke, a cycling focused event for Waltham Forest Council. Overall, we've masterminded over 20 large-scale events, five of these annually, adding to a combined total of one million visitors that we have delighted, entertained and educated over the course of six years – and over a huge breadth of different interests and briefs.

As well as our own events we have designed a number of exhibitions for Southbank Centre , including the **Museum of 51 in celebration of the 60th anniversary of the 1951 Festival of Britain; the welcome hub for the Festival of Love, **Beantown**, in celebration of the 75th anniversary of the Beano and as part of Southbank Centre's Festival of Neighbourhood. We took over the Danish Embassy's underground car park and created **Sust-DANE-able**, a showcase of the most exciting talent in the Danish architectural community as part of London Architecture Week, and have created an immersive festival experience and design layout for the 2018 **International Business Festival** hosted in Liverpool.**

EXHIBITION DESIGN

BEANTOWN

CLICK FOR MORE DETAIL

In collaboration with Beano publishers DC Thomson and Southbank Centre, we created Beantown, a riotous installation, exhibition, club, library, cafe and arcade all rolled into one charting the comic's 75-year history.

There were opportunities to discover the story of The Beano since 1938 (with archival treasures on display for the first time); swot up at the Ultimate Prank Academy; tuck into a slap-up feed with a personalised Beano toastie (including jam and cheese and pickle and Marmite), shark infested custard and rice crispie cakes with snap, crackle and poop; re-read your favourite annual ever in The Beantown Library of Laughs; grab a piece of Beano history in the shop with exclusive new products; and snap yourself, dressed as your favourite character, in the Beantown photo booth; enjoy a game Table Dennis (Beano customised table tennis!); fire plastic missiles at inappropriately suitable targets - "Imagine this is your teacher's bum".

It was an incredible success, and as a design team, we couldn't have enjoyed ourselves more. The Guardian ran not one, but two wonderful pieces on the event, which you can read [here](#) and [here](#).



EXHIBITION DESIGN

MUSEUM OF 51, ROYAL FESTIVAL HALL

[CLICK FOR MORE DETAIL](#)

To celebrate the 60th anniversary of the 1951 Festival of Britain, a nationwide event that brought hope and progress to millions of people following the hardships of WW2, we designed and curated The Museum of 51 in the Southbank Centre's Royal Festival Hall.

The temporary exhibition contained a vibrant collection of memorabilia, artworks, models, films, photographs and personal memories from those who took part, as well as an authentic 1950s living room styled by Homes and Antiques magazine.

Such was the success that we were commissioned to design and install a **permanent Festival of Britain exhibition** adjacent to the Clore Ballroom in the Royal Festival Hall.



EXHIBITION DESIGN

INTERNATIONAL BUSINESS FESTIVAL, LIVERPOOL

[CLICK FOR MORE DETAIL](#)

HemingwayDesign were contracted to create an immersive festival experience and the accompanying venue layout for the 2018 International Business Festival hosted in Liverpool, UK, the world's largest business festival, breaking down the formality of traditional business trade shows but maintaining the focus on business, networking and making deals.

Hosting more than 40 major global events across 9 high growth sector themed days, with an attendance of over 30,000, the festival will provide visitors with the knowledge, market insights and vital connections that they need to take their business forward.



EXHIBITION DESIGN

FLAT 130, BALFRON TOWER

[CLICK FOR MORE DETAIL](#)

For a few weeks only, the National Trust opened Flat 130, Balfron Tower in London to the public. This special event commemorated the Brutalist design movement and its long-standing influence on the London skyline and, more widely, how community-focused housing became paramount in post-war Britain.

As collectors and scholars of the history of music, fashion, film, art and design, HemingwayDesign were invited to furnish the space in the style of a 1968 period flat, which is the year it was inhabited by Balfron Tower's modernist architect Ernő Goldfinger, to prove the desirability of high-rise living. Ernő was very outspoken in his vision for London, and in an open letter to the Guardian, he argued: 'the whole object of building high is to free the ground for children and grown-ups to enjoy Mother Earth and not to cover every inch with bricks and mortar.' Hear, hear!

We're delighted to report that the exhibition was an unbelievable success. Not only did tickets sell out within days (the event was even extended to cater for demand!), it attracted a huge level of media coverage for The National Trust, with 112 pieces of editorial coverage (the advertising equivalent of £407,196) reaching a combined audience of 26,346,613.



