

campbellbarnett

corporate profile
2009



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Design is our passion.
It is also our business.

As a boutique studio we create compelling communications by achieving a balance between great design + commercial reality.

Websites

www.campbellbarnett.com + www.glassplay.com



campbellbarnett is committed to exceptional design across a creative spectrum that encompasses graphic design, exhibition design, architecture, wayfinding, photography, fine art, glass environments and music.

It is this very breadth of experience and the values it engenders that fuel our passion and provide the substance from which our creative output is forged.

As a small office that punches well above its weight, we deliver solutions that are wide ranging in content, complexity, scope and urgency. We encourage relationships that recognise the powerful role design plays in society, that fully engage the experience and problem-solving expertise of the studio and that value the strategic thinking that builds depth and strength into each project, giving it a design-driven 'centre of gravity'.

Clients are drawn from tourism, retail, the professions, business, architecture, manufacturing, science, all levels of government, entertainment and the arts. Specialities include corporate identity and communications, visual strategy and brand management, exhibition design, graphic and glass environments, interpretive signage and wayfinding, publications of all types, annual reports and advertising.



Introduction

CampbellBarnett is a creative agency with over 20 years experience in all aspects of the design process and its management. We have an enviable reputation for design related conceptual thinking; our work has become synonymous with creativity, excellence in design, marketing expertise, problem-solving and a no-nonsense approach to communications issues.

Our work with local, national and international client connects us with trends in global business, vertical markets, technology, community and design; we have a wide perspective that informs our solutions in the local context. In every sense we are thinking globally, acting locally to make a difference in the Australian community and beyond. Communicating difficult, and often politically sensitive concepts to a wide range of audiences has frequently been a feature of our work.

From graphic overlays and wayfinding projects for vast Olympic facilities to complex interpretive diagraphics for the Australian Communications and Media Authority; from large scale branding for cruise operations to crystalline trophies for the NSW Department of State and Regional Development; from powerful exhibitions for the Australian War Memorial to branding and merchandise for five star resorts; from annual reports and communications programs for all levels of government and corporates to large scale photographic installations, we have conceived, designed, produced, managed and delivered high quality outcomes for over two decades.



Contemporary graphic design
Calls on a complex mix of know-how and talent. With over architectural expertise in-house, high level design credentials, state of the art digital tools and exemplary project management, CampbellBarnett draws on a deep pool of experience, ideas and resources to deliver optimal solutions for its clients.

Applied to the disciplines within which we work, the following summarises CampbellBarnett design capability:

Project definition and architecture developed by brief analysis, auditing, site visits, workshops, interviews and research as appropriate

Proven creativity and design skills integrated with expert digital capabilities and technical expertise across projects of any scope or complexity;

- High level concepting and presentation skills
 - Design development, documentation, application
 - Information design, infographics, interpretive diagraphics, forms
 - Illustration, photography (in-house), merchandise, packaging, corporate gifts, awards
 - Typesetting, layout, graphs, tables, editing, authors corrections
 - Photographer selection, art direction, image search
 - Preparation of artwork for all applications (see below).
-

Intimate understanding of print processes and their interface with the digital realm;

- Offset, web, flexographic, dedicated finishes (embossing, foiling, die-cutting, UV etc)
 - Large and small scale digital, environmental and exhibition graphics
 - Signage applications, integrated wayfinding systems
 - Screenprint and its commercial extensions
-

Design/delivery for web-based applications;

- Art direction, content and production of sound and animation.
-

Knowledge of production/ manufacturing processes for graphics based applications used in merchandising, industrial design and architecture;

- Additive processes: powder coating, anodizing
 - Subtractive processes: grinding, finishing, polishing, sandblasting
 - Photo etching, chemical etching, laser cutting, water-jet
 - Weaving, carpet design, textiles
 - Joinery, CNC machining.
-

Through sister company, Glassplay (www.glassplay.com), we bring together high-end design, technical virtuosity and all the potentials of a practice that integrates art, design and technology as easily as it fuses the best of the future with the best of the past;

- All corporate, environmental and institutional executions of branding and design in glass and acrylic
 - Communications savvy that is in sync with target audiences
 - Project management and production expertise
 - Contract administration, copyright and financial control.
-

Identity, visual strategy, brand management

Our broad interest in design takes us to many places aesthetically and imaginatively. In practical terms this enables us to create visual identities and strategies free of the visual clichés so often associated with the 'brand'.

