Foundation Presentation

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Welcome to Kings Cross

As a central district of London, Kings Cross is a vibrant and creative quarter of the capital.



Kings Cross & St Pancras

Home to two of London's busiest and most beautiful stations, Kings Cross is graced with 19th Century architecture.



UAL: CSM & Granary Square

Integral to the creative industry, CSM is a great institute known for famous fashion designers and fine artists such as Alexander McQueen and John Galliano.



Regents Canal

Not too far away you'll find Regents Canal and Coal Drops Yard, a lively shopping and restaurant centre surrounding Kings Cross.



Museums

Furthering the artistry of Kings Cross' creative quarter, the area is a hub to well recognised museums and art galleries: House of Illustration, British Museum and the Wellcome Collection.







and of course, Tileyard Campus

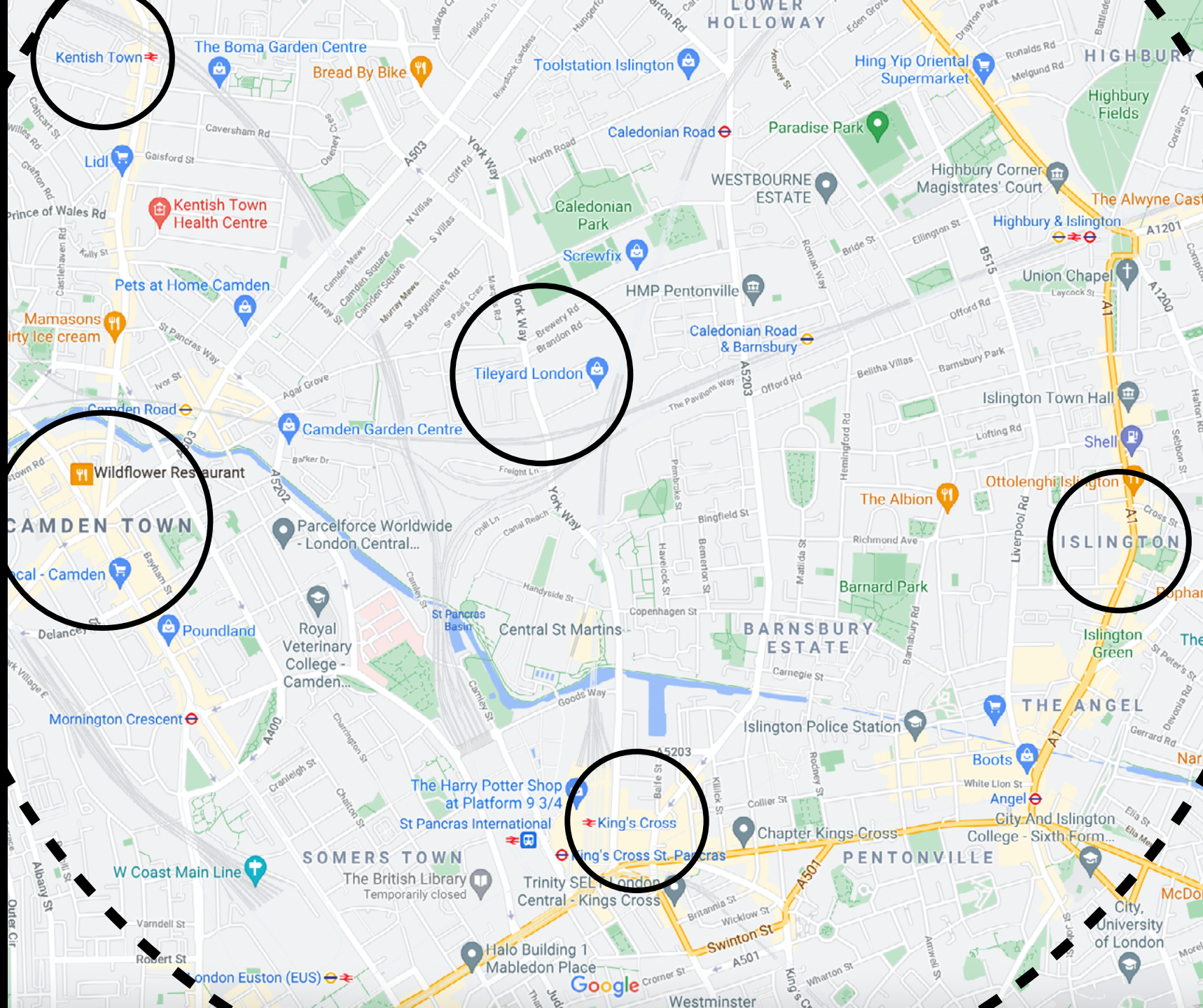
The home of hundreds of recording and entertainment studios, as well as Tileyard Education and Two Tribes Brewery.



Surrounding Locations

Tileyard's location is central to a wealth of creative and musical boroughs; nearby you have the fashion of Camden town, the food of Islington and Kings Cross and each borough houses their own musical venue: O2 Academy Kentish Town or Islington, Camden's infamous Roundhouse and Scala at Kings Cross.

You'll see that Tileyard's location is a thriving creative community.



Driving Ethos

It's this ethos from Martyn Ware that inspired the progression of this collaboration project.

