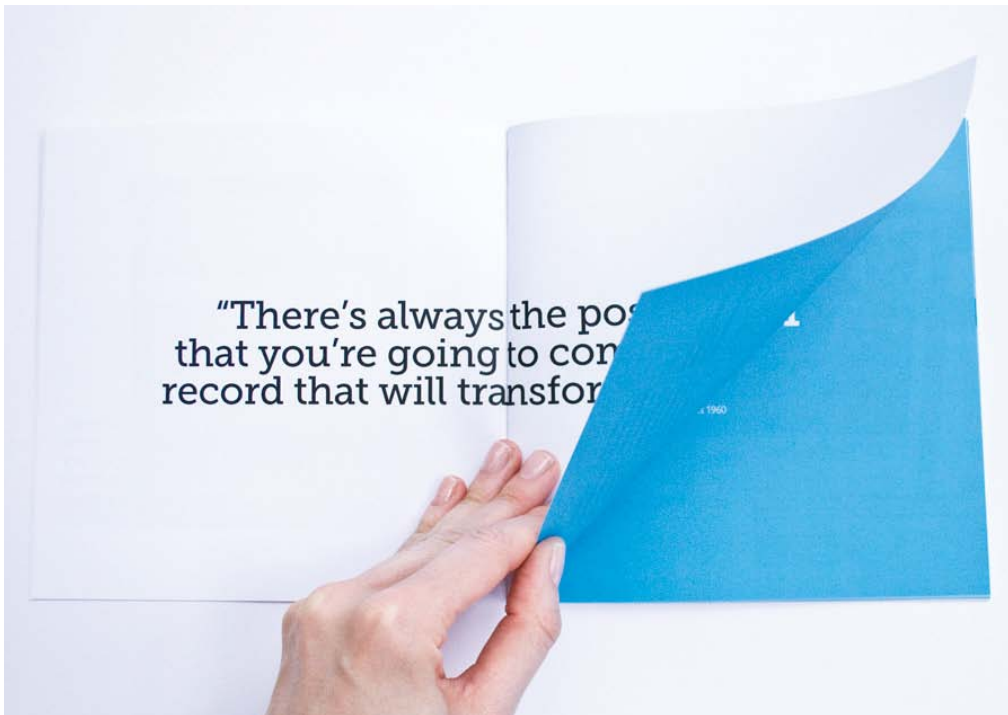
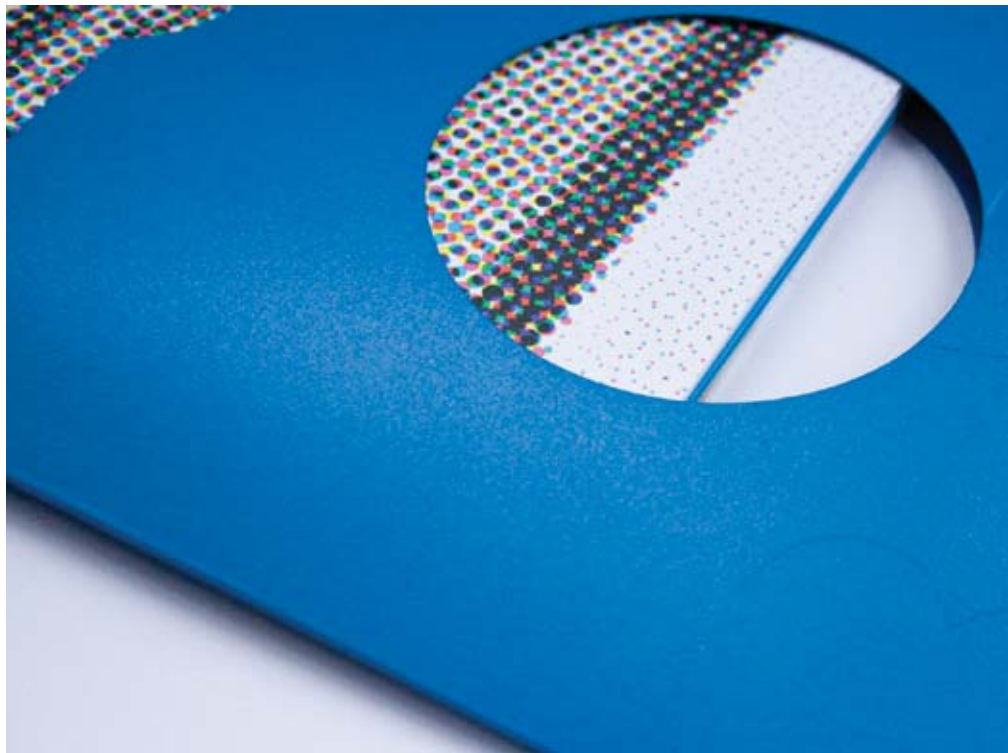




