Foundation Presentation

Isabel Murphy - Student#2022636



Welcome to Kings Cross



Kings Cross & St Pancras


CSM and Granary Sq.



Regents Canal


SOMEBODY
UP HERE
LIKES YOU

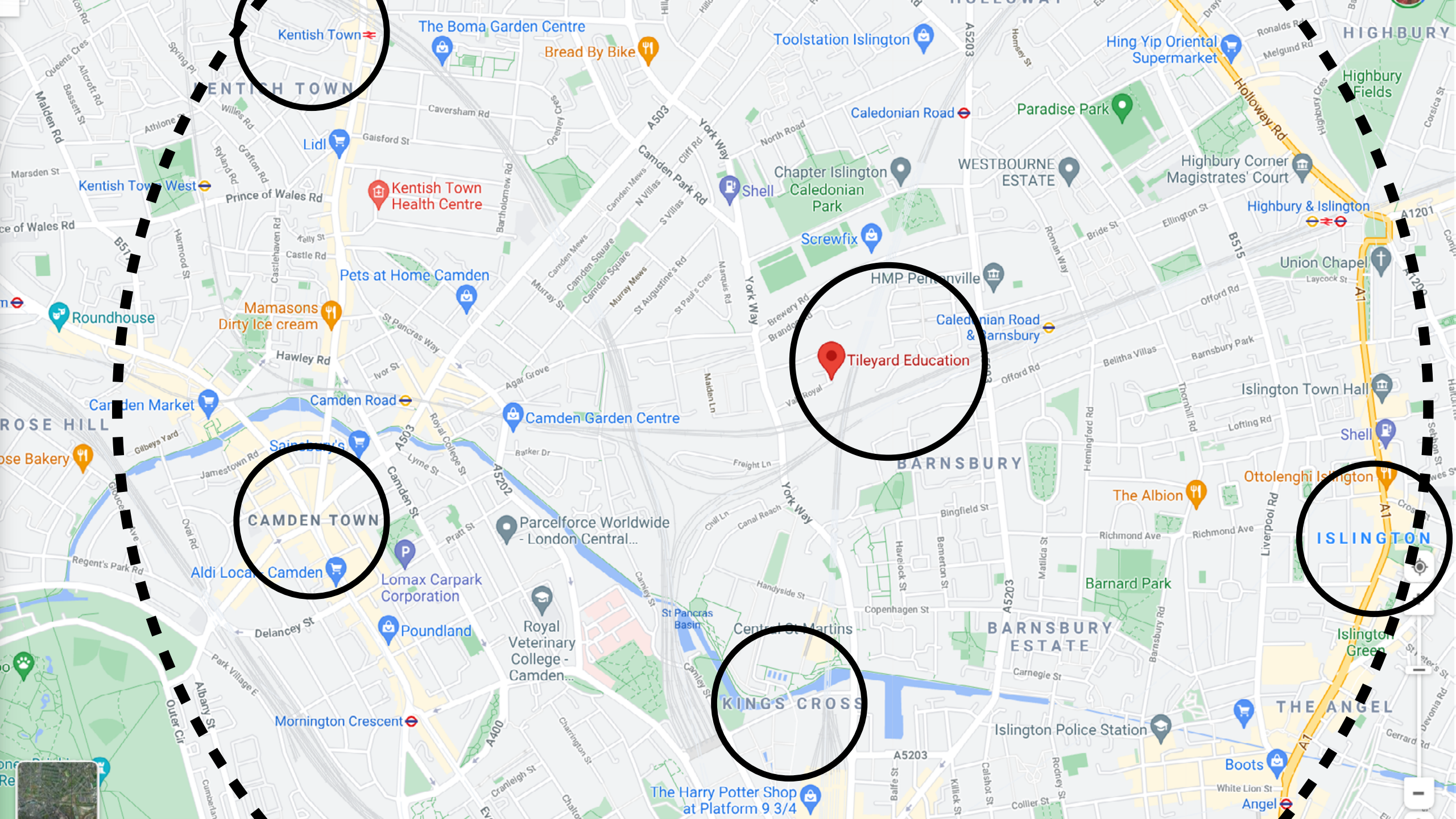

2000 THIS GREAT COURT CELEBRA


THE WELLCOME BUILDING
wellcome collection
wellcome collection

Museums


and let thy feet
millenniums hence
be set in midst of knowledge


and of course, Tileyard


Kentish Town
The Boma Garden Centre
Bread By Bike
Toolstation Islington
Hing Yip Oriental Supermarket
HIGHBURY
Highbury Fields
KENTISH TOWN
Caledonian Road
Paradise Park
Lidl
Kentish Town West
Kentish Town Health Centre
Chapter Islington Caledonian Park
WESTBOURNE ESTATE
Highbury Corner Magistrates' Court
Shell
Screwfix
Highbury & Islington
Pets at Home Camden
HMP Pentonville
Union Chapel
Roundhouse
Mamasons Dirty Ice cream
Caledonian Road & Barnsbury
Tileyard Education
Camden Market
Camden Road
Camden Garden Centre
Islington Town Hall
Shell
BARNSBURY
CAMDEN TOWN
Parcelforce Worldwide - London Central...
The Albion
Ottolenghi Islington
ISLINGTON
Aldi Local Camden
Lomax Carpark Corporation
Barnard Park
Poundland
Royal Veterinary College - Camden...
St Pancras Basin
BARNSBURY ESTATE
Islington Green
KINGS CROSS
Islington Police Station
THE ANGEL
Mornington Crescent
Boots
The Harry Potter Shop at Platform 9 3/4
Angel

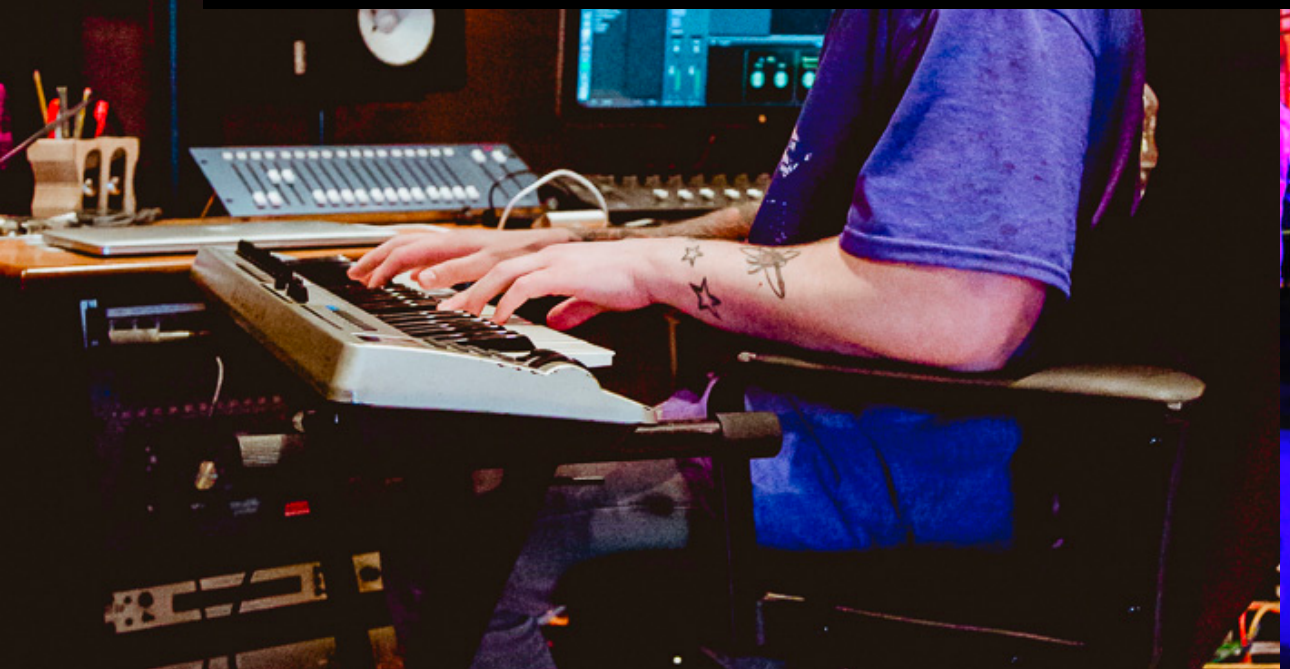
"It's all about community."