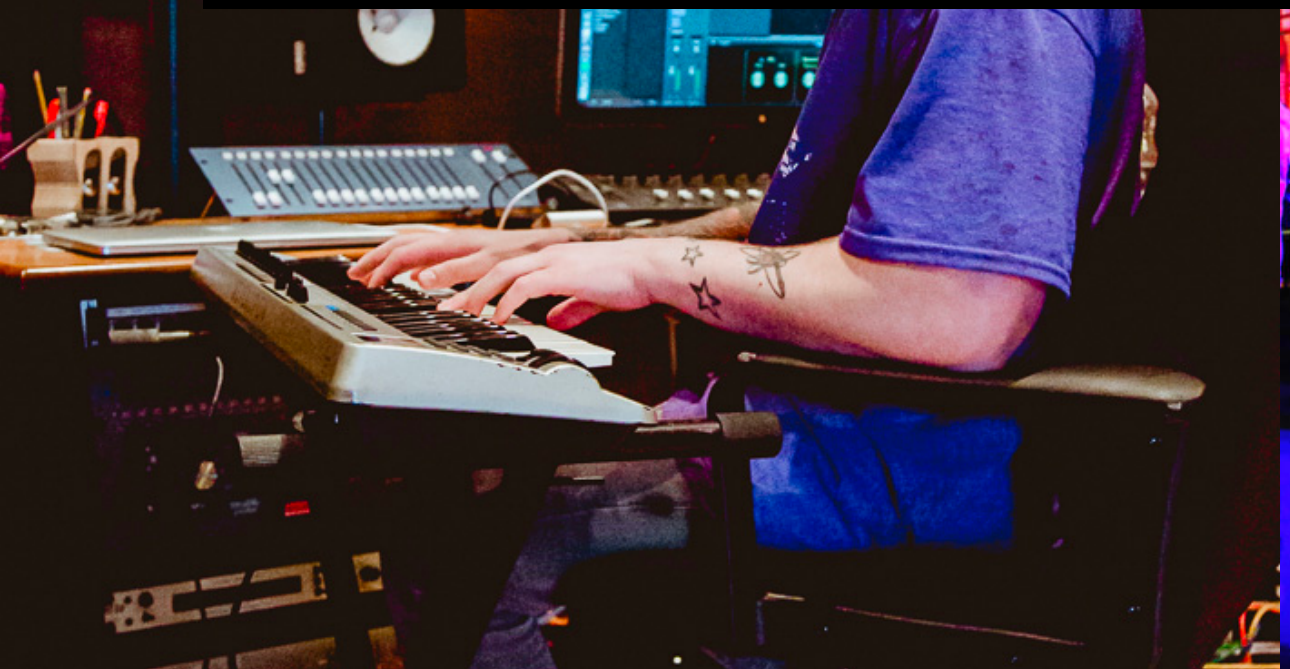
"It's all about community."

Martyn Ware, TYE Principal





Tileyard Education X Two Tribes Brewery



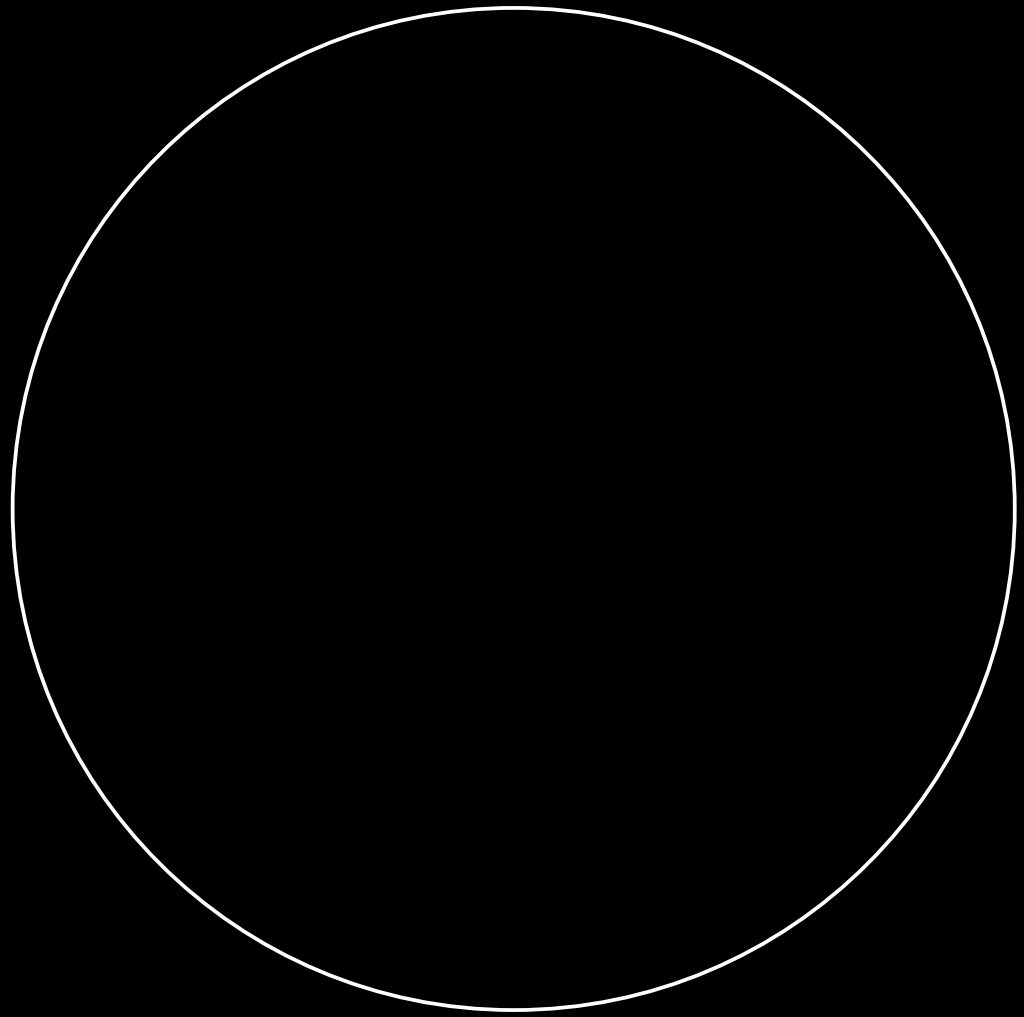


Brief: Create a design portfolio that showcases the collaboration beer product between TYE X Two Tribes.

Core Values

In order to generate a successful collaborative project I took to analysing each brands own set of values and how their company culture.

Two Tribes



Core Values

In order to generate a successful collaborative project I took to analysing each brands own set of values and how their company culture.

Two Tribes are highly invested in their connection music and craftsmanship, they are at one with nature and the outdoors, especially the aspect of travel.

