



CV

Nick Bell

Founder, Strategic and Creative Director

Drawing on over twenty years of experience as a designer, Nick provides creative guidance and leadership to our team, our client's teams, our project partners and their teams. He has ultimate responsibility for entrepreneurial/editorial/creative vision and for maintaining the quality of our output with a view to achieving the desired outcomes.

He has spent the last ten years collaborating with architects, exhibition designers, 3D designers, curators and museum directors on museum design, exhibition design, and way finding signage projects mainly within the cultural sector. During that time, in addition to editorial design, he has developed an editorial concern for the visual language and voice of interpretation within physical information-rich environments.

For 8 years previous to that, Nick was Creative Director of *Eye*, the influential international design magazine of critical writing. Apart from gaining an overview of the state of graphic design practice worldwide, his experience on *Eye* enabled him to develop a more curatorial method of editorial design – one he has since adapted successfully for the design of museums, exhibitions and way finding.

In 1992 the American design magazine *Emigre* devoted an entire issue to his design, critical thinking and teaching methodology which he would develop as visiting lecturer at the London College of Printing (now LCC) throughout the 1990s and later refine during his tenure at *Eye*: his recent essays, lectures and talks establishing him as a significant voice in the profession. His work was featured in *Communicate* the seminal exhibition at London's Barbican Art Gallery (edited by Rick Poynor) devoted to British graphic design from 1960 to 2005 which he co-designed.

In 2008 Nick delivered a D&AD President's Lecture and was appointed Visiting Professor of Graphic Design at the Royal College of Art. In 2009 he was voted in as a member of the prestigious Alliance Graphique Internationale (AGI). He is Special Consultant to *Eye* magazine and has been a member of their editorial board since 1997.

Born in Norwich in 1965, he studied at the London College of Printing (now LCC) from 1984 to 1987. He lives in London's East End with his partner and their young daughter. He is a fan of Norwich City FC and the films of Patrick Keiller.