Martyn Ware, TYE Principal





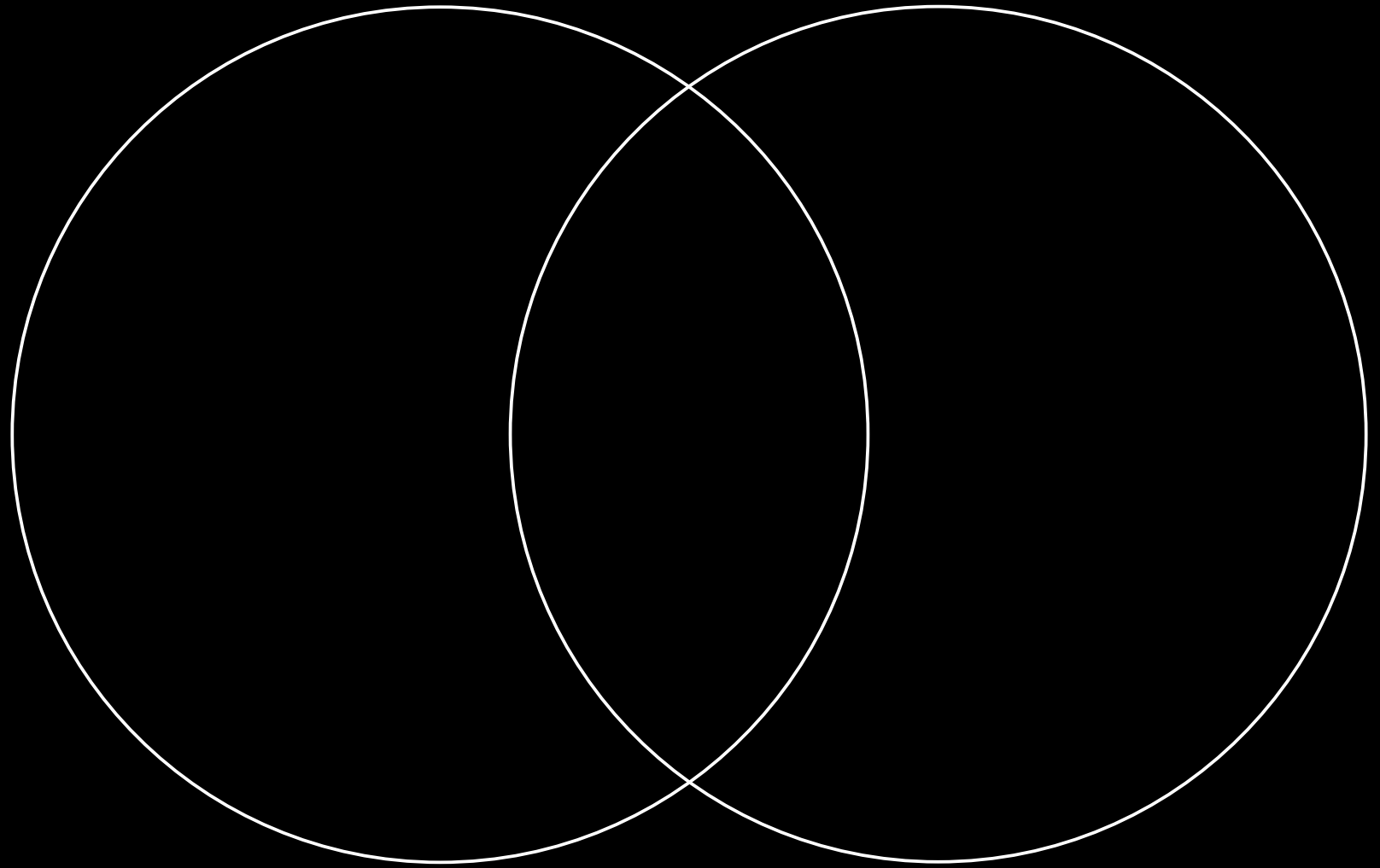
Tileyard Education X Two Tribes Brewery





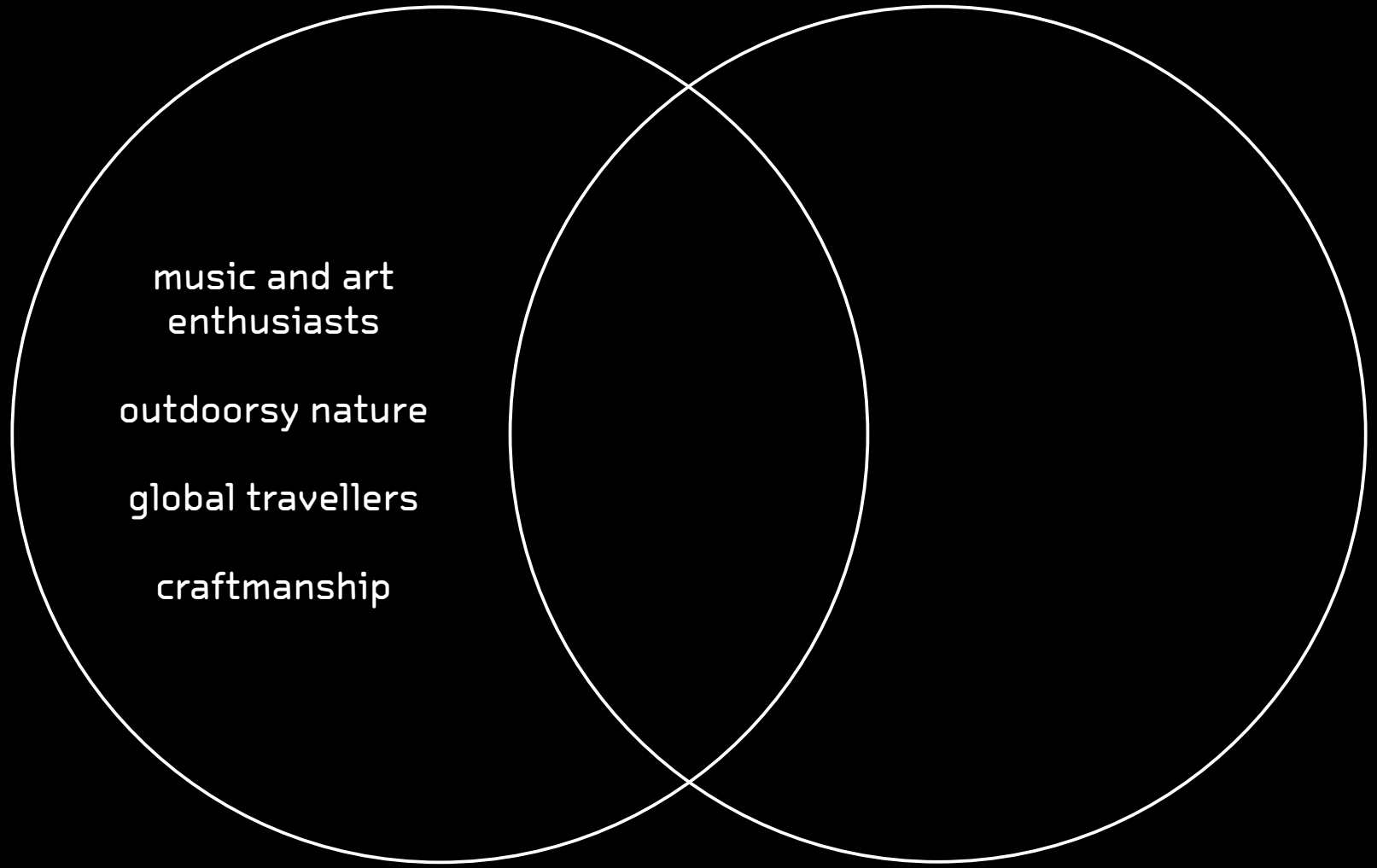
Brief: Create a design portfolio that showcases the collaboration beer product between TYE X Two Tribes.