Two Tribes



Core Values

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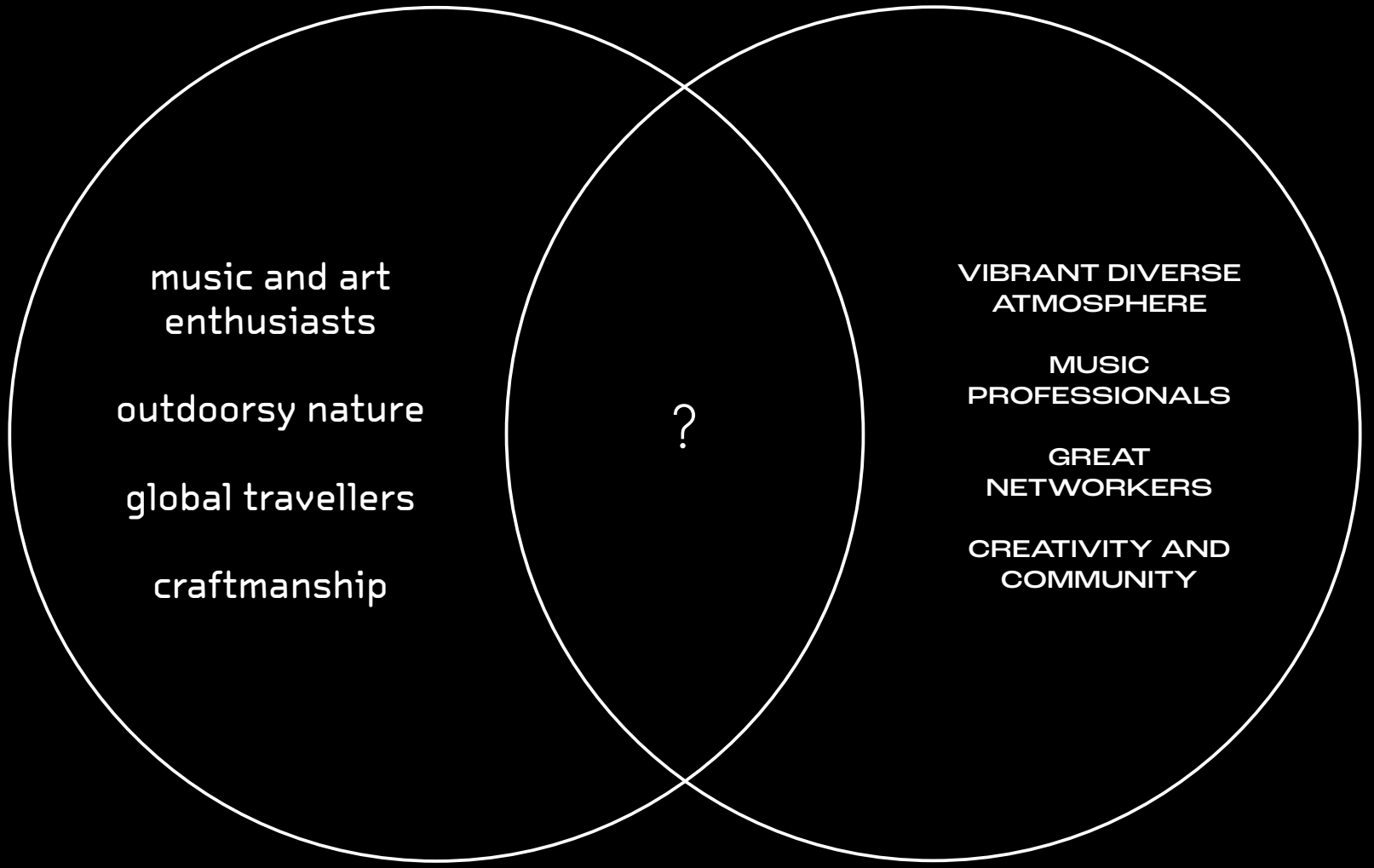
TILEYARD are contrast to the brewery, they have adopted a more streamlined design aesthetic and a lot of the companys core work revolves around creativity and networking.

TILEYARD



What's the solution?

Two Tribes



TILEYARD

What's the solution?

Pulling together each brands own values, it can be concluded that the key values that fronted the direction of this project are...

CRAFT

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CREATIVITY

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CRAFT

CREATIVITY

COLLABORATION

Meeting Notes:

Following an initial meeting with Two Tribes, the key concepts they were keen to incorporate:

MID - CENTURY DESIGN

SCANDINAVIAN STYLE
WALLPAPERS

> BEER + MUSIC + ART <

It was important to adopt their design aesthetic in order to create a realistic product proposition for the brewery to potentially launch.



