



CV

Nick Bell
Creative Director

Drawing on over twenty five 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.

Nick is an editorial designer with a curatorial concern for the voice of interpretation and interactivity.

He spent 8 years as creative director of Eye the collectable and critical graphic design journal. This enabled him to develop a more curatorial method of editorial design – one he has adapted successfully to the crafting of participative experiences in highly distracting physical spaces like museums.

His longstanding creative partnership with exhibition designers Casson Mann has produced many successful projects such as BNFL's Sellafield Visitors' Centre, London's Churchill Museum, Newcastle's Great North Museum, the Science Museum's Atmosphere gallery, Philadelphia's Benjamin Franklin Museum, the National Maritime Museum's Nelson Navy Nation gallery, and the Imperial War Museum's First World War Galleries.

Mindful of every visitor's own personal connections to a place and their experience of it, his practice aims to make it easier and more appealing for people to strengthen those bonds.

He is co-founder of Early Lab, a design for social innovation practice currently working with NHS researchers in youth mental health.

Nick is an experienced educator, occasional writer, speaker, a Royal College of Art Visiting Critic, Special Consultant to Eye, member of AGI (Alliance Graphique Internationale) and the Museums Association. From 2013 to 2016 he was UAL Chair Professor of Communication Design where he co-founded Early Lab and partnered with Ezio Manzini on his Cultures of Resilience meta-project.