Two Tribes



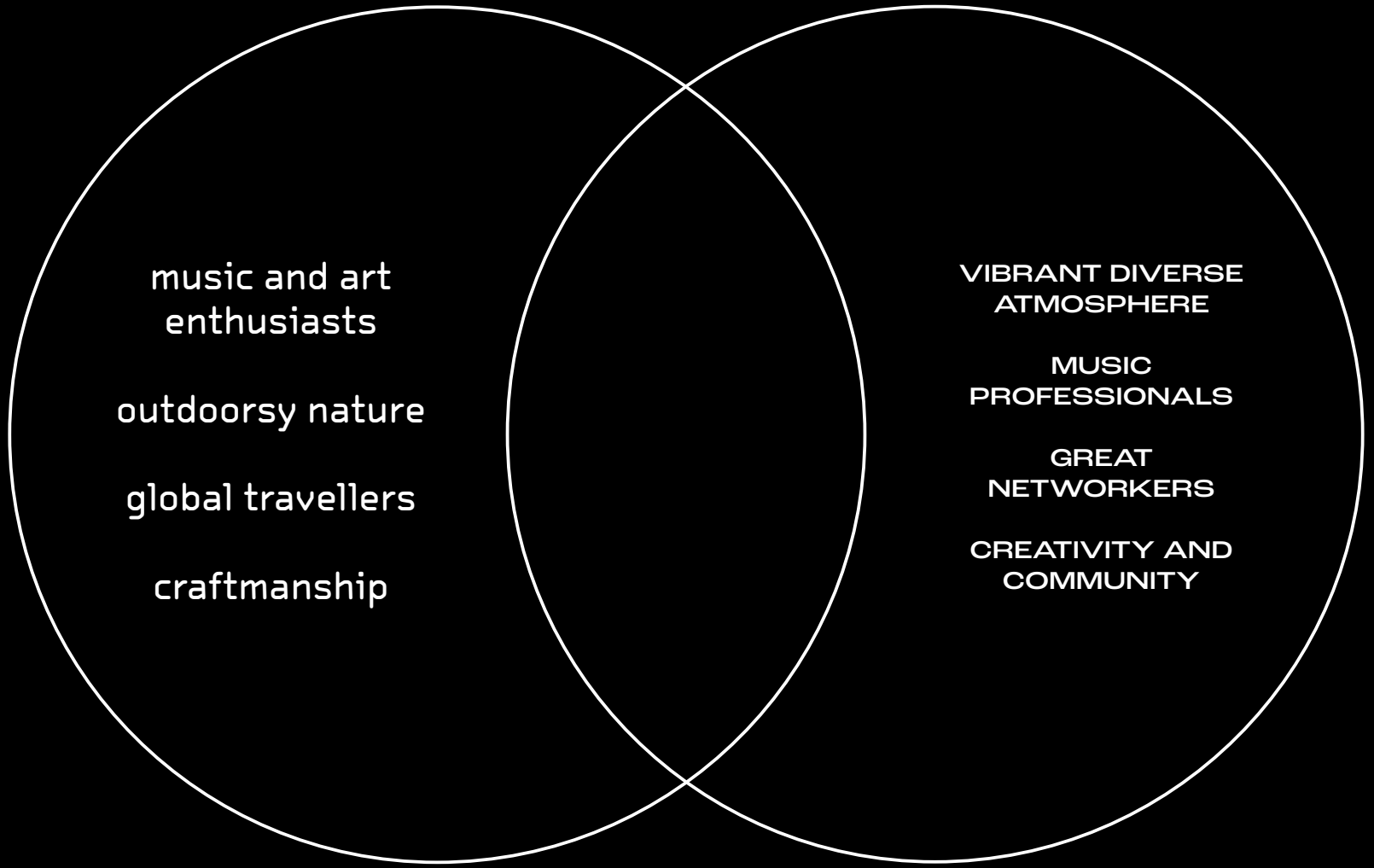
TILEYARD

Two Tribes



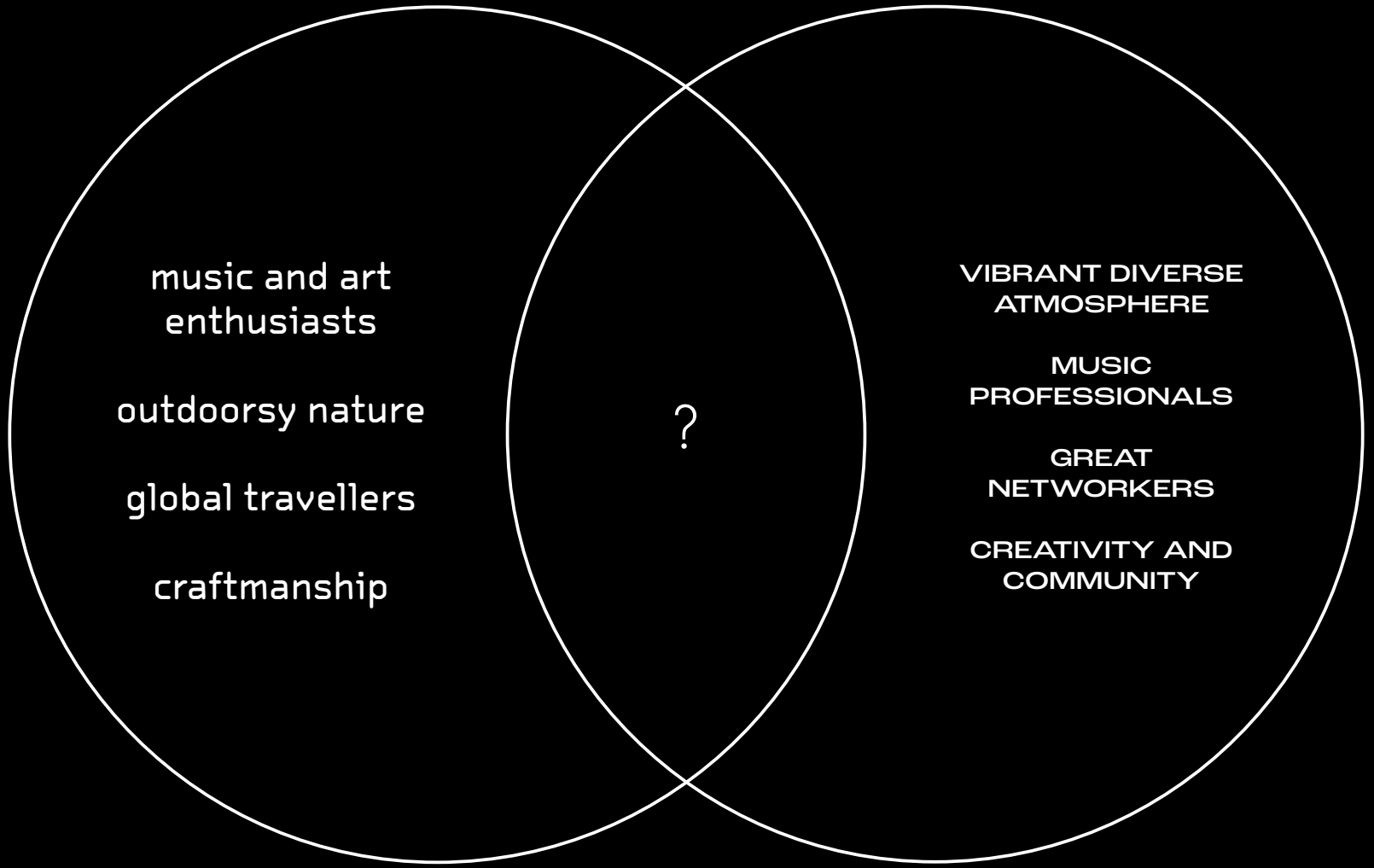
TILEYARD

Two Tribes



TILEYARD

Two Tribes



TILEYARD

CRAFT

CRAFT

CREATIVITY

CRAFT

CREATIVITY

COLLABORATION



Two Tribes

MID - CENTURY DESIGN

SCANDINAVIAN STYLE WALLPAPERS

> BEER + MUSIC + ART <

Two Tribes


Two Tribes
New Romantic
Berliner Weisse
ABV 4.2%


Two Tribes
PowerPlant
Natural Lager
ABV 4.5%

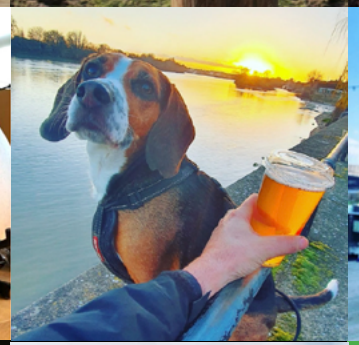



BEER SMOKED SEA SALT
Two Tribes
BBQ


TWO TRIBES







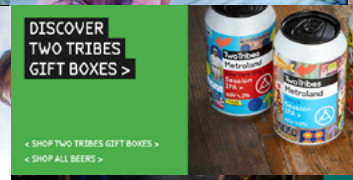

Two Tribes
Metroland


BEER O'CLOCK
COMES EARLY IN LOCKDOWN
MAKE SURE
YOU ARE STOCKED UP


BRINGS
PEOPLE
TOGETHER


Two Tribes




DISCOVER
TWO TRIBES
GIFT BOXES
< SHOP TWO TRIBES GIFT BOXES >
< SHOP ALL BEERS >





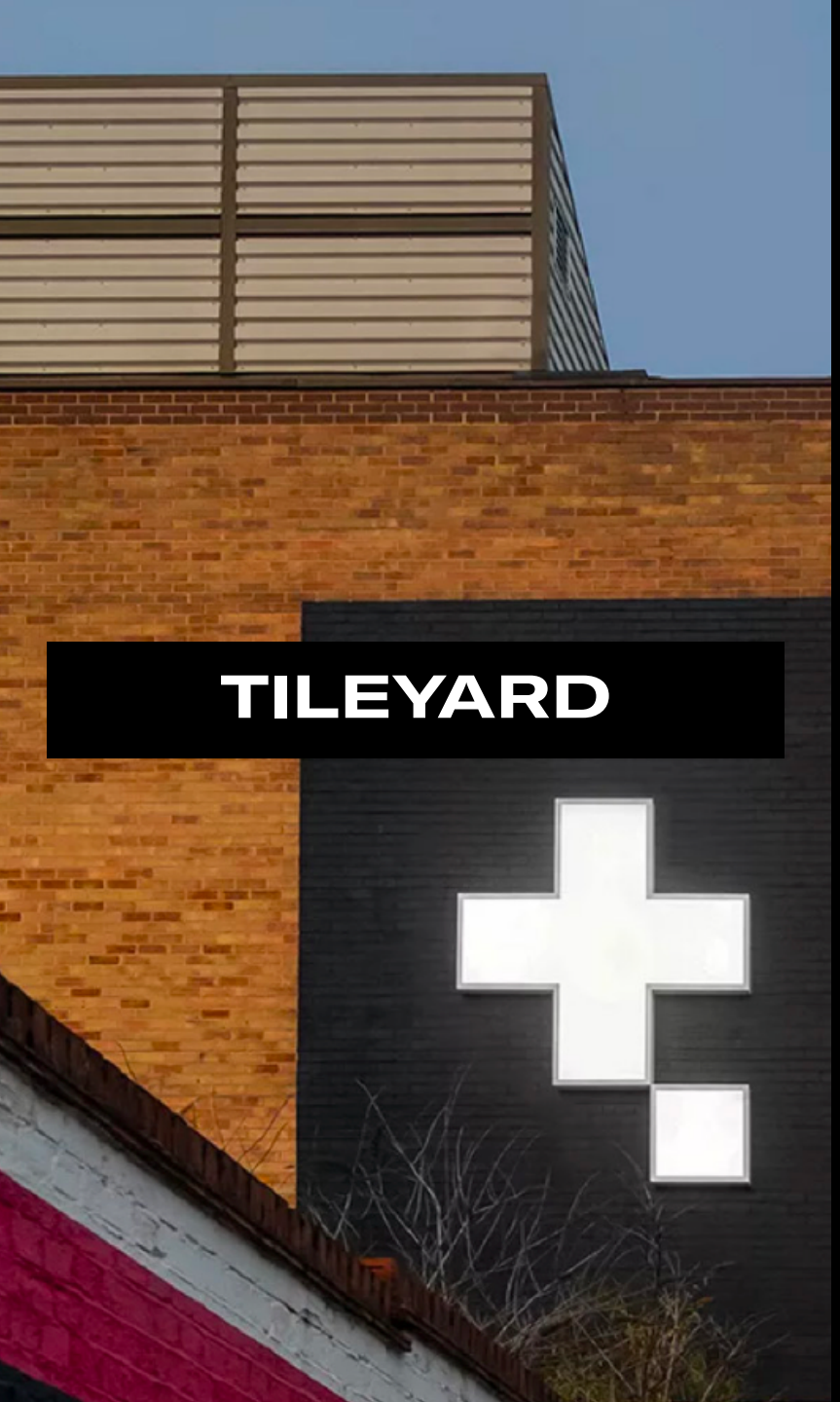

CAMPFIRE
OPEN AIR
BAR + FIRE
KITCHEN
< DISCOVER THE VENUE >
< BOOK A TABLE >


FRESH BEERS
DELIVERED
TO YOUR DOOR
< SHOP FRESH BEERS >
< GO TO TWO TRIBES ONLINE SHOP >




BEER
MUSIC
ART


CREATE+
CURATE+
COLLABORATE



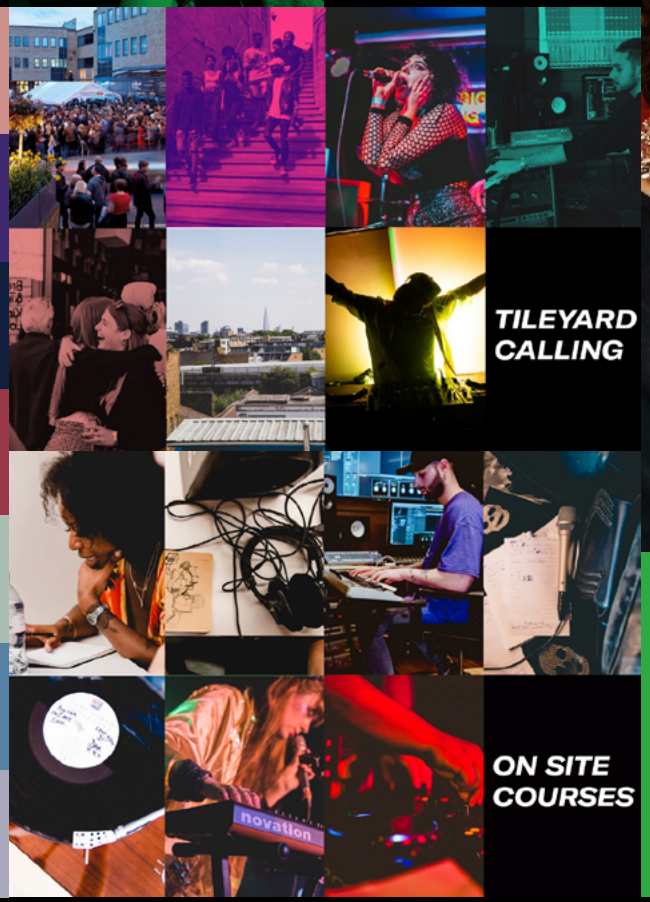
STATIC DESIGNS

MORE BLOCK COLOURING

PHOTOGRAPHY AND TYPE HEAVY

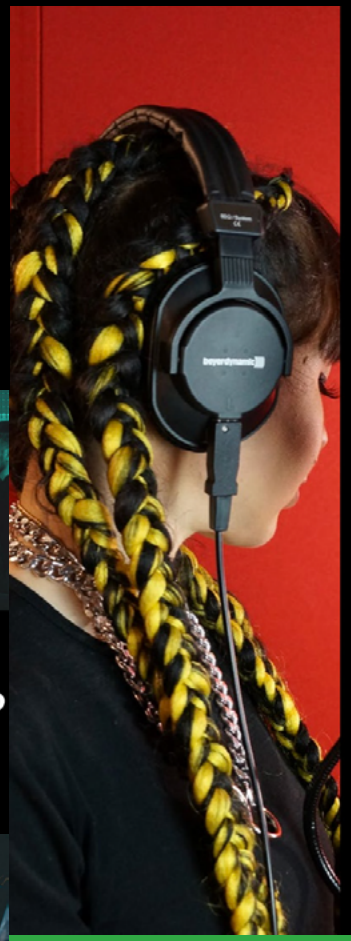






TILEYARD CALLING

ON SITE COURSES



"Tileyard has provided me with some very helpful tools, knowledge and experience to start my career in the music industry. Not only did I successfully complete my master's degree but they also linked me with a mentor and an artist manager to learn from their experiences and learn more about the UK music industry."