Two Tribes


Two Tribes
New Romantic
Berliner Weisse
ABV 4.2%


Two Tribes
PowerPlant
Natural Lager
ABV 4.5%

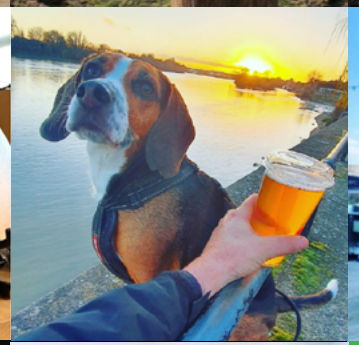



BEER SMOKED SEA SALT
Two Tribes
BBQ


TWO TRIBES







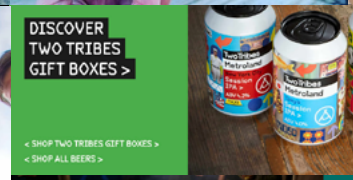

Two Tribes
Metroland


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 >

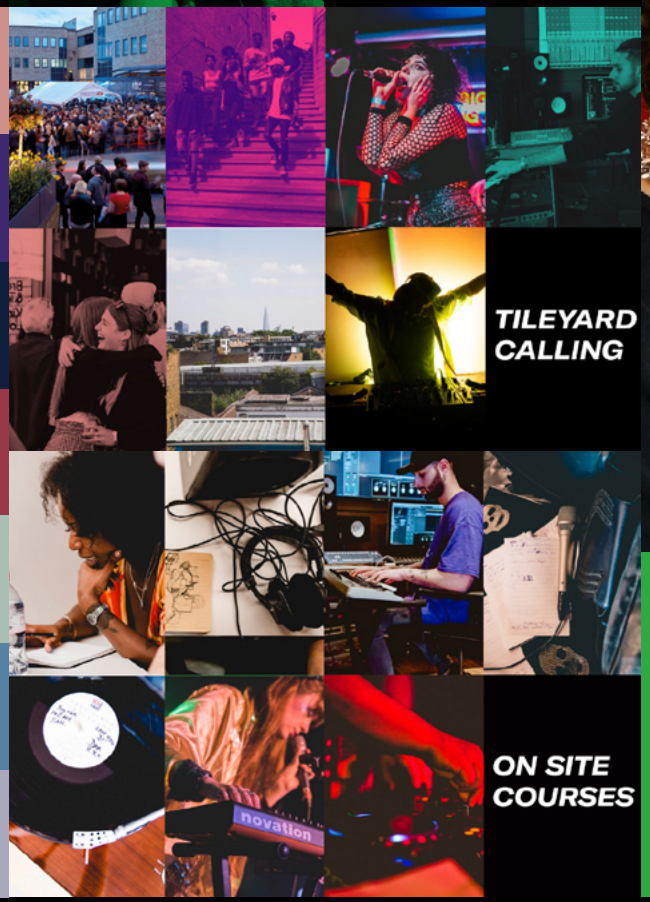



BEER
MUSIC
ART


CREATE+
CURATE+
COLLABORATE

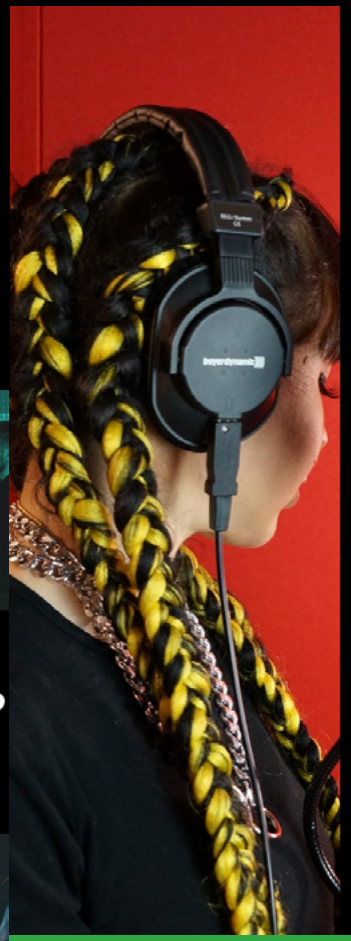






TILEYARD CALLING

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."

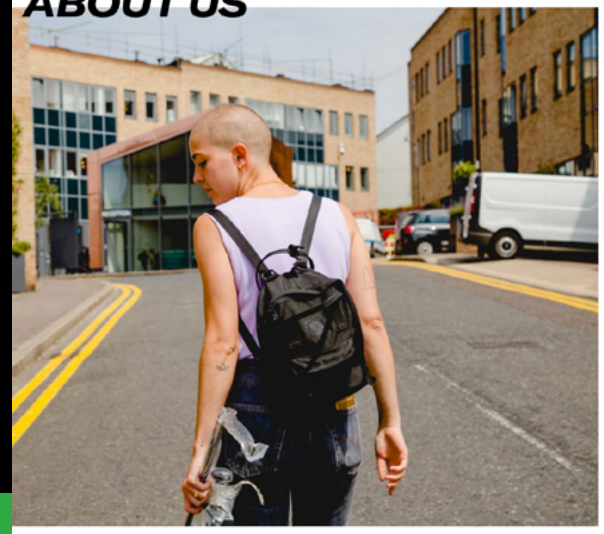
Steffi Stroker,
MA Music Business

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.



Target Audience

Having researched and analysed both companies, it highlighted who this project is going to be aimed at: associates of Two Tribes and/or TILEYARD and creative enthusiasts: being prospective students, craft beer enthusiasts, musicians and artists.

Anyone interested in creativity essentially.







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Having researched and analysed both companies, it highlighted who this project is going to be aimed at: associates of Two Tribes and/or TILEYARD and creative enthusiasts: being prospective students, craft beer enthusiasts, musicians and artists.
Anyone interested in creativity essentially.

With this understanding in mind, it allowed me to make connections between my target audience and the overall message of:
Craft, Creativity and Collaboration.







Presenting

TEMPTATION


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

"Temptation"

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

Two Tribes Culture

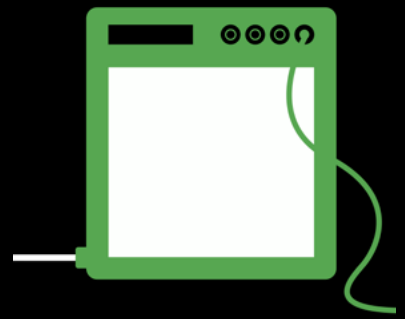
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> BEER <



> MUSIC <



> ART <

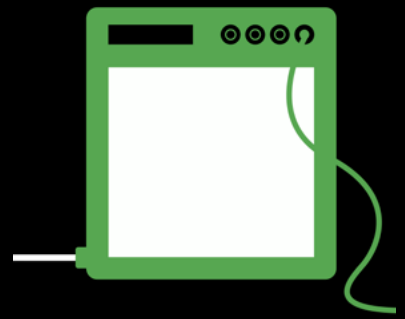
Two Tribes Culture

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And then to tie the beer design with TILEYARD I added the "plus" logo and another striped texture as to wrap around the can and allude to the mid-century repeated design style.