EXHIBITION DESIGN

FESTIVAL OF LOVE, SOUTHBANK CENTRE

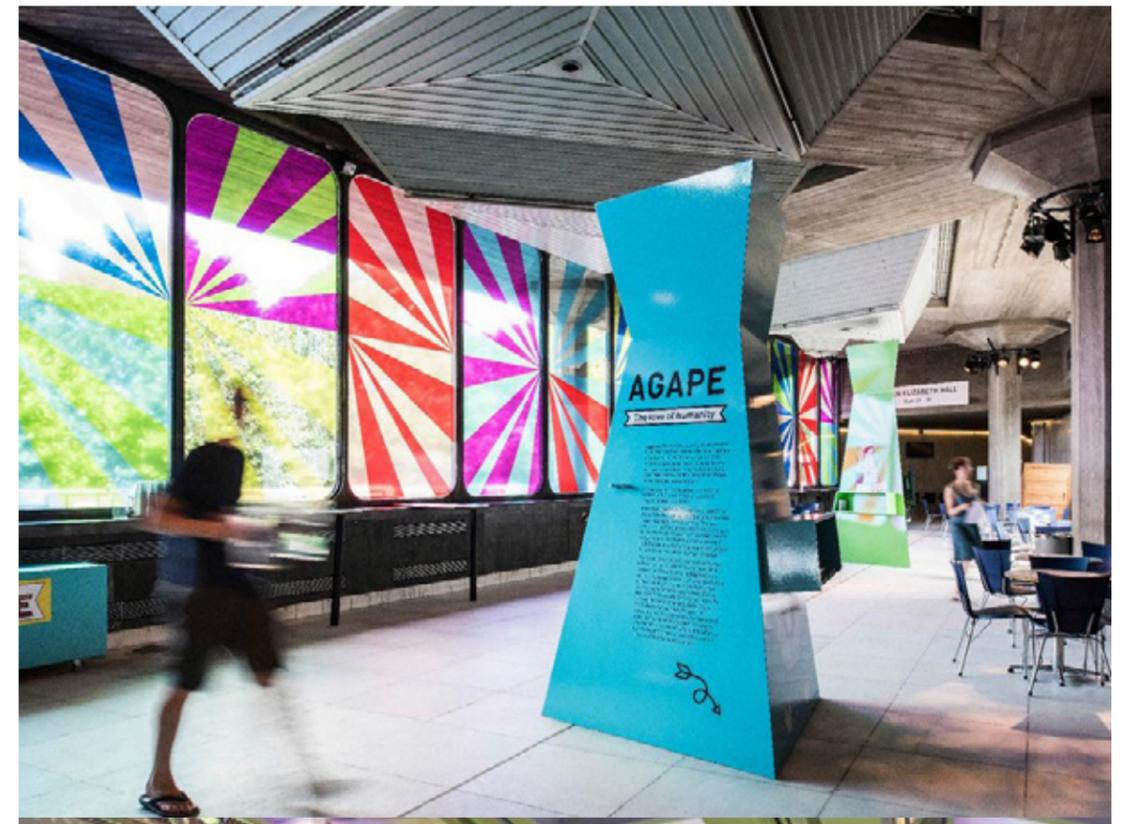
[CLICK FOR MORE DETAIL](#)

In the summer of 2014, we continued our relationship with Southbank Centre team and helped put on the Festival of Love, in celebration of the Same Sex Couple Act, with HemingwayDesign leading on the design of the 'WHAT LOVE IS' welcome hub in Queen Elizabeth Hall, the festival map, and way-finding.

SCULPTURE REMIXED: TATE LIVERPOOL

[CLICK FOR MORE DETAIL](#)

In 2009 Wayne and Jack Hemingway took Tate Liverpool by storm with their own sculptural exhibition - juxtaposing figurative sculpture with an interactive disco environment. Ranging from the mid-19th Century statues to the recent life-size figurative sculptures, the works brought together the most diverse representations of the human body in the arts throughout the past 150 years. The display reflects the constant re-thinking of the human body and its relation to political, social and cultural changes. Through specially designed lightings, the sculptures come to life in a dreamlike dance of cast shadows. The projections of moving silhouettes in conjunction with music and sound create a surrounding where the conventional viewing of art will be replaced with an interaction of senses.



EXHIBITION DESIGN

WINTER FESTIVAL, SOUTHBANK CENTRE

[CLICK FOR MORE DETAIL](#)

SUST-DANE- ABLE

[CLICK FOR MORE DETAIL](#)

We continued our long term relationship with Southbank Centre by designing the site wide Winter Festival 2016/17 and Christmas 2016 decorations. The entire site has been transformed into a wonderful Nordic landscape, with a Sky-high Norwegian tree, mythical Scandinavian creatures - Nordic 'Gonks', as well as hundreds of Christmas trees and twinkling lights transforming the Southbank Centre into a winter wonderland.