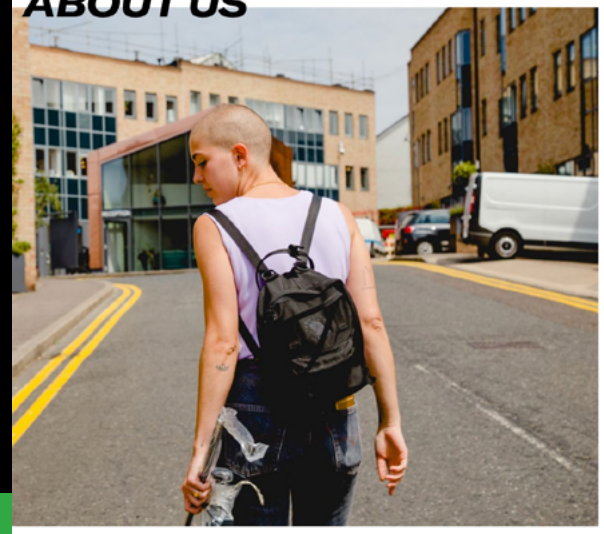
Steffi Stroker,
MA Music Business

TILEYARD STUDIOS LONDON

Tileyard is the largest professional music community in the world housing 100+ recording studios, 250 music businesses and home to The Prodigy, Sigala, Platoon, Beats One, Spitfire Audio, Notting Hill Music, Focusrite, Key Production, Aston Microphones and many more. Study at the heart of the industry.



ABOUT US



Tileyard is the largest professional music community in Europe and is home to 100+ professional recording studios and more than 250 music and entertainment businesses including **Mark Ronson, Lily Allen, The Prodigy, John Newman, Chase and Status, Maverick, Notting Hill Music, Marathon Artists, Sound Advice, Spitfire Audio, Tileyard Music, PLATOON and many more.**

Tileyard Education is the latest addition to the group and has launched a post-graduate and professional training facility housing a world-class recording studio, tech lab, production songwriting rooms and a lecture space.

"Studying at Tileyard you'll be surrounded by dozens of real-world creative music projects and people. The campus is buzzing with more than 1200 professionals so if you want to connect to what's really happening in the music industry you can't find a better place!"

Michael Harwood, *Partner, Tileyard Music*

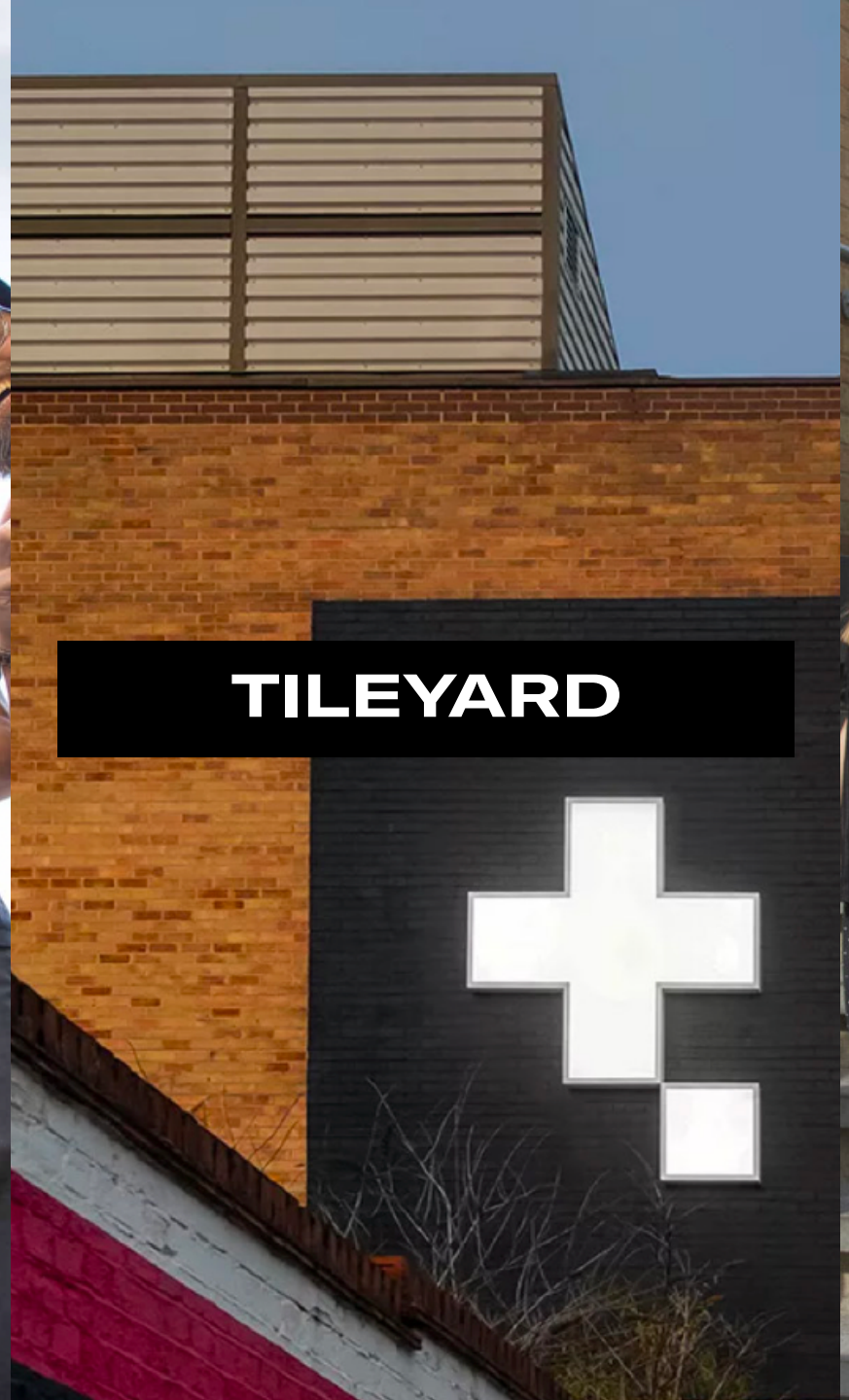
The Tileyard ethos, in a word, is Community.

Since 2010 a creative community has formed organically at Tileyard through the mindful curation of Nick Keynes, Managing Director, Tileyard Studios. Producers, artists and songwriters formed the first cohort and within a few years, a dozen recording studios had been built and leased. An astonishing achievement on its own given the supposed downturn in the fortunes of the music industry. But the community continued to grow. More studios were built and support businesses started to see the benefit of being close to the talent so labels, publishers, managers, agents, PR and marketing services began to take root.

In this community coffees and conversations turn into partnerships and collaborations which turn into new songs, new recordings, new business and new friendships. People help each other out with equipment, experience, space and contacts. People rope each other into projects wherever possible.

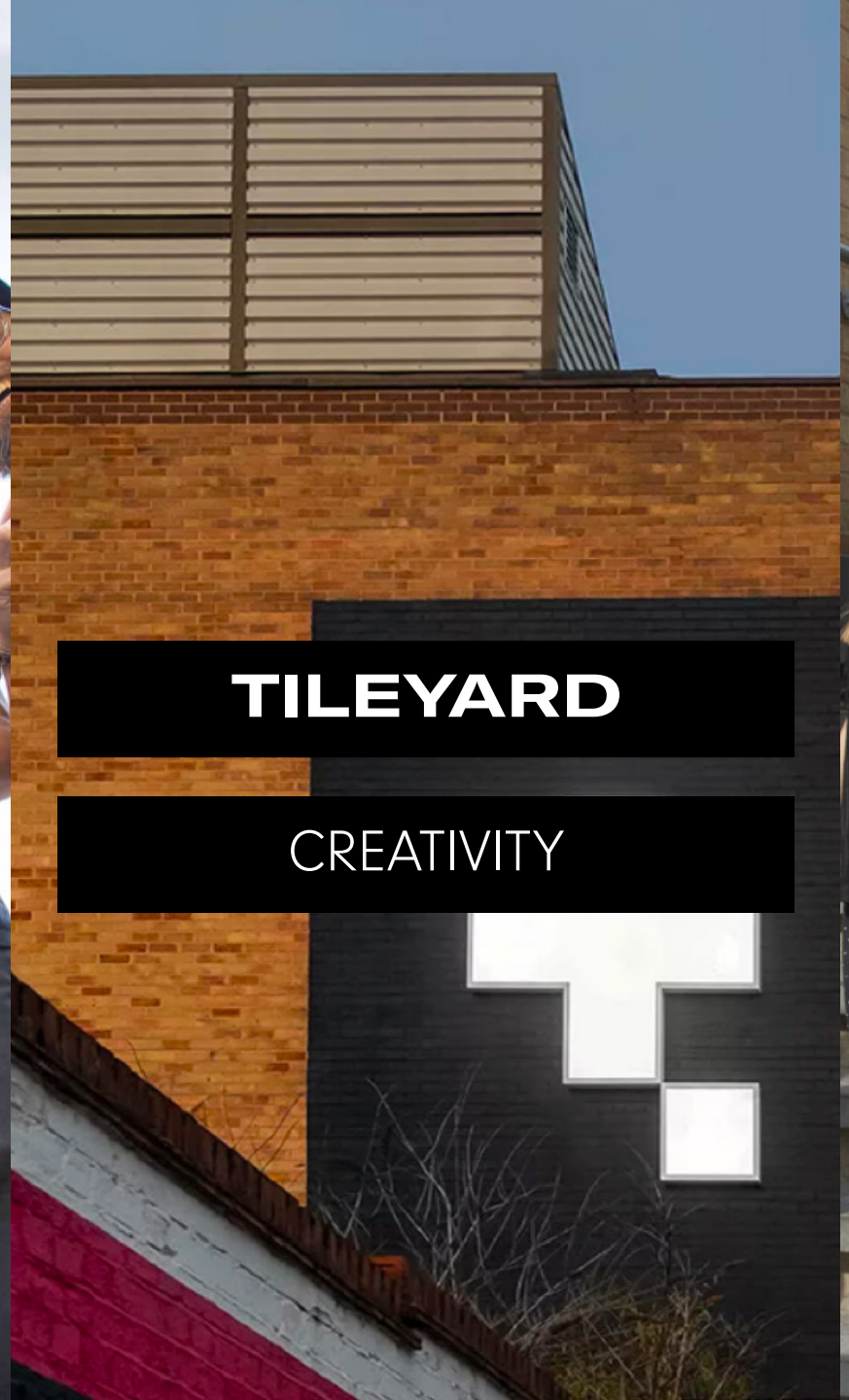



Two Tribes


TILEYARD


Creative Enthusiasts


Two Tribes
CRAFT


TILEYARD
CREATIVITY


Creative Enthusiasts
COLLABORATION

Presenting

TEMPTATION


TwoTribes
X TILEYARD
TEMPTATION
Session
IPA >
ABV 3.8%
TwoTribes
TILEYARD
TEMPTATION
Session
IPA >
ABV 4.5%



TEMPTATION

Heaven 17, 1983

The product name of **TEMPTATION** came from the iconic 1980s hit by Heaven 17, playing tribute to a founding member of the band, as well as The Human League alumni and TYE's principal Martyn Ware.