> BEER <



> MUSIC <



> ART <



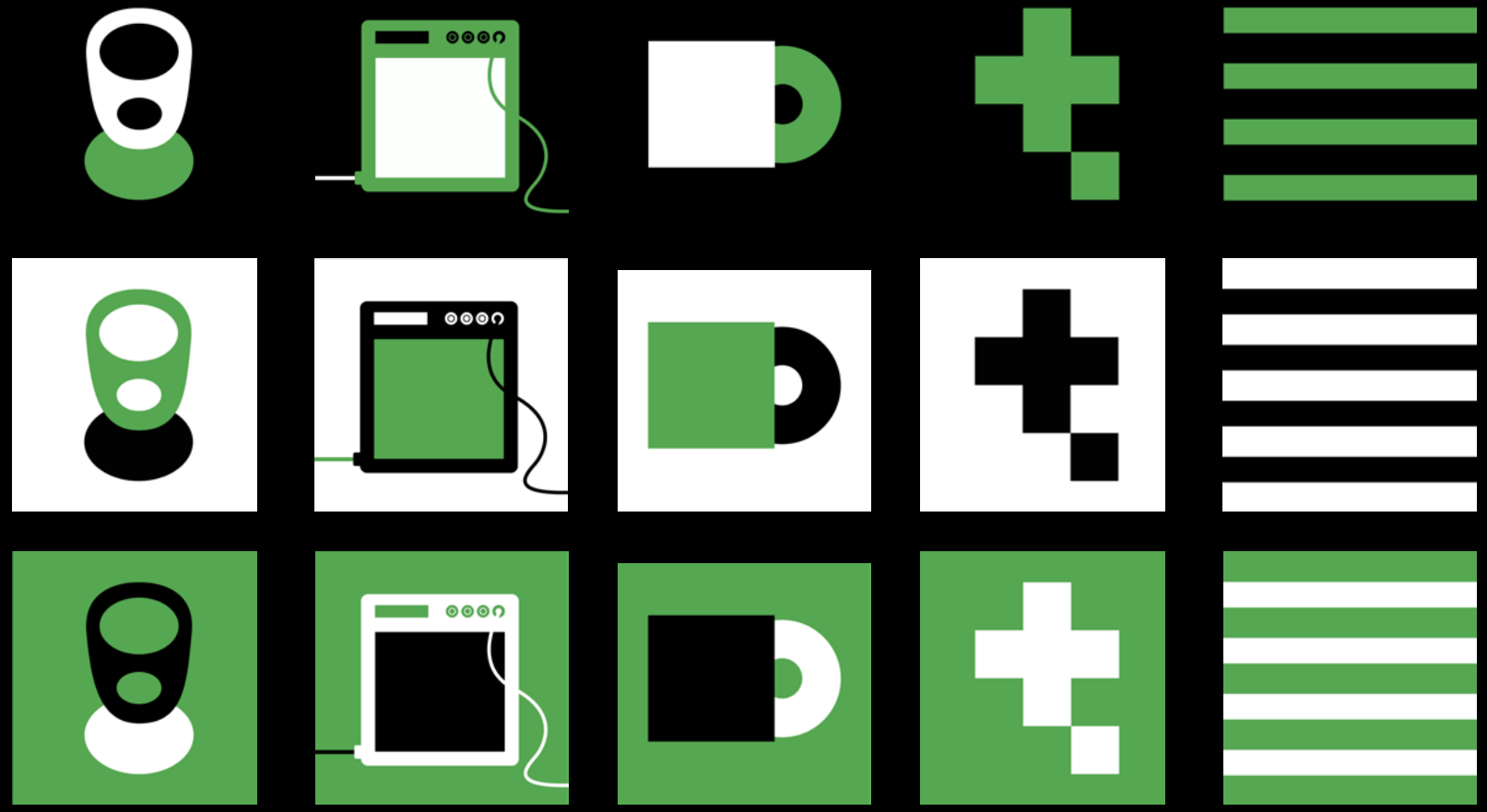
TILEYARD



> TEXTURE <

Alternate Colouring

Again, to allude to the repeat pattern of mid-century style I replicated additional sets of icons that in alternative colours.



Wallpaper Design

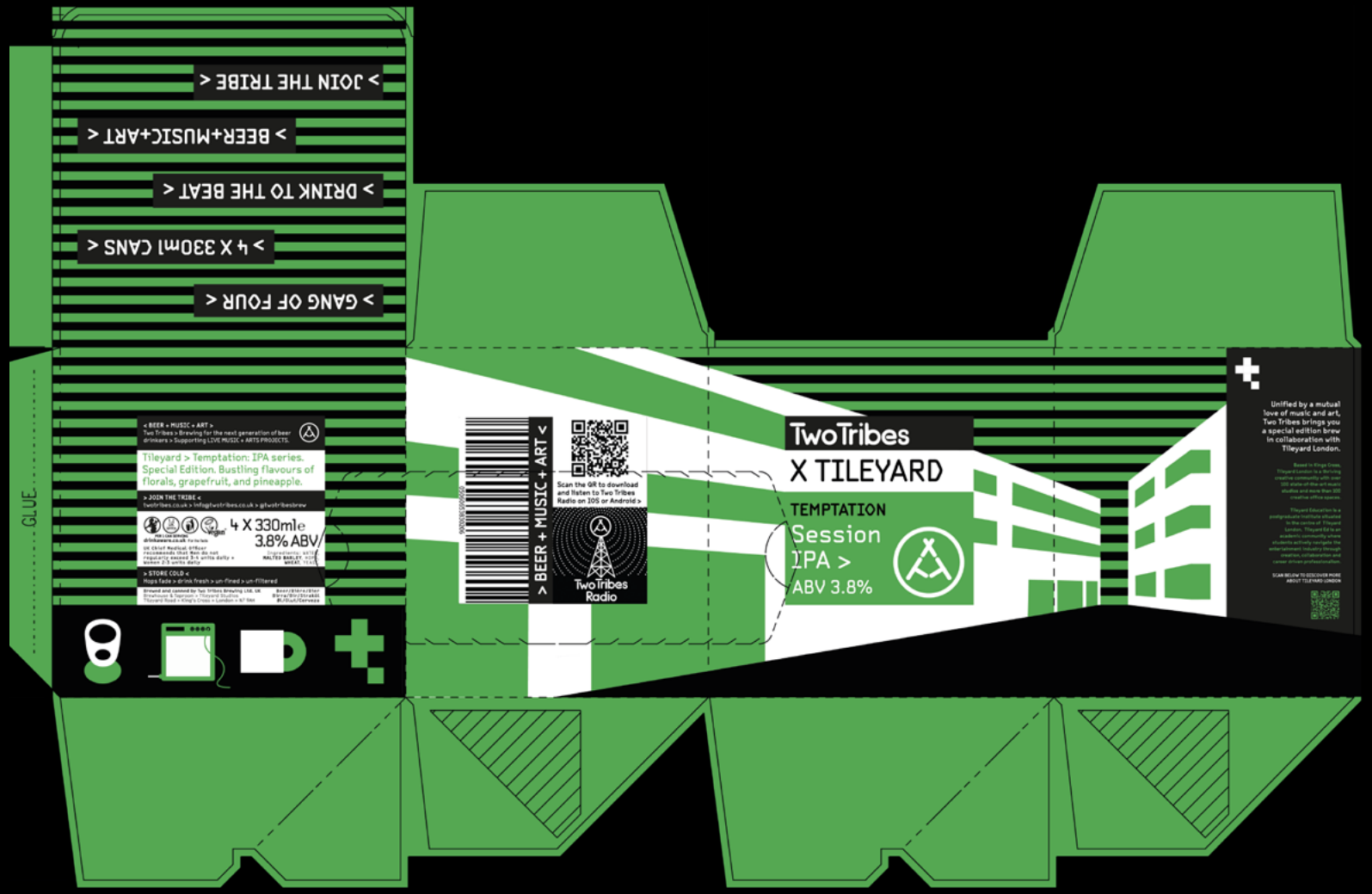
As you can see adjacent is the application of these icons onto a can wallpaper and shows how the visuals work in relation to the permanent assets on the product.




TwoTribes
TILEYARD
TEMPTATION
Session
IPA >
ABV 4.5%
TwoTribes
TILEYARD

Overbox Design

As for the overbox, it was imperative to avoid repetition and so I took this as an opportunity to highlight the collaboration with TILEYARD specifically so I drew an abstracted visual of the architecture and used the right panel to explain who the institute was and what they did.