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### 'The British Music Experience'

The brief was to develop ideas and concepts that communicate the essence – and the richness - of the British Music Experience.

My proposal was to use the essence of the British Music Experience and with that advertise it through its very own magazine style booklet, quite literally taking the title and showing all that's good within British music scene. Hopefully touching on all things the reader loves about the music culture, pulling on the emotional ideas and with that attract them to seeing more of what they love. Placing the museum alongside iconic moments such as Glastonbury. Therefore to gain the full British Music Experience visiting the museum really has to be part of it.





Art directed spread of retro technology shot in Vintage shop.



Art directed Glastonbury themed spread.



7" promotional booklet, retro shape with modern design, reflects the museum itself.



*'Home of the good stuff.'*

The brief was to use ambient media to connect lastminute.com to people's spontaneous use of their free time. Communicate the message to do or get more good stuff at lastminute.com

My concept was to show lastminute.com really was, "home of the good stuff" and it was this stuff that allowed you to do more, see more, eat more, play more etc. giving my campaign longevity. To show that it was more than just a holiday site to go to lastminute. It was a site full of all kinds of ideas for every occasion.

To interact with the consumer and the environment, the campaigns were placed in situ relating to the copy. Each said something different, reaching out not only to a different target market each time but showing a variety of 'stuff lastminute.com did'.

**lastminute.com**

Kim Turkington / Graphic Designer / Art Director



Poster on graffiti wall reflects the Arts available on lastminute.com.



Each outcome was different with regards materials use, as they were applied to the surroundings.

# TREND\*

**RE\*INVENT A NEW TREND. SWAP OLD ONES.**

Why not swap your old boring clothes for something different. Clothes with that I've been loved feel.  
 If you love them too much to lose them, we can also show you how to make them even better. Just don't throw them out please.  
 Some call it retro, others call it vintage, but we simply call it RE\*.  
 Hey, if you're going to be doing your bit for the environment, you might as well dress the part.

TO FIND OUT MORE COLLECT YOUR RE\* PACK FROM ANY UNIVERSITY. **RE\***  
 CHANGE IS NOW.

# CREATE\*

**RE\*MIX MUSIC. CREATE A NEW SOUND.**

Its not just clothes and food we are interested in, its old music too. You might not want that old spice girls cassette, but who knows, someone else might.  
 So don't bin it. Swap it for something new.  
 Did we forget to mention, you would also be doing your bit to help the environment? Yipee.

TO FIND OUT MORE COLLECT YOUR RE\* PACK FROM ANY UNIVERSITY. **RE\***  
 CHANGE IS NOW.