"It's all about community."

Martyn Ware, TYE Principal



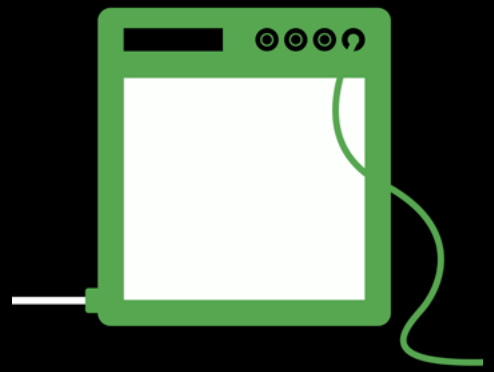




> BEER <





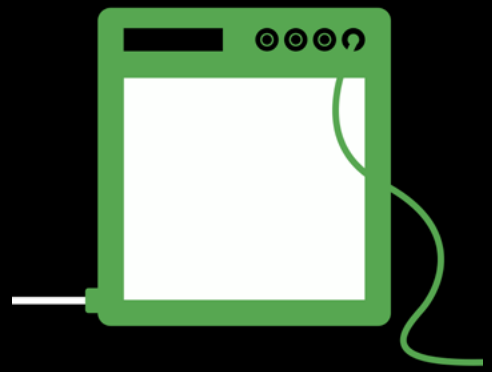


> BEER <

> MUSIC <





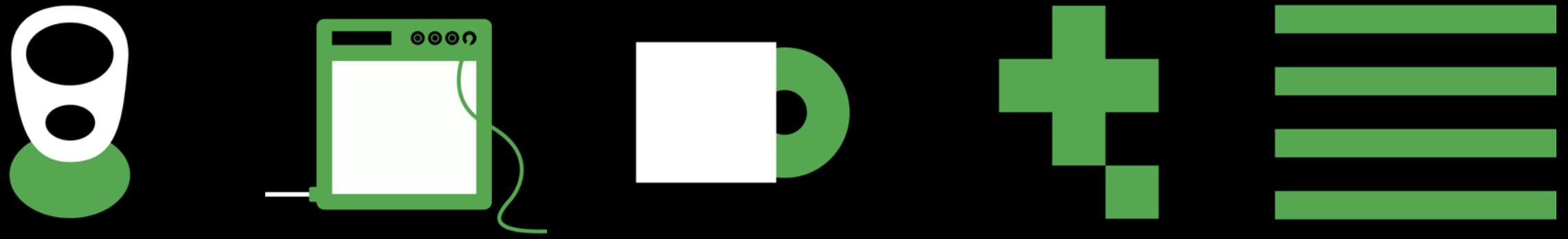


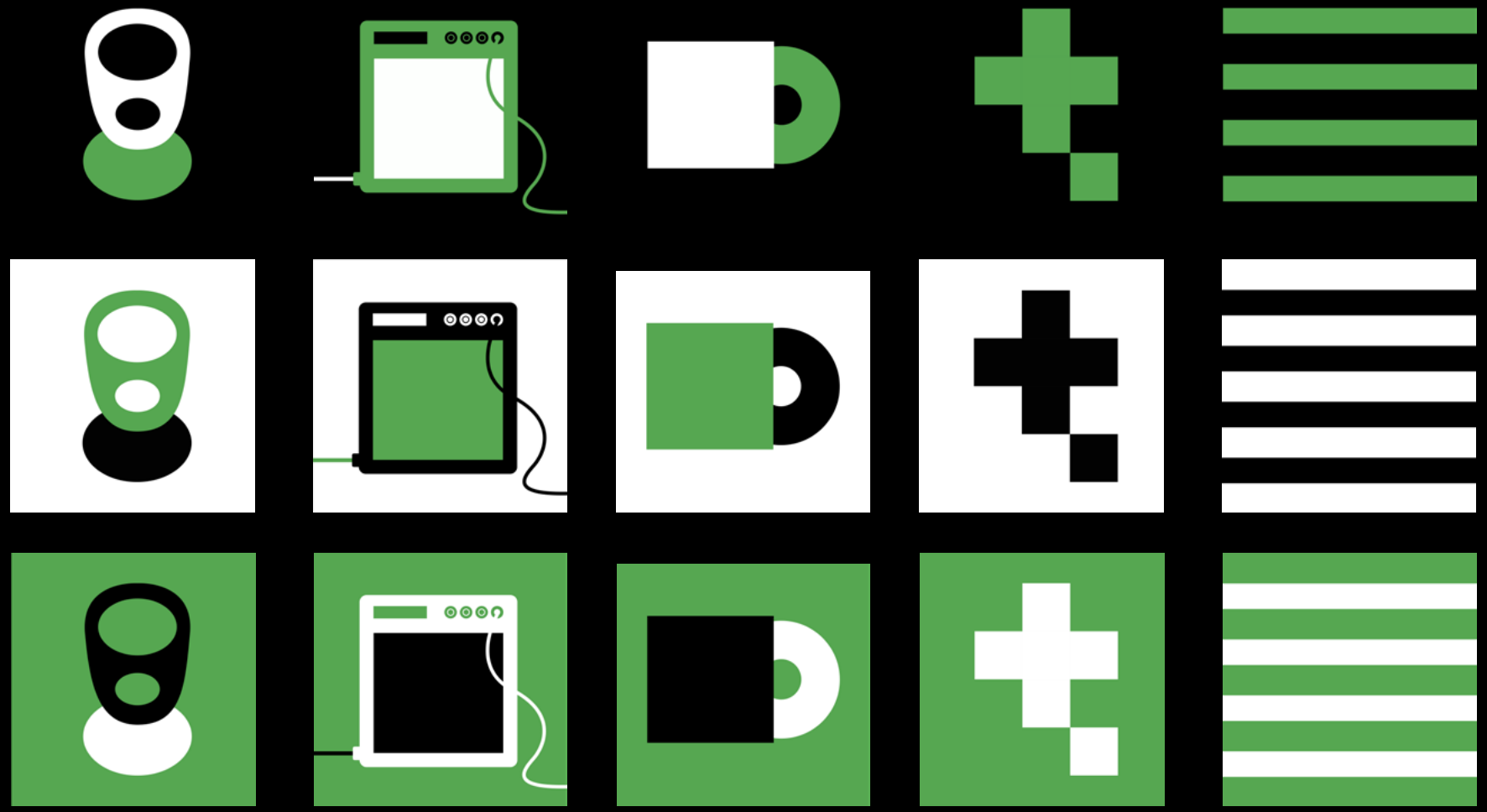


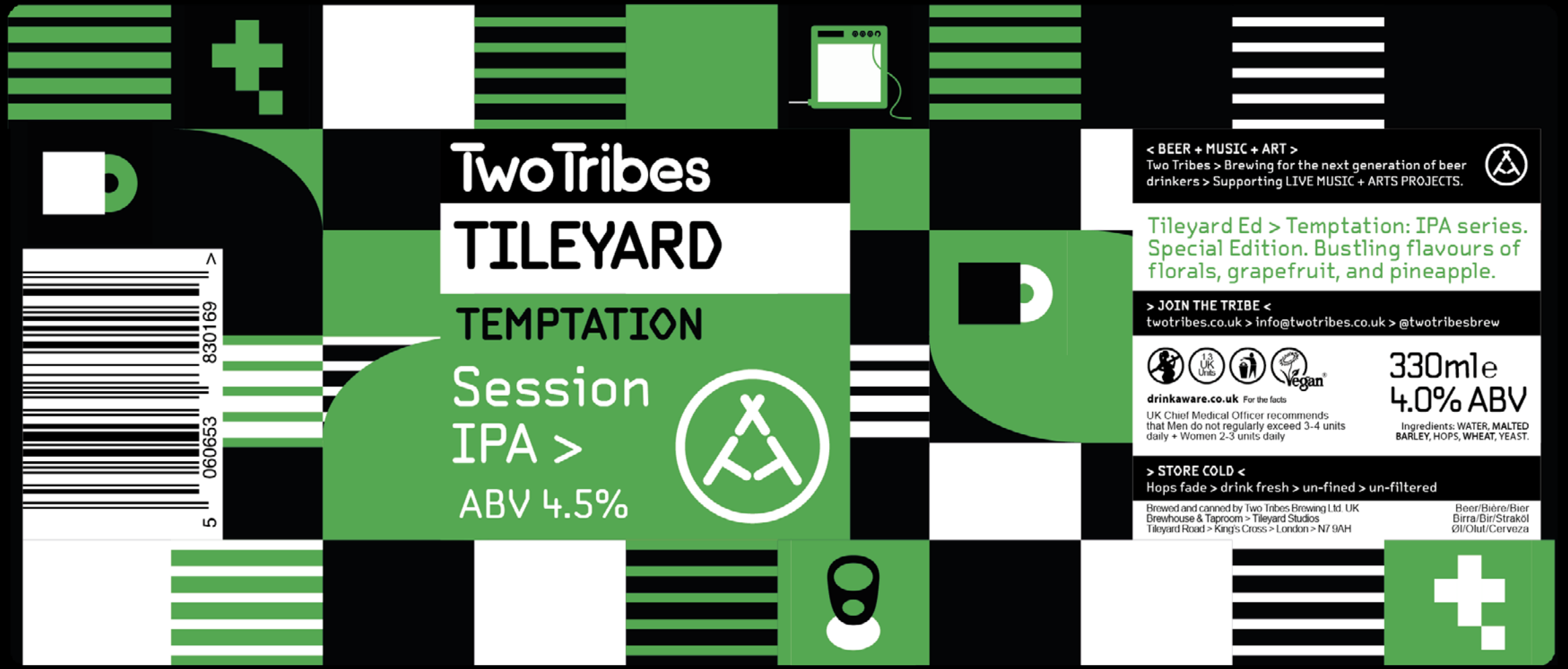
> BEER <

> MUSIC <

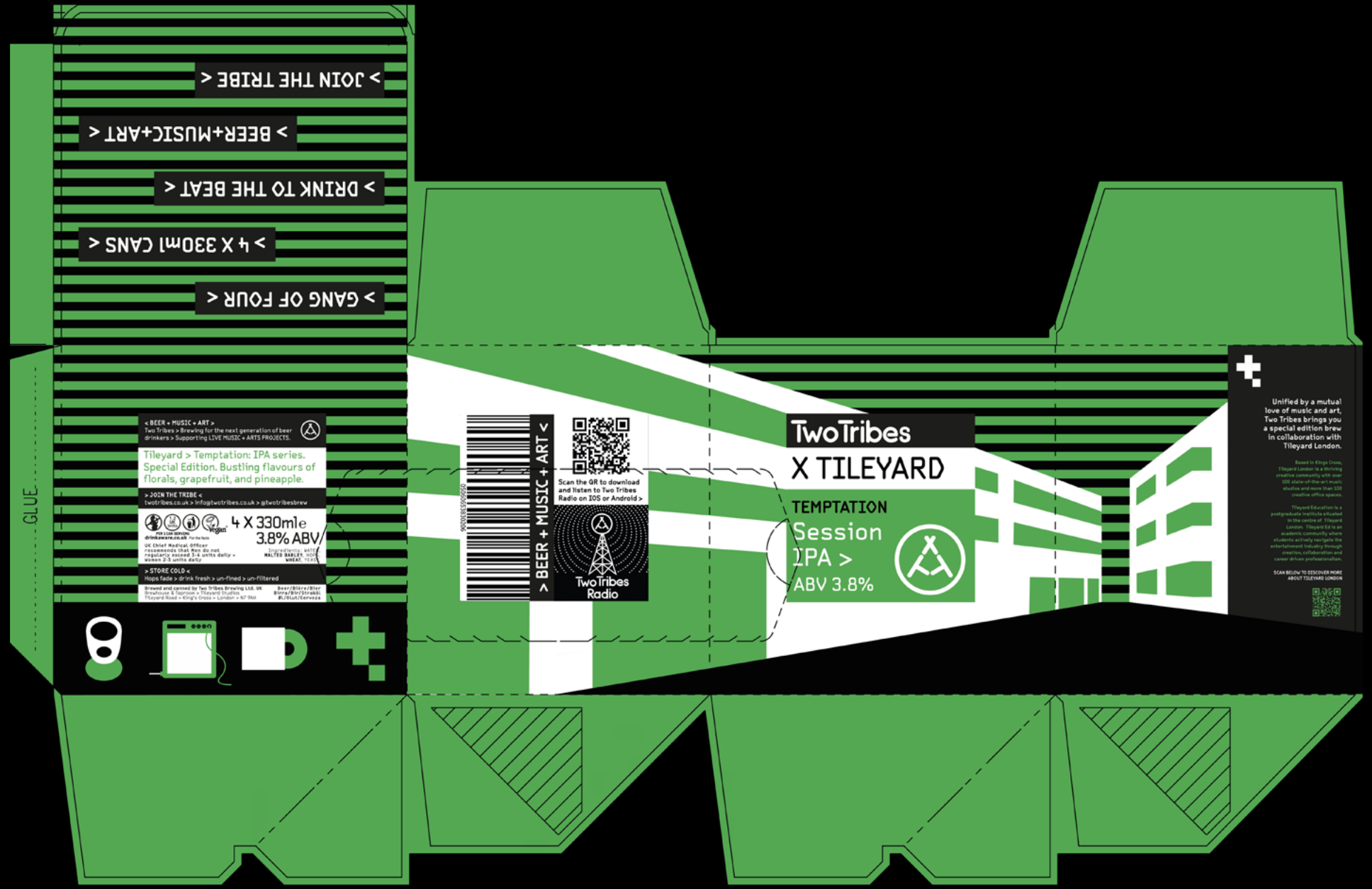
> ART <





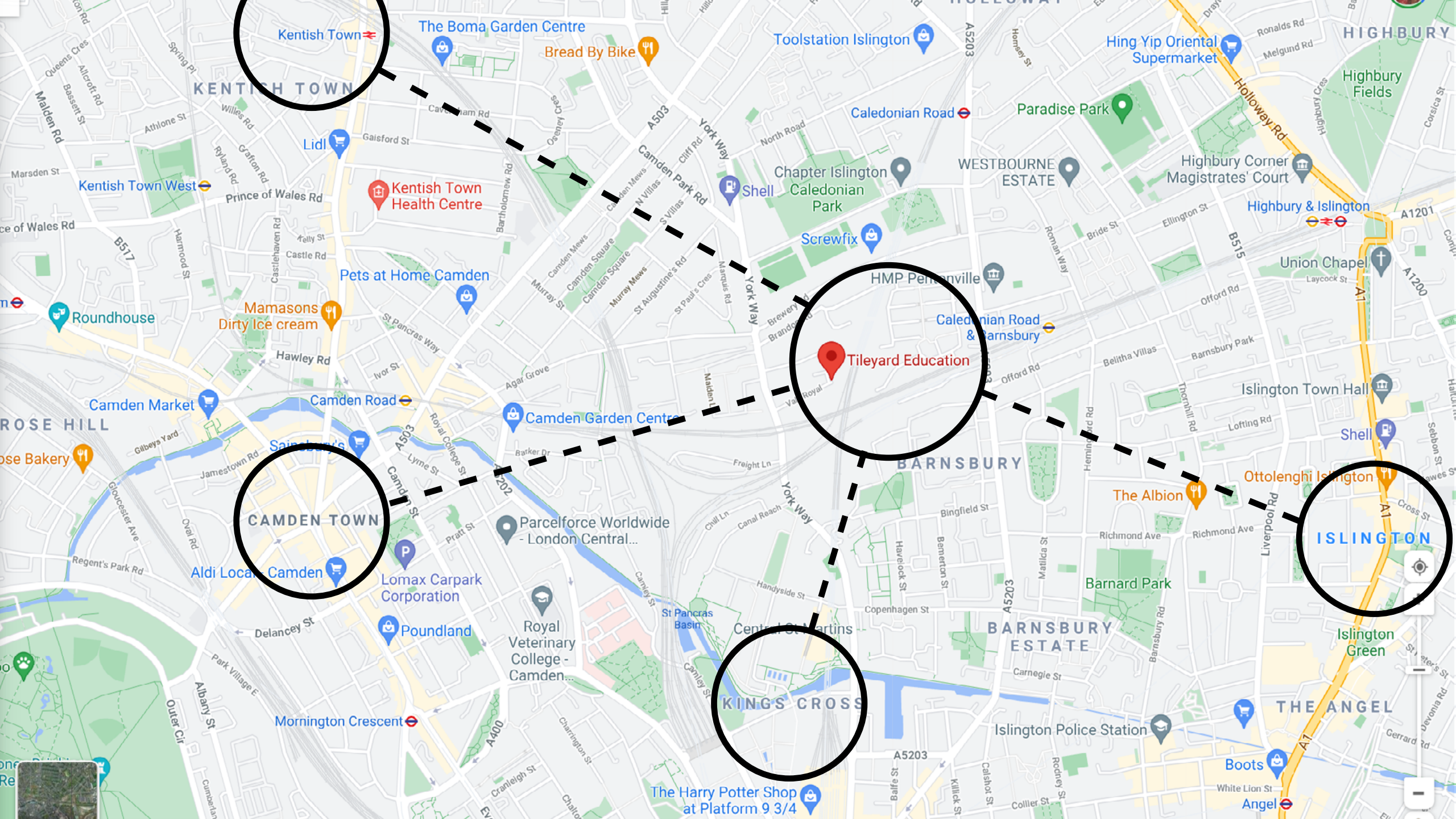

Two Tribes
TILEYARD
TEMPTATION
Session
IPA >
ABV 4.5%
< BEER + MUSIC + ART >
Two Tribes > Brewing for the next generation of beer drinkers > Supporting LIVE MUSIC + ARTS PROJECTS.
Tileyard Ed > Temptation: IPA series. Special Edition. Bustling flavours of florals, grapefruit, and pineapple.
> JOIN THE TRIBE <
twotribes.co.uk > info@twotribes.co.uk > @twotribesbrew
1.3 UK Units
Vegan
drinkaware.co.uk For the facts
UK Chief Medical Officer recommends that Men do not regularly exceed 3-4 units daily + Women 2-3 units daily
330ml e
4.0% ABV
Ingredients: WATER, MALTED BARLEY, HOPS, WHEAT, YEAST.
> STORE COLD <
Hops fade > drink fresh > un-fined > un-filtered
Brewed and canned by Two Tribes Brewing Ltd. UK
Brewhouse & Taproom > Tileyard Studios
Tileyard Road > King's Cross > London > N7 9AH
Beer/Bière/Bier
Birra/Bir/Straköl
Øl/Olut/Cerveza
5 060653 830169


TwoTribes
TILEYARD
TEMPTATION
Session
IPA >
ABV 4.5%
TwoTribes
TILEYARD


> JOIN THE TRIBE <
> BEER+MUSIC+ART <
> DRINK TO THE BEAT <
> 4 X 330ml CANS <
> GANG OF FOUR <
GLUE
< BEER + MUSIC + ART >