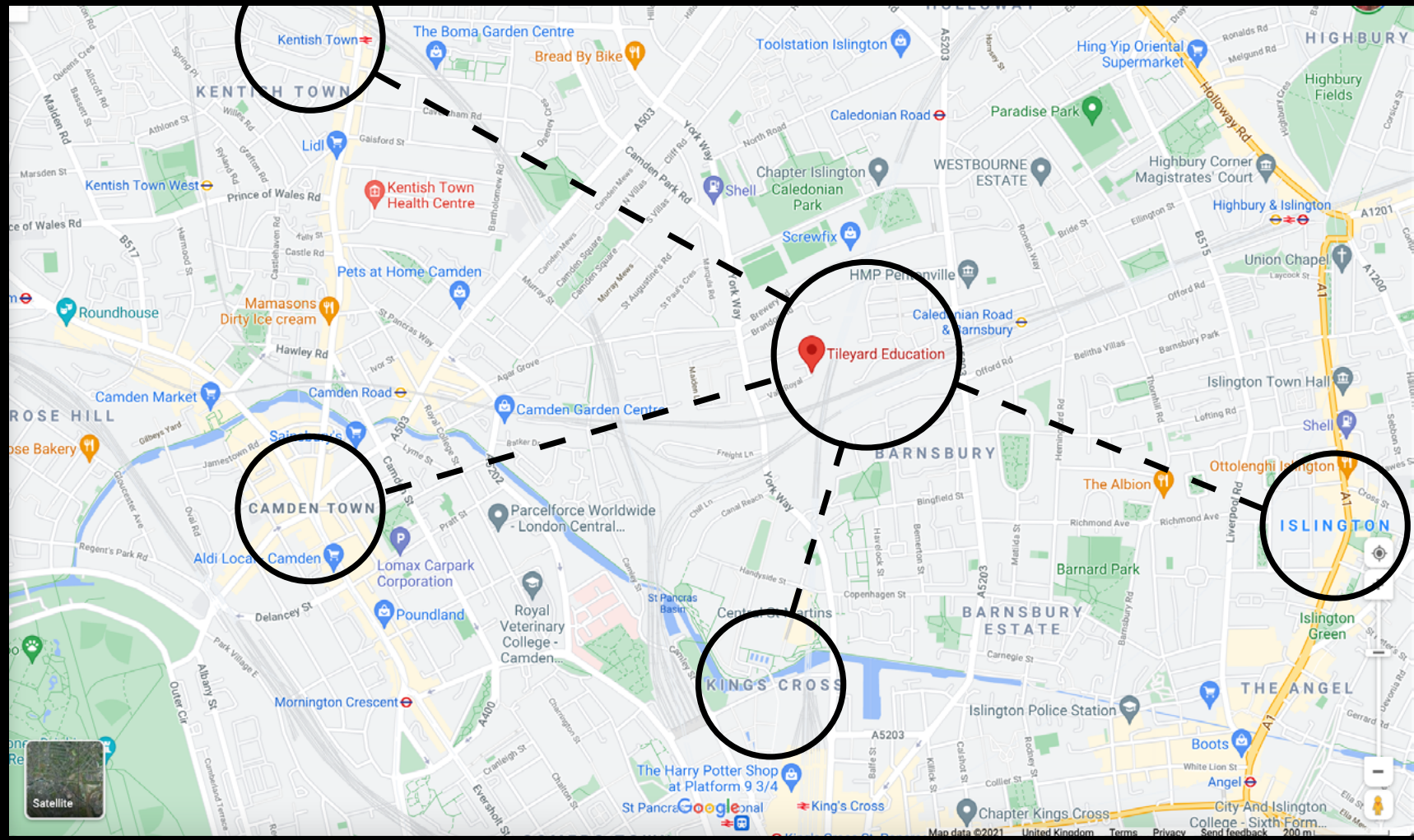



Two Tribes
X TILEYARD
TEMPTATION
Session
IPA >
ABV 3.8%
> BEER + MUSIC + ART <
Two Tribes Radio
Scan the QR to download and listen to Two Tribes Radio on IOS or Android >
4 X 330ml
3.8% ABV
Unified by a mutual love of music and art, Two Tribes brings you a special edition brew in collaboration with Tileyard London.


TwoTribes
X TILEYARD
TEMPTATION
Session
IPA >
ABV 3.8%
TwoTribes
TILEYARD
TEMPTATION
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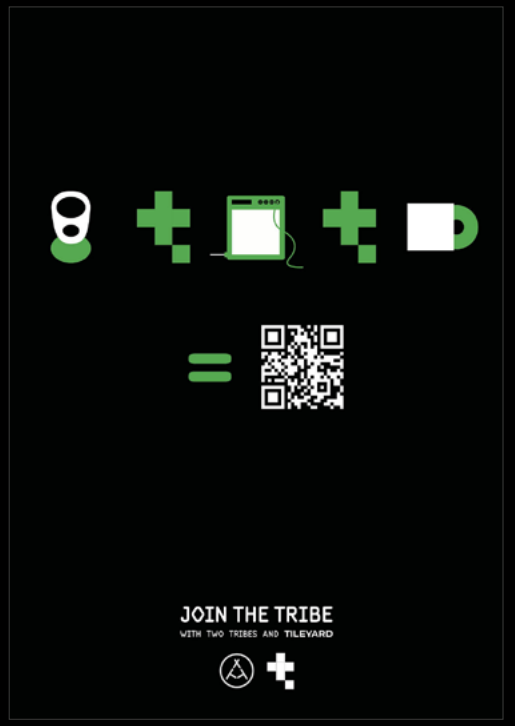
Promotional Areas

To reflect back on the community aspect of the project, and to reiterate the significance of TYE's location within a creative quarter of Kings Cross with connections to other artistic and musical boroughs of London. These locations are key areas that would promote **TEMPTATION** and encourage engagement with London audiences.

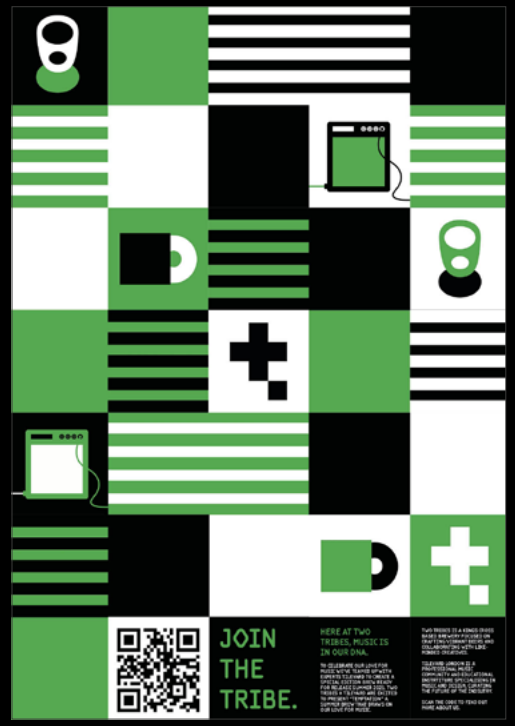


Posters

Aside is a set of promotional posters that vary in their use of images and type as to grasp the attention of all audiences at different times.