In partnership with Wild Card Creative, we created Sust-DANE-able, a showcase of the most exciting talent in the Danish architectural community as part of London Architecture Week. The project involved the use of CNC cut honeycomb cardboard, to transform the underground carpark of the Arne Jacobson designed Royal Danish embassy into a unique exhibition space. It celebrates Denmark's exceptional grasp of social sustainability; in Wayne's words, "While the rest of us grapple with trying to make our output more sustainable, the Danes live it."

HemingwayDesign transformed the entire space with over 1000 CAD cut cardboard profiles up to 3 metres high, incorporating plasma screens, audio and digital print. The entire installation used recycled materials and was eventually recycled at the end of its life.



EVENT DESIGN

VINTAGE FESTIVAL, GOODWOOD

[CLICK FOR MORE DETAIL](#)

The Vintage Festival concept had its birth in August 2010 on the Sussex Downs. Over 50,000 people came to party, and the festival dominated the media coverage of summer events and the nominations at the 2010 Festival Awards, walking away with the Best New Festival category.

Vintage was a treat for the eyes, ears, a big family dressing up box, a collector's dream and a joyous creative feast for all ages. Boasting a pop-up high street lined with classic cars and featuring shops like Dr Martens, Cath Kidston and Fortnum & Mason, five themed clubs and a beauty salon, and a cinema - all set-dressed to the nines and designed by the HemingwayDesign team.

“Loved the atmosphere, the amazing attention to detail, the music, the fashions... Everything was so inspiring. Our new favourite festival.” - The Independent



EVENT DESIGN

VINTAGE FESTIVAL CONT.

[CLICK FOR MORE DETAIL](#)

From the Classic Car Boot Sale car wash entrance, flanked by 1970s Cadillacs, to the 1940s ballroom glamour of the Torch Club at Southbank Centre's Vintage New Year's Eve, our passion and expertise on art, design and popular culture of the last 8 decades allows us to create authentic, immersive and fun set dress for all of the Vintage Festival events. Around every corner festival goers can expect to find those wow-factor visuals that truly make it a special day or night out.



MAKING IT HAPPEN



MAKING IT HAPPEN

OUR AIMS

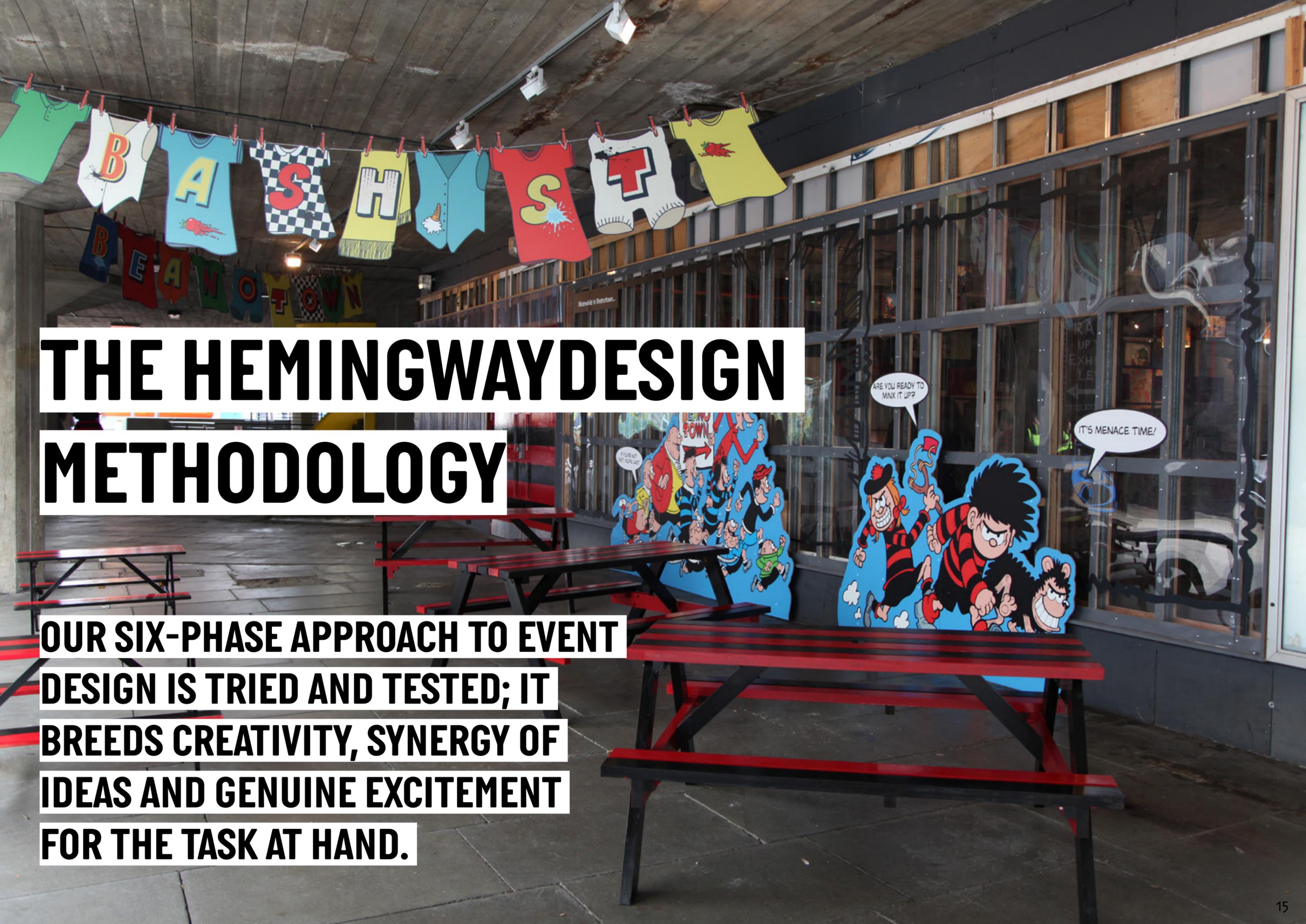
The HemingwayDesign approach to event design and production is straight-forward – we're not ones for messing around. First and foremost, we want the whole process to be as fun and energetic as possible; from the planning stages to the final public roll-out. Secondly, affordability and cost-effectiveness will remain at the core of every event's creation, without compromising on economic impact – the event will build a platform for surrounding businesses to thrive and create employment for local people. The positive effects must continue long after we've gone home; perceptions of the local area, venue and host itself will be reshaped and redefined for the better.