Two Tribes > Brewing for the next generation of beer drinkers > Supporting LIVE MUSIC + ARTS PROJECTS.
Tileyard > Temptation: IPA series. Special Edition. Bustling flavours of florals, grapefruit, and pineapple.
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twotribes.co.uk > info@twotribes.co.uk > @twotribesbrew
Vegan
PER 1 CAN SERVING
drinkaware.co.uk For the facts
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Øl/Olut/Cerveza
> BEER + MUSIC + ART <
Scan the QR to download and listen to Two Tribes Radio on IOS or Android >
Two Tribes Radio
Two Tribes
X TILEYARD
TEMPTATION
Session
IPA >
ABV 3.8%
Unified by a mutual love of music and art, Two Tribes brings you a special edition brew in collaboration with Tileyard London.
Based in Kings Cross, Tileyard London is a thriving creative community with over 100 state-of-the-art music studios and more than 120 creative office spaces.
Tileyard Education is a postgraduate institute situated in the centre of Tileyard London. Tileyard Ed is an academic community where students actively navigate the entertainment industry through creation, collaboration and career driven professionalism.
SCAN BELOW TO DISCOVER MORE ABOUT TILEYARD LONDON


Two Tribes
X TILEYARD
TEMPTATION
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Kentish Town
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KINGS CROSS
THE ANGEL
Mornington Crescent
Islington Police Station
Boots
The Harry Potter Shop at Platform 9 3/4
Angel



JOIN THE TRIBE

WITH TWO TRIBES AND TILEYARD

JOIN THE TRIBE.

HERE AT TWO TRIBES, MUSIC IS IN OUR DNA.