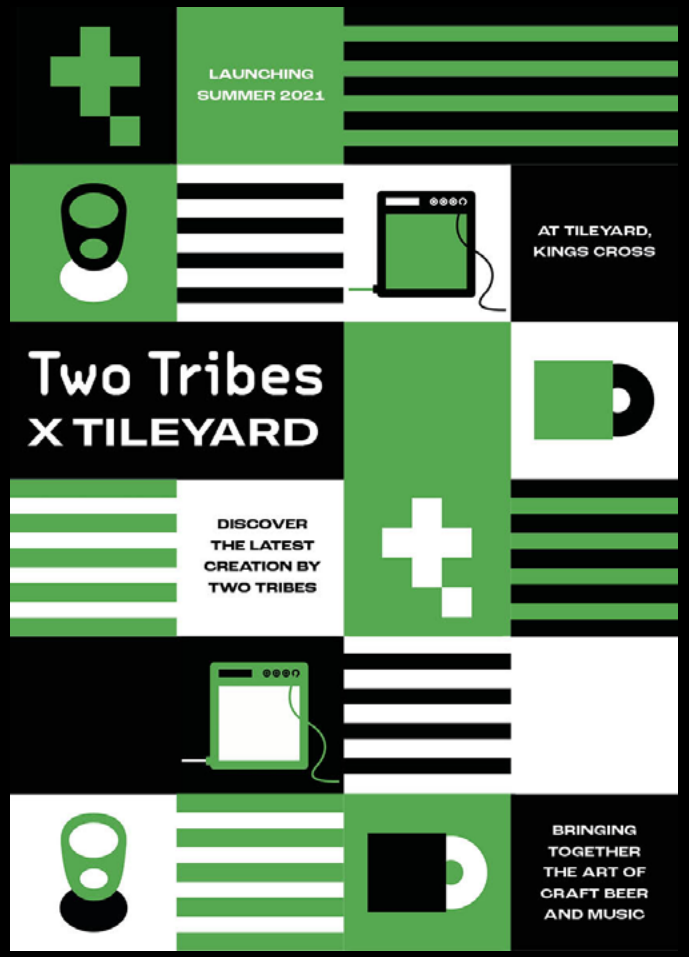






Posters: TILEYARD

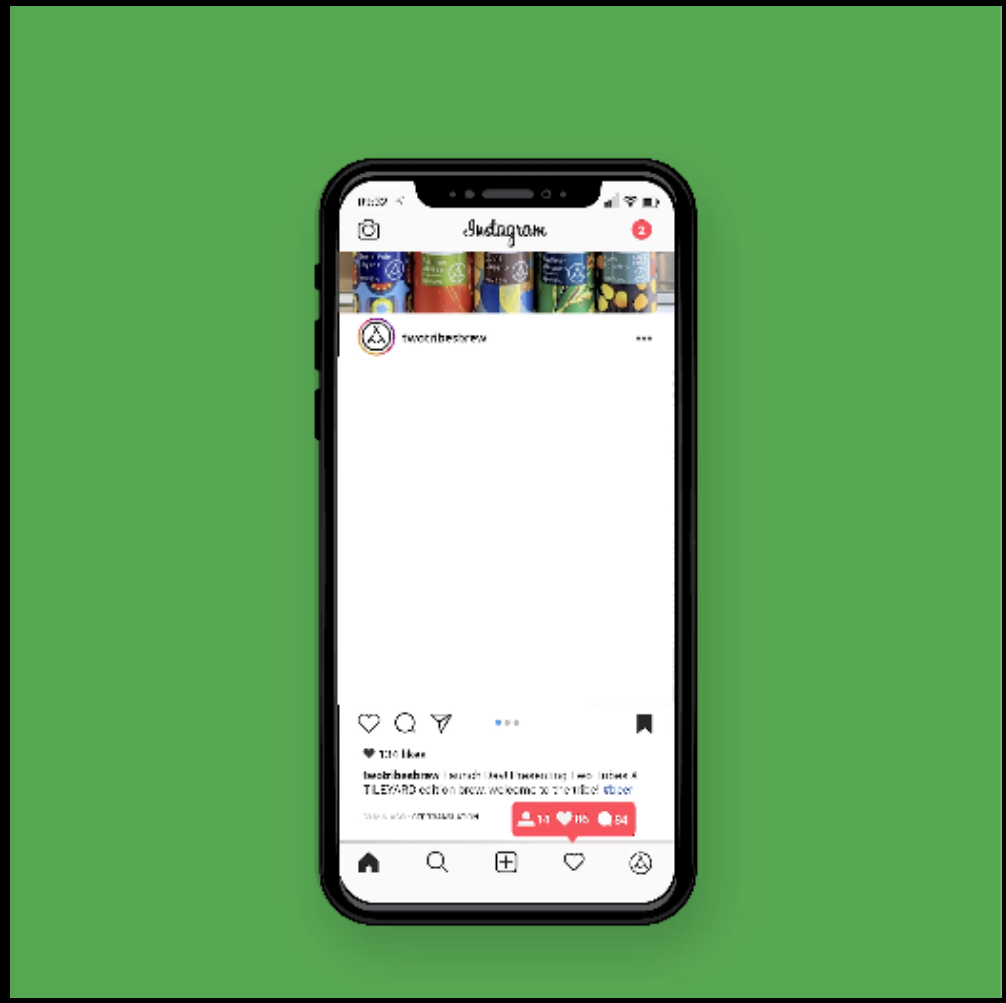
In addition, I created a special TILEYARD version of the poster that adopts their identity more so and appeals to a more musical target market as this poster would be used around the TY campus.