Our multi-disciplinary approach and in-house teams give us the ability to contribute and understand what events need across brand, graphics, way-finding, marketing design as well the design and layout of the event/exhibition itself.

PARTNERS IN PLANNING

Our considerable experience in place-making and regeneration is our secret ingredient in ensuring our events not only have regional and national appeal, but their success goes further than the immediate context and directly benefits the local economy. We know that for us to generate the most powerful impact, we must work in tandem with stakeholders and other team members in a process we like to call 'co-design'.

This approach works wonders for the Southbank Centre with A Vintage New Year's Eve; for Argent and King's Cross Estates on the Classic Car Boot Sale; for Darlington Council and Redcar Councils at The Festival of Thrift; for Greenwich Peninsula and Knight Dragon on The Urban Village Fete; for Glasgow Life during The Merchant City Festival; for Culture Liverpool on The Peoples Catwalk; for Lancaster and Morecambe Council on Vintage by The Sea; and even for Her Majesty's team on the Queen's Diamond Jubilee.



THE HEMINGWAY DESIGN METHODOLOGY

OUR SIX-PHASE APPROACH TO EVENT
DESIGN IS TRIED AND TESTED; IT
BREEDS CREATIVITY, SYNERGY OF
IDEAS AND GENUINE EXCITEMENT
FOR THE TASK AT HAND.

THE HD METHODOLOGY

PHASE 1: CREATE A VISION

We will discuss your team's wants, needs, challenges and ambitions, plus that of the wider users of the event. This will enable and inspire people internally and externally, and help sculpt and inform the creative process.

PHASE 2: BENCHMARK THE VISION AGAINST EVENTS WORLDWIDE

We will undertake a full review and analysis of all of the information gathered in Phase 1 and pick out the key values, themes and points of distinction. We will then compare this against any relevant events from around the world and take note of any precedents that have already been made.

PHASE 3: TEST THE MARKET

As part of ensuring the success of the event, we will analyse its reception within its target market and make any revisions as needs be.

PHASE 4: EMBED THE EVENT IN THE LOCALE

We'll partner with local suppliers, source local staff, engage with the local media and build links with the public and private sector. This will all count to building a narrative around the event, as well as support and awareness.

THE HD METHODOLOGY

PHASE 5: CURATE NEVER- BEFORE-SEEN CONTENT

The secret ingredient to any event's success is brand new, unmissable set dress ,graphics and ambience to captivate the target market, which in turn generates a huge surge in media interest and free publicity. At HemingwayDesign, our creative team has money-can't-buy experience in creating extraordinary content, the likes of which transforms events into record-breaking success stories.

PHASE 6: CREATE A BUZZ

Long before the event opens its doors, we'll kick-start the event's marketing with a comprehensive social media campaign to our own database. We have developed a following/ databases that exceed 250,000 entrants.

BONUS: BRAND AMBASSADORS

As a bonus promotional resource, HemingwayDesign will become high profile ambassadors for the event, with a spokesperson in Wayne Hemingway who is in demand from print, radio, TV and online media.

**WE WOULD LOVE TO WORK
ON YOUR EXHIBITION/EVENT
DESIGN PROJECT**

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