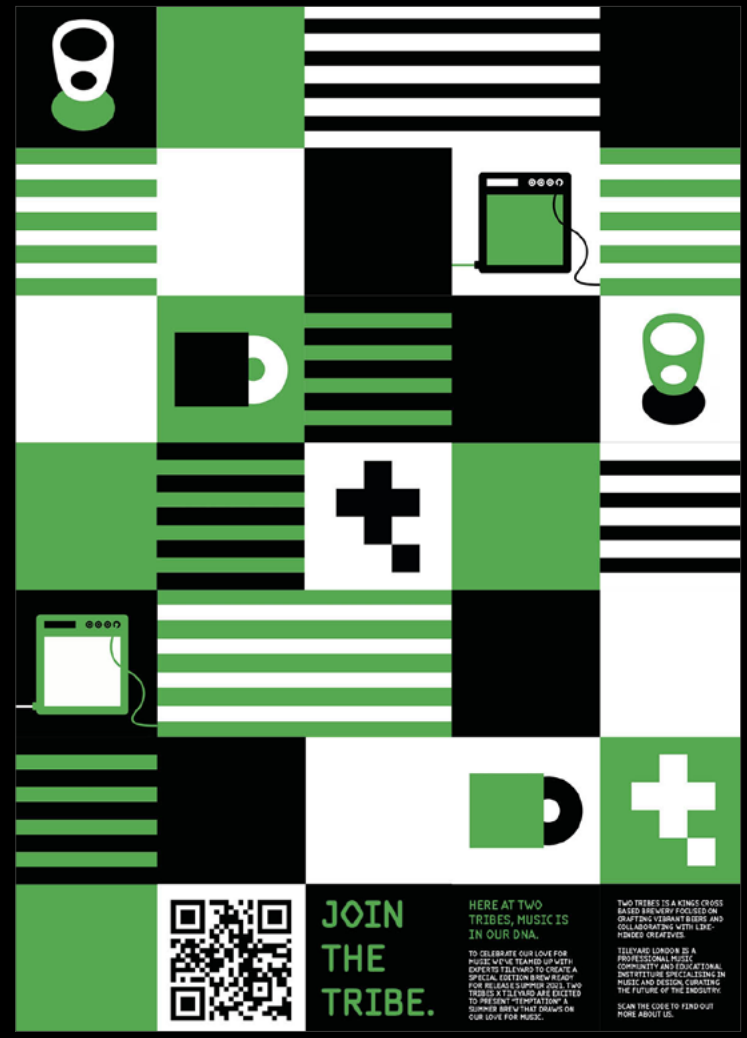
TO CELEBRATE OUR LOVE FOR MUSIC WE'VE TEAMED UP WITH TILEYARD TO CREATE A SPECIAL EDITION BREW READY FOR RELEASE SUMMER 2021.

TWO TRIBES X TILEYARD ARE EXCITED TO PRESENT "TEMPTATION" A SUMMER BREW THAT DRAWS ON OUR LOVE FOR MUSIC.

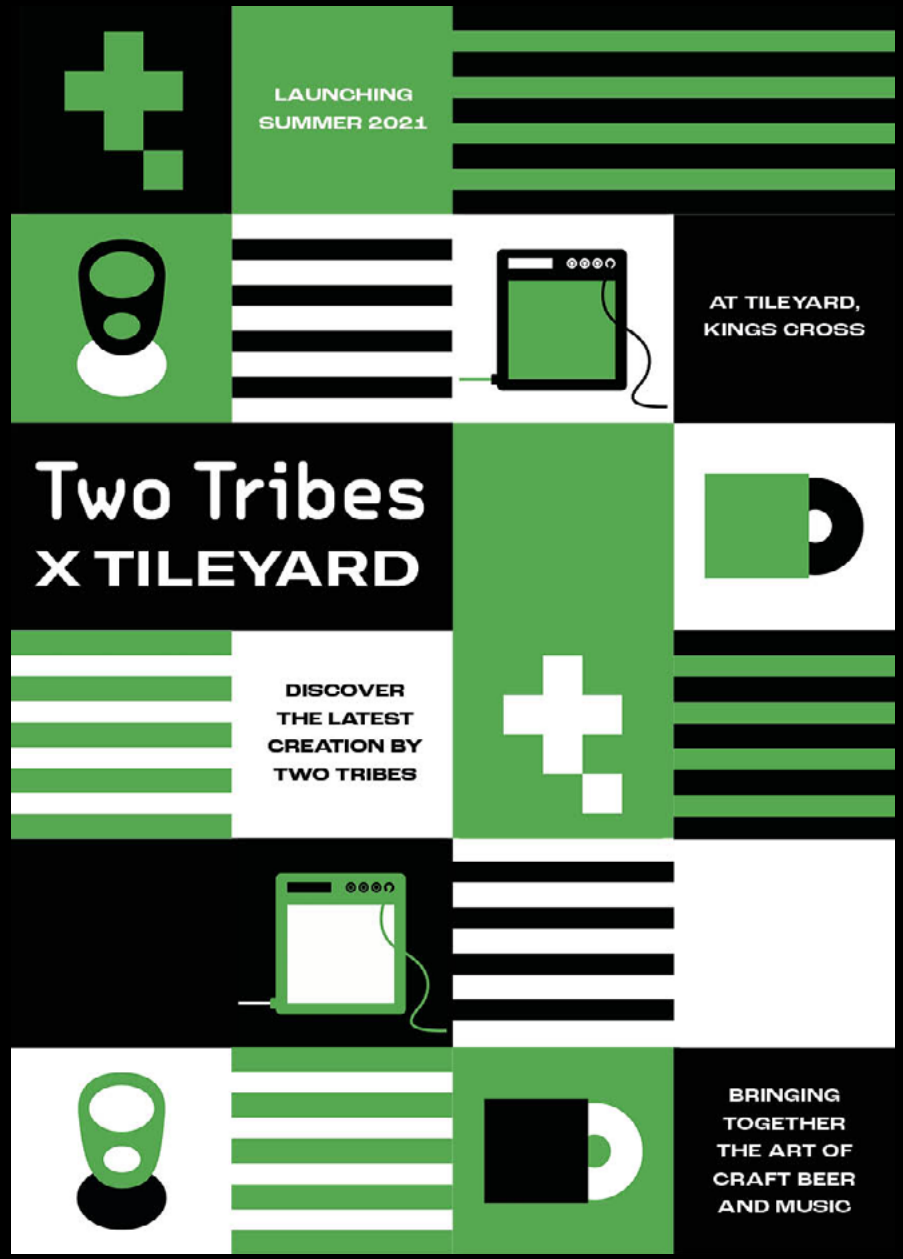
TWO TRIBES IS A KINGS CROSS BASED BREWERY FOCUSED ON CRAFTING VIBRANT BEERS AND COLLABORATING WITH LIKE-MINDED CREATIVES.

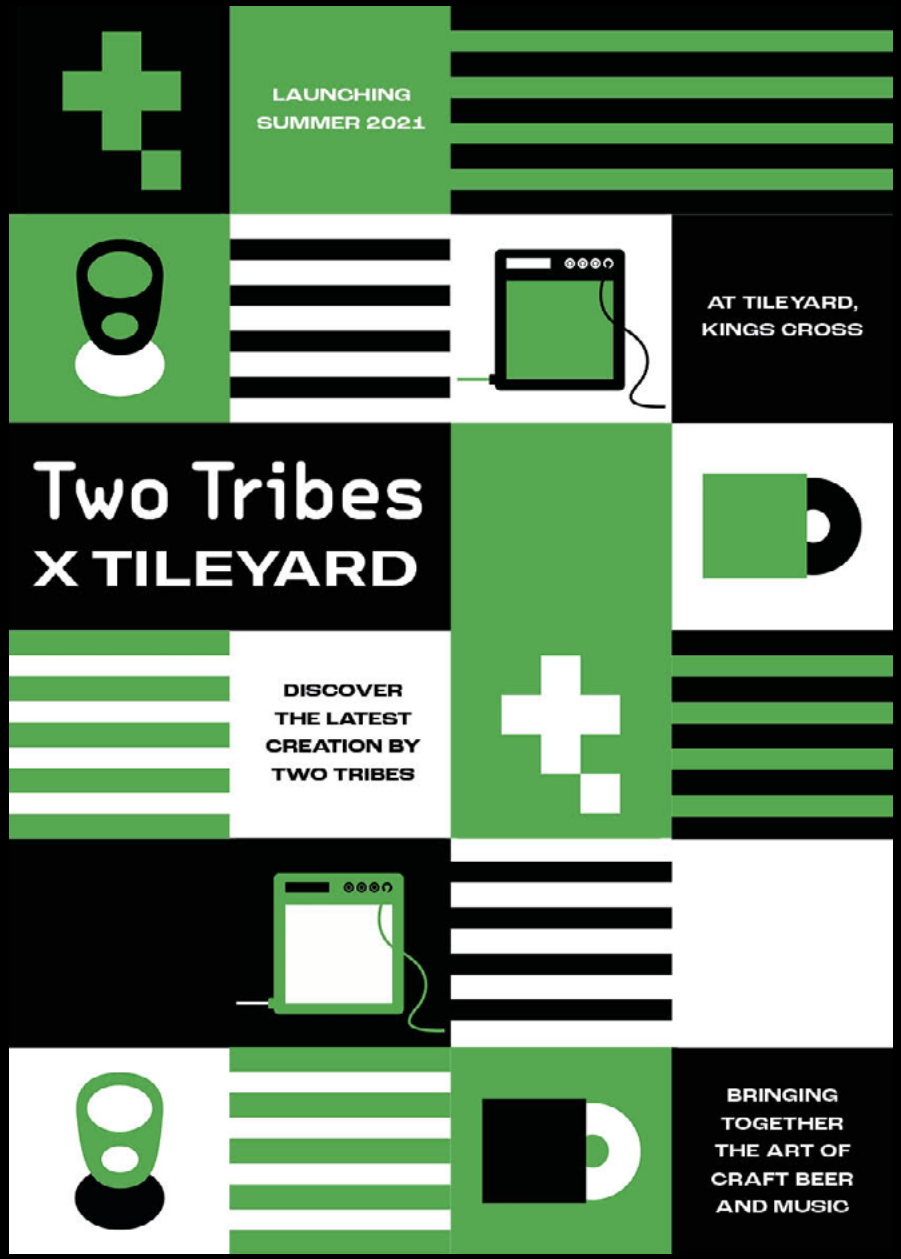
TILEYARD LONDON IS A PROFESSIONAL MUSIC COMMUNITY AND EDUCATIONAL INSTITUTE SPECIALISING IN MUSIC AND DESIGN, CURATING THE FUTURE OF THE MUSIC AND ENTERTAINMENT INDUSTRIES.