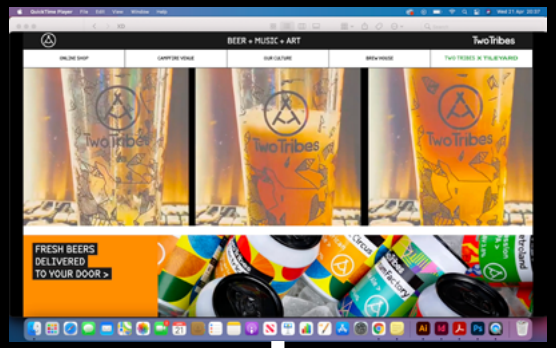


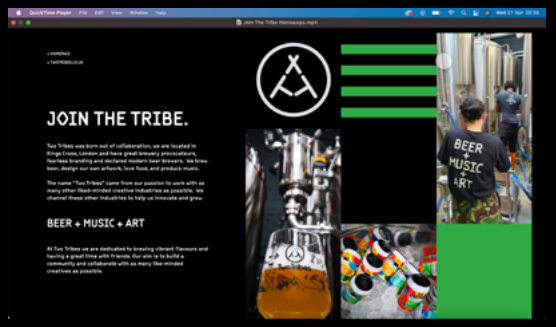


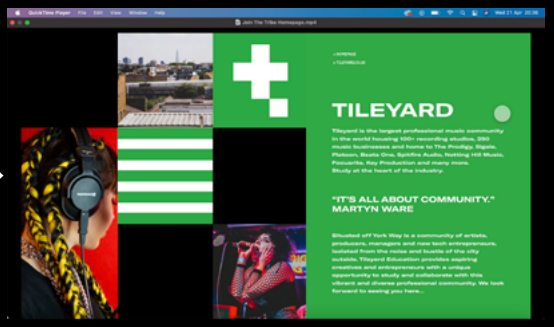
Digital Assets

To ensure that all bases are covered, digital assets of motion graphic animations for socials and website design not only serve as a platform for information but it also connects well with the target audience.







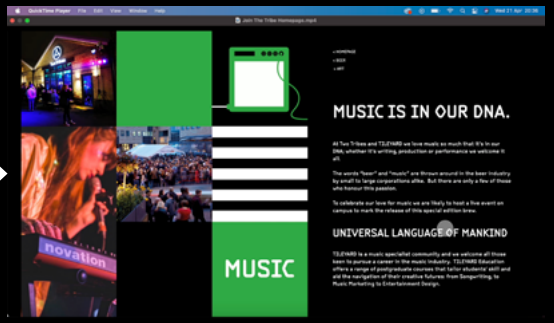


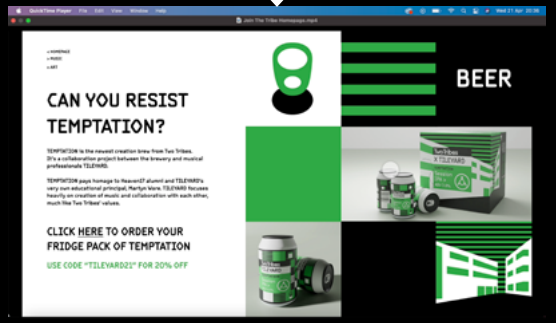
JOIN THE TRIBE.

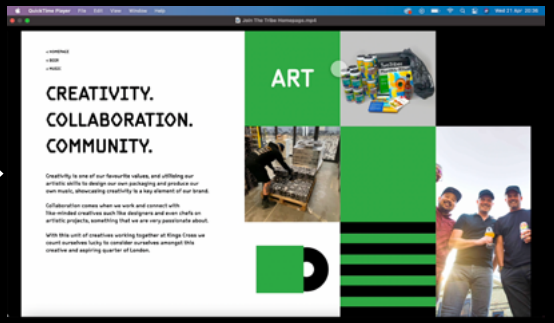
WITH TWO TRIBES X TILEYARD

Click the icons adjacent to explore the website.



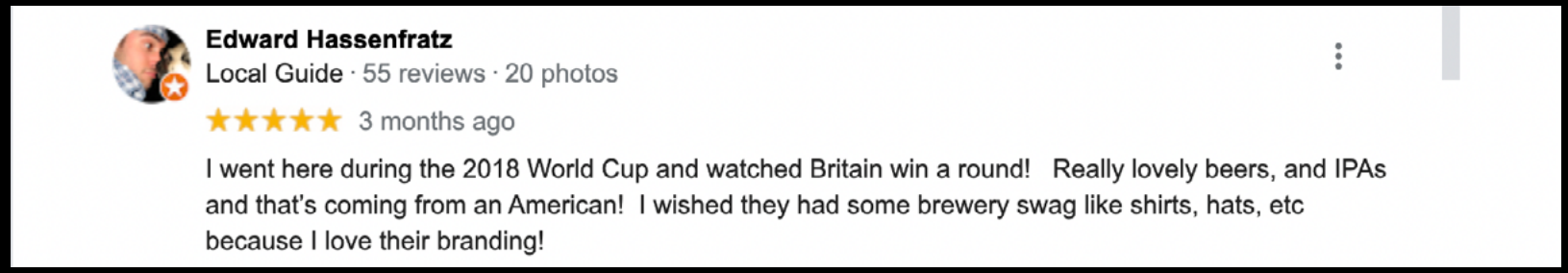






Merchandise

A concept for merchandising came from a Google review of Two Tribes, where a client was saying they wanted some merchandise in the forms of clothing and hats. So I transferred the icon designs and used the "Join the Tribe" slogan so it can work for the collaboration and generally as well.









Summer Launch

Project Delivery Plan

So ideally with a launch planned for June/ July the production of the project would work between April and July at the latest. A 4 month schedule will include approval, beer production, physical and digital asset production as well as event preparations and aftercare.



Pre - Production
(April - May)

All assets designed, edited and approved, prepared for production

Project Delivery Plan

So ideally with a launch planned for June/ July the production of the project would work between April and July at the latest. A 4 month schedule will include approval, beer production, physical and digital asset production as well as event preparations and aftercare.



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

Budgeting Plan

Using the average daily rate of a freelance junior designer, I calculated a budgeting plan of £3000 for 20 days of work (4 weeks, Monday to Friday) and split the payment across each segment of production into a 40% : 40% : 20%.

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.

Summary

The presentaiton showcases the potential of a collaboration beer proposal between Two Tribes and TILEYARD. The passions of beer, music and art are celebrated through the visual identity of this product and brand...







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And furthermore visualises a shared love for artistry be this the craft of brewing beer, the creation of music or the collaboration between artists to create something to celebrate.



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And furthermore visualises a shared love for artistry be this the craft of brewing beer, the creation of music or the collaboration between artists to create something to celebrate.







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?



Isabel Murphy, isabelmurphydesign@outlook.com