Our clients in tourism have global markets; our work for the five star Vatulele Island Resort in Fiji, Fantasea Adventure Cruising along the eastern seaboard, Blue Mountains Tourism Limited and Contiki are carefully researched and designed to position clients for success in their markets.

holySheet! retail franchise (29 stores in Australia and New Zealand and growing exponentially) worked with us for over 15 years and benefited from our intimacy with its culture and aspirations. Visual identity, catalogues, ads, packaging, interiors and signage created an immersive retail experience.

Extensive work with government organisations such as the Australia Council for the Arts, PlanningNSW (DIPNR), Ministry for the Arts, Sydney Water Corporation and the NSW Department of State and Regional Development has exposed us to complex policy and planning issues requiring communications solutions and comprehensive annual reporting.

Regional branding programs such as Willoughby City, Alexandra Canal, Tumut Shire, Rockdale City, Albury City, Blue Mountains City Council and Civic in the ACT give us significant insight into the needs of regional communities and businesses in communicating with their stakeholders.

CampbellBarnett is unique in that it actually understands the business of science and biotechnology. We have invaluable expertise in the visualisation and communication of science having created and managed the visual asset base for the commercialisation of many significant Australian technologies. Our specialist insight into the genetic make-up of respected companies such as Australian Photonics CRC, Tecra International, Gradipore Ltd and Ambri Ltd has enabled us to build meaningful and compelling brands which have produced exceptional returns on investment.

Annual Reporting

An annual report is the public voice of a corporation. It may speak in loud, bold tones of huge profits, or quietly disclose its losses — either way its the message that really matters.

Shareholders want to read the whole story, both the good and the bad, the pros and the cons; for them, the text and design of an annual report should be resonant with the company's competence and performance. Through the words and images of the report, the company moves from abstraction to reality in the minds of the reader; design helps create that reality.

Having created over 150 annual reports over 20 years, CampbellBarnett has the experience and capacity to 'turn the volume' to precisely where the client needs it to be.

Exhibition Design

With exhibition experience at the Australian War Memorial, the Australian Museum, the Art Gallery of NSW and the Museum of Sydney, massive Olympic projects and in-house architectural expertise to draw on, environmental projects and exhibition design are specialist areas for CampbellBarnett.

Recent projects include the inaugural exhibition at the new exhibition space at UTS, Models of Invention: the Science Fiction of Leonardo da Vinci, Advancing to Victory, 1918 for the Australian War Memorial.

Publishing, Communications

Communications design demands high level creativity, enthusiasm, flexibility, market savvy, perspective and problem-solving expertise. As a creative enterprise we routinely bring all these to multidisciplinary projects that cover all facets of the communications continuum. At CampbellBarnett, the ability to transfer knowledge and expertise across project types, media and platforms is a given in the business of design.

From festival branding and collateral for the famous 'Feastability' food and wine festival in Newtown, to the prestigious, bimonthly Monument Magazine; from hard cover exhibition catalogues to sensitive but a direct DVD/Brochure project communicating the rights of prisoners in gaol for Legal Aid NSW; from awards collateral and grants guidelines for the NSW Ministry of the Arts to seemingly endless branded flyers, booklets, posters, banners and other marketing material for DSRD and DIPNR, the design of all kinds of publications has been an important sphere of work over twenty years.

Environmental design, signage, wayfinding

Urban and regional 'legibility' is increasingly difficult to achieve as the environment becomes more complex; signs are everywhere, But can become layers of conflicting graffiti which confuse the user.

Environmental design is the most public form of graphic design. It plays a critical role in the definition and ordering of urban and regional space and conduct a dynamic conversation with the environment, with pedestrians, traffic, public space, architecture, landscaping, noise and even the weather.

In the late 80s CampbellBarnett developed Sydney's 'Nightride' brand and the associated Nightride route map which is still working hard on every public transport timetable published in the city.

In the intervening years, CampbellBarnett has been engaged to develop branding and environmental signage for a number of regions and cities including Civic in the national capital, Canberra, AlburyCity, Tumut, Newcastle and Willoughby City.



Methodology

Effective communication does not happen in a vacuum... it has history, context and an agenda. We employ a systematic, solutions approach to develop a design and management strategy for each project.

This methodology has been proven for projects ranging from a single business card, to our largest project to date, a massive, multidisciplinary branding project for Fantasea Adventure Cruising in the Whitsunday Islands.