SCAN THE CODE TO FIND OUT MORE

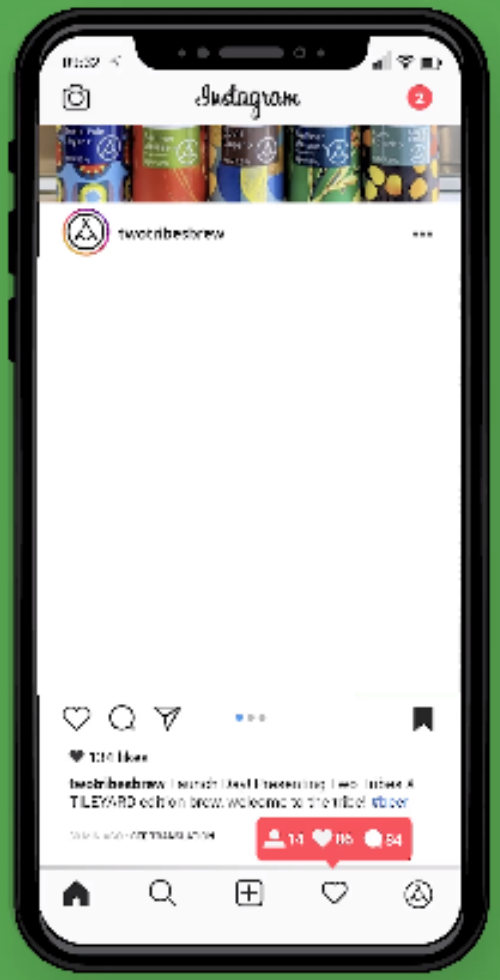


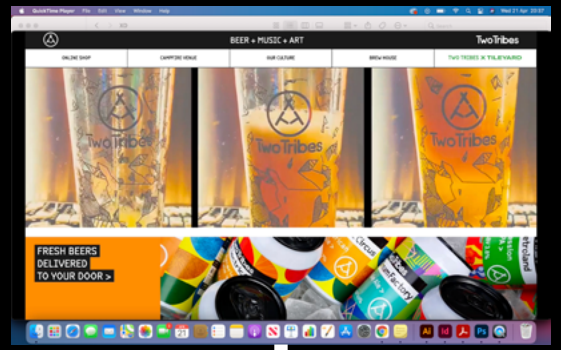

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KING'S CROSS ST. PANCRAS


LAUNCHING
SUMMER 2021
AT TILEYARD,
KINGS CROSS
Two Tribes
X TILEYARD
DISCOVER
THE LATEST
CREATION BY
TWO TRIBES
BRINGING
TOGETHER
THE ART OF
CRAFT BEER
AND MUSIC

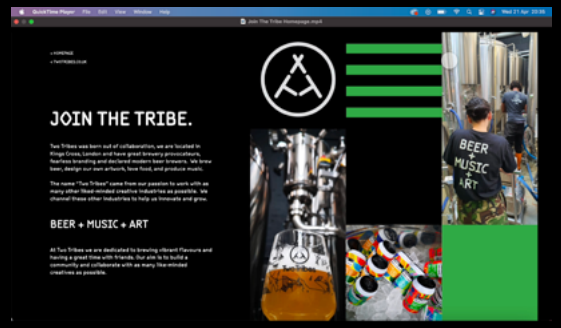

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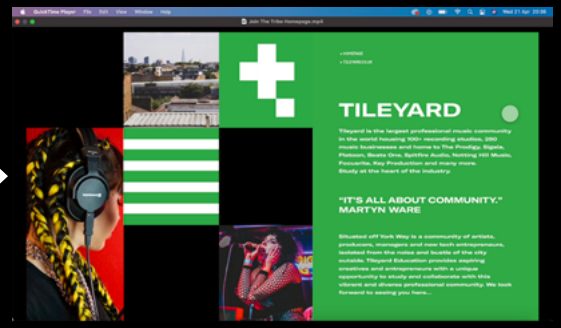

Two Tribes
X TILEYARD

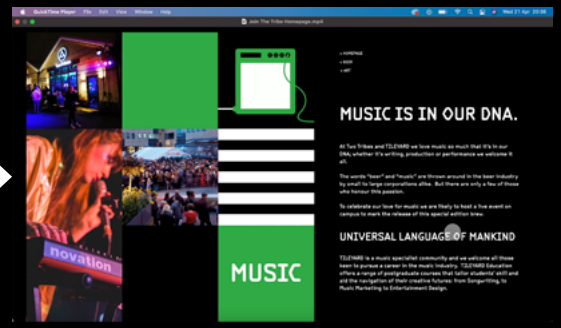

Instagram

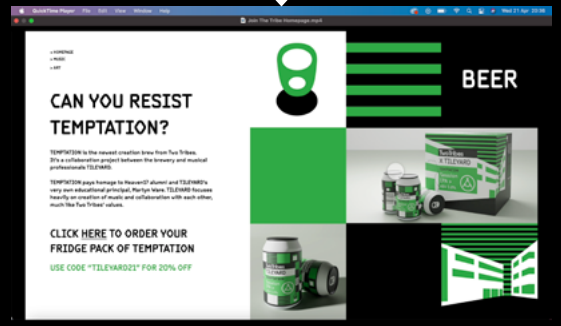

BEER + MUSIC + ART
TwoTribes
FRESH BEERS
DELIVERED
TO YOUR DOOR >

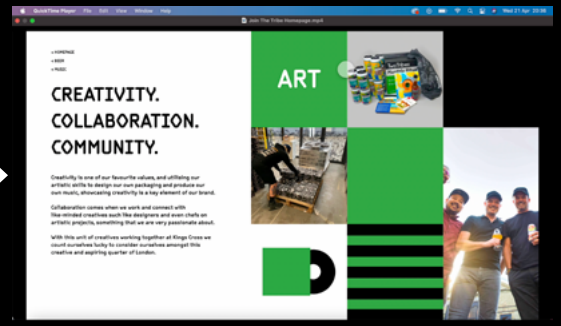

JOIN
THE
TRIBE.
WITH TWO TRIBES X TILEYARD


JOIN THE TRIBE.
BEER + MUSIC + ART


TILEYARD
"IT'S ALL ABOUT COMMUNITY."
MARTYN WARE


MUSIC IS IN OUR DNA.
UNIVERSAL LANGUAGE OF MANKIND
MUSIC


BEER
CAN YOU RESIST
TEMPTATION?
CLICK HERE TO ORDER YOUR
FRIDGE PACK OF TEMPTATION
USE CODE "TILEYARD21" FOR 20% OFF


ART
CREATIVITY.
COLLABORATION.
COMMUNITY.

Two Tribes Brewing

tileyard studios, Tileyard Rd, London

Write a review

4.6 ★★★★½ 52 reviews

Sort by: Newest

All | site 7 | food truck 5 | prices 5 | music 4



Edward Hassenfratz

Local Guide · 55 reviews · 20 photos

★★★★★ 3 months ago

I went here during the 2018 World Cup and watched Britain win a round! Really lovely beers, and IPAs and that's coming from an American! I wished they had some brewery swag like shirts, hats, etc because I love their branding!

Like


JOIN
THE
TRIBE.


JOIN
THE
TRIBE.



Summer Launch

Pre - Production

(April - May)

All assets designed, edited and

approved, prepared for production

Pre - Production
(April - May)

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Production
(April - June/July)

- label printing and application
- construction of overboxes
- promotional assets released
- merchandise made



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Launch & Aftercare
(June/July+)

Assessment of launch; maintaining of success and improving on the weaknesses

Average Junior Rates: £150 x 20 days of work = £3,000

(based on 4 weeks worth of assignment work, mon - fri)

Pre - Production	£1,200
Production	£1,200
Launch & Aftercare	£600

USP: **TEMPTATION** is a beer product crafted by two creative brands who share a mutual love of music and they utilise the aspect of community to celebrate artistic collaborations.



BEER



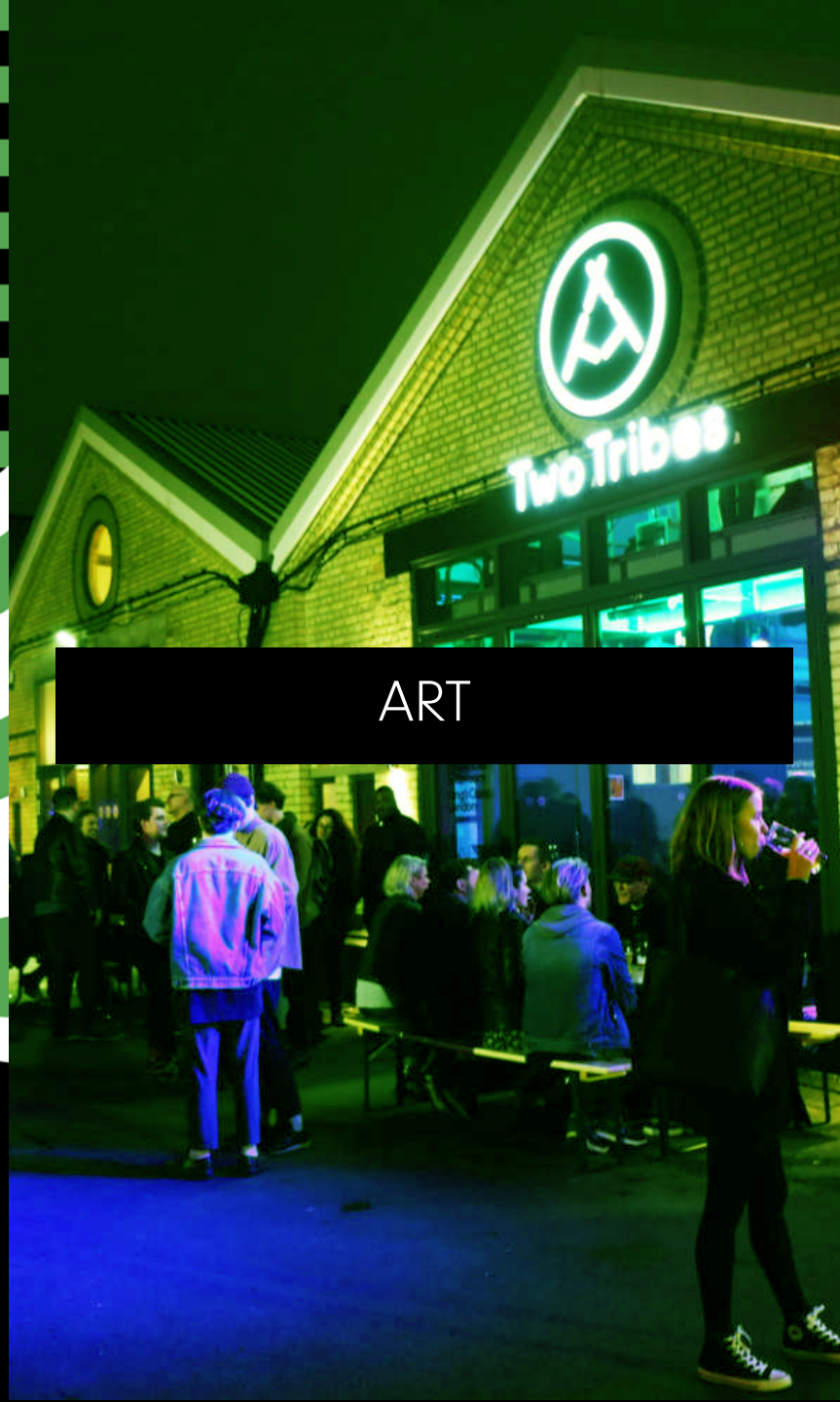
BEER

MUSIC



BEER

MUSIC



ART



CRAFT

CREATIVITY



COLLABORATION

The one takeaway from this presentation, it's that **TEMPTATION** is...

"It's all about community."

Martyn Ware, TYE Principal

Thank you for your attention,
any comments, notes or queries?



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