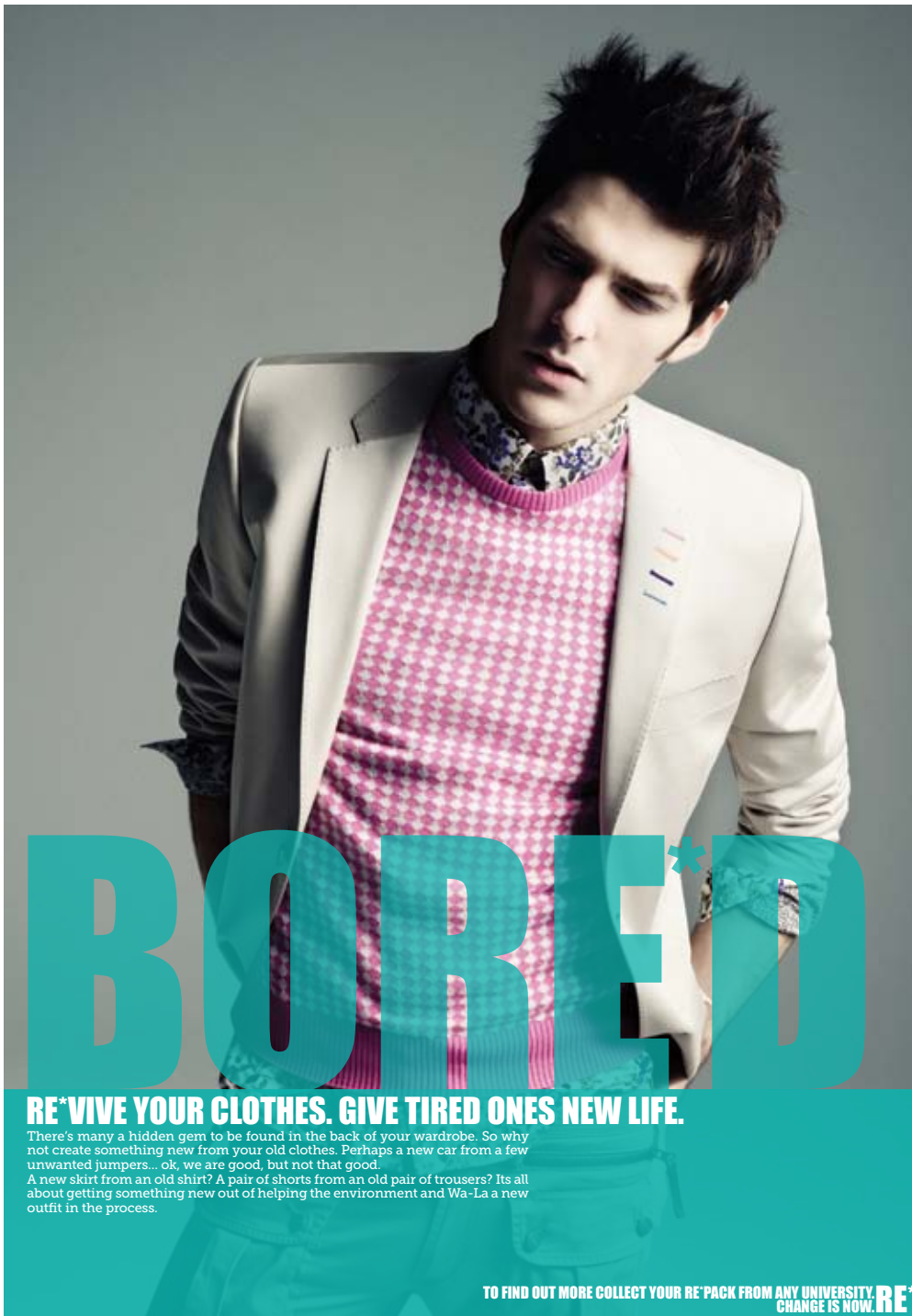
*' Its all about Re\* '*

The brief was to plan an international Sustainability Event to be hosted in Belfast in June 2010.  
 Raising awareness to the environmental damages and how to improve sustainability

Re\* is a new initiative targeting students. The aim: to create awareness of sustainability through an event held in derelict shops ( Re\*Stores) in the city centre of Belfast; whereby students could come along and swap old stuff for new, hopefully promoting the message, to swap more, bin less, reducing landfills.

Posters using old reclaimed campaigns/posters, placed around student areas. This will so interest the students rather than put them off with environmental images.





Re\* Pack offered to students attending the event available from their university getting them involved branding their products to swap.



Flyers promoting the event printed on recycled cloth.