

THE HEMINGWAYDESIGN APPROACH TO CREATING, CURATING AND PRODUCING PLACEMAKING EVENTS



HEMINGWAYDESIGN?

WHAT IS

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 large-scale design-led events, exhibitions, culture-led regeneration, affordable housing, urban design, interiors, landscape planning, 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 EVENT CREATION



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 within The House of Hemingway 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 Haymarkets 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.

ECONOMIC IMPACT

Our events attract so many visitors that they act as a driving force for that area's economy. The Festival of Thrift, for example, generated a staggering net economic impact of £1.3 million, contributing £407,249 to Darlington's economy. And that's not a one-off. Our annual [Vintage by The Sea](#) in Morecambe continues to fill more hotel beds in the locale than any

other event in the past three decades, with the visitor number figure for 2015 exceeded 40,000. 89% of all visitors cited the event as the main reason for travelling to Morecambe over the weekend and, interestingly, the festival actively drew in crowds from outside the district; 40% in total (16,000 people). This has driven the economic impact for 2015 to £916,044 from £465,356, nearly doubling last year's success. Lancaster's City Council Cabinet member for leisure, culture and tourism sure is happy about it: "In my 24 years in Morecambe, I have never experienced anything that quite matches Vintage by the Sea Festival. [The] spectacular success of the event [has shown] conclusively and convincingly that a real breakthrough has been made in bringing something unique and energising to Morecambe."

AWARDS

The Vintage Festival in 2010 dominated the media coverage that summer and earned us Best New Festival at The Festival Awards.

Vintage By The Sea picked up a hat-trick: the Tourism Event Award at the Lancashire Tourism Awards 2014, it was voted the best vintage event in the world by The Guardian (2014) and was honoured with a Visit England Award for Excellence in 2015. The Festival of Thrift has also seen its fair share of accolades, with The Observer Ethical Award in 2015 and the prestigious Observer/Guardian Arts Event of The Year in 2016.

MAKING IT HAPPEN



OUR AIMS

The HemingwayDesign approach to event curation 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 economical impact – the event will build a platform for surrounding businesses to thrive and create employment for local people. We're also committed to ensuring that our large-scale, mass-participation events remain free or have affordable entry fees. And finally, 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.

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 councils and private sector developers 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 Kings 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 Queens Diamond Jubilee.

THE HEMINGWAYDESIGN METHODOLOGY



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

PHASE 1: CREATE A VISION

We will discuss your team's wants, needs, challenges and ambitions, plus that of the wider council, private sector and local community. 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: ASSEMBLE A CURATORIAL AND PRODUCTION TEAM

We will bring together a talented, knowledgeable, experienced – and often high profile – team of curators, producers and directors from all corners of the UK. With over 20 events to our name, we've got a wealth of contacts at our fingertips to help bring an event to life.

PHASE 5: 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.

PHASE 6: CURATE NEVER-BEFORE-SEEN CONTENT

The secret ingredient to any event's success is brand new, unmissable entertainment to captivate the target market, which in turn generates a huge surge in media interest and free publicity. So why doesn't everyone do that? Simply put, they don't know how. 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 7: 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

build a community base. We have developed a following/databases that exceed 250,000 entrants.

PHASE 7: 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.



**OUR PARTNERS INCLUDE:
ARGENT, KNIGHT DRAGON, ARTS COUNCIL ENGLAND,
HERITAGE LOTTERY FUND, LANCASTER AND MORECAMBE
COUNCIL, REDCAR AND CLEVELAND COUNCIL,
HAYMARKET, THE ALBERT DOCK, BLACKBURN WITH
DARWEN BOROUGH COUNCIL, WALTHAM FOREST COUNCIL**