Stage 1

Definition — We listen to you

The scope and depth of the project is revealed by gaining an understanding of the client's business — its structure, culture, key stakeholders, values, technologies, operations, goals and aspirations.

- Determine the real objectives of the project
- Understand both client base and competition
- Identify the extent of the content and collateral to be considered
- Define the corporate functions the project will address
- Confirm timelines and budgets.

Stage 2

Architecture — You listen to us

This stage provides the framework on which the project's look and feel will be built. It is a process of logical analysis, brainstorming, cross-checking, lateral thinking, sketching, mapping and storyboarding that forms the foundation for an integrated project 'architecture' — this will maximise the project's potential and minimise risk.

- Analyse information provided by the client and gathered face to face in focus groups, interviews or audits as required
- Develop a Project Profile identifying brand equity and describing brand personality
- Define the key messages
- Establish the 'architecture' of the project
- A definitive Project Brief is proposed for approval by all stakeholders.

Stage 3

Design — Conceptual design development

In reality, design is integral to all stages of the project, but it is in Stage 3 that the creative process builds the unique brand personality and where the visual metaphors that support and enhance the brand are devised.

- Conceptual Design — presentation; selection of a preferred option
- Design Development — proof of concept and refinement of final selection
- Development of master items — preparation for Stage 4.

Stage 4

Implementation — Design rollout

It is in this phase that the project comes alive with the delivery of 'product' as specified in the Project Brief.

Depending on the project, a brand book or style guide may be developed as an integral part of the rollout, enabling the client or subsequent designers to apply the look and feel with integrity and accuracy.

Key Personnel

The talent, experience and diversity of our people underpins CampbellBarnett's ability to deliver imaginative and original solutions across the communications spectrum.

We are interested in solving communications issues in ways that challenge, liberate and inspire; we look for meaningful, dynamic solutions that nourish creativity whilst meeting budgets. The studio encourages a lively sense of humanity and is keen to explore how that plays out in the global context.

As a small studio of highly experienced, senior staff we are able to undertake projects that are often large in size and complexity, managing deadlines, budgets and stakeholder relationships with sensitivity and professionalism.

Peter Campbell BSc (Arch) MDIA Creative Director

Peter is co-founder of Creative Resources Management Pty Ltd (CRM), parent company to CampbellBarnett. With expertise drawn from over 35 years in design-related fields including architecture, photography, communications design, music and architectural glass.

Peter is an architectural graduate equally at home in the worlds of pure design, information architecture and cross-disciplinary thought. His broad experience of traditional arts practice and expertise in digital technologies is invaluable in the context of strategic design.

Leanne Barnett BVA MVA MDIA Design Director

Lea's depth of experience and commitment to the integrity of the design process inspires ongoing design practice at CampbellBarnett. 30 years design experience and a background in arts-based conceptual thinking informs her talent for seeing beyond the brief to a client's real communications issues; she delivers perceptive and innovative solutions.

Prior to joining CampbellBarnett, Leanne held senior design positions at Landini Associates, Spatchurst Design, SOCOG, the Museum of Sydney, Australian Museum and AGNSW. Her significant multidisciplinary capabilities and expertise in print and exhibition graphics, coupled with her ability in design management roles give her an relieving assurance in the pressured business of design.

Leanne Koh BBus General Manager

Leanne's marketing experience enhances her strong skills in project management, creative production processes, and financial management. As a business graduate with a double major in accounting and marketing, she is interested in how design engages creatively with its audience whilst simultaneously understanding a project's financial cost/benefit impact.

In addition, Leanne's previous roles at the Museum of Contemporary Art and Pinpoint, Asia Pacific's largest marketing agency, play a vital part in ensuring that client's objectives are realised effectively and efficiently. Leanne pursues her own creative flair through photography, dance and the visual arts.

Jan Campbell BA Dip Ed, MURP Managing Director

Jan is co-founder of CRM; she is a highly skilled and dedicated manager who has been instrumental in strategic business planning, client relations, financial management and oversight of all production processes.

Although still actively involved with CampbellBarnett as both Managing and Financial Director, Jan has recently completed a Masters in Urban and Regional Planning at the University of Sydney and now works in Economic Development with the City of Sydney.

CV's follow.

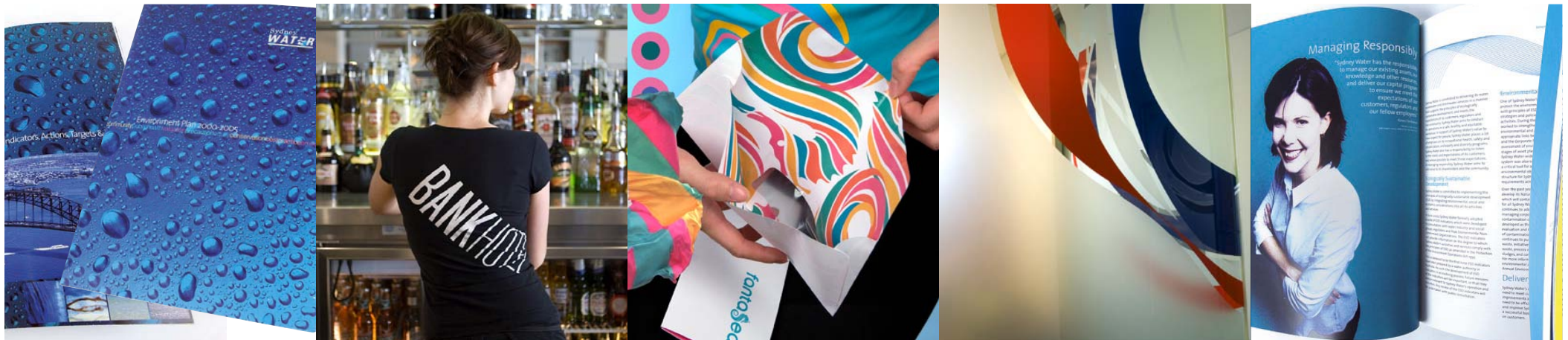
Capacity and Strategic Partnerships

CampbellBarnett extends its capacity and the reach of its offering by establishing complementary alliances with professional offices, suppliers and freelance professionals in design and related disciplines.

In the context of graphic design, we have a stable of 'project ready' freelancers who can be called upon to increase capacity in times of peak load. These individuals are familiar with our methodologies and workflows, and are selected according to the skills required on an as-needs basis.

Although CampbellBarnett has in-house capabilities for copywriting, photography and illustration, it is frequently appropriate to engage professionals to undertake these important aspects of a communications project. Selection of supplier, supervision and art direction are handled by CampbellBarnett according to the aesthetic demands and budgetary requirements of the project, in full consultation with the client.

We believe that the best outcomes are achieved by full involvement and cooperation from all members of a project team, and the client is major player in this regard. By nurturing these primary creative relationships, we enhance communication, build expertise into the client organisation and prevent the erosion of the visual strategies that become the drivers of design.



Peter Campbell BSc(Arch), MDIA

EDUCATION

1972 B Sc(Arch) University of Sydney
LA Aboud Art Prize

EXPERIENCE**COMPANY DIRECTOR**

1991 – Current CampbellBarnett, Creative Director
1985 – Current Creative Resources Management Pty Ltd, Director

ARCHITECTURE

1973 – Present Domestic, commercial and architecture/interior
structure related projects

PHOTOGRAPHY

2007 The Biscuit Factory – Exhibition at the Museum of Sydney
2003 – 2007 Document of the closure of the century old Westons
Biscuit factories in Camperdown (Sydney) and
Abbotsford (Melbourne) with Murray Fredericks

ARCHITECTURAL GLASS

1988 – Present Creative partnership with Rick Allan –
glass environments for a range of commercial,
institutional and ecclesiastical clients
2007 Established Glassplay with Rick Allan
1982 – 1985 Stained Glass Design school Peelings Studio,
Woolloomooloo, Sydney
1982 Established and taught Stained Glass Design
at Ku-ring-ai Arts Centre, Sydney
1979 Established the Peelings Studio, Architectural Glass
1978 Exhibition of autonomous panels, Sydney

GRAPHIC DESIGN

2004 Formed CampbellBarnett with Jan Campbell
and Lea Barnett
1991 Formed Infographic Design with Jan Campbell
1987 Formed Creative Resources Management Pty Ltd
with Jan Campbell

Lea Barnett BVA MVA MDIA

EDUCATION

1993-1995 MVA (4D) College of Fine Arts – NSW University
1989-1991 BVA (Sculpture) Sydney College of the Arts –
Sydney University
1982-1985 Certificate of Graphic Design – Randwick Technical College

EXPERIENCE

2004-Present CampbellBarnett, Design Director
2000-2004 Infographic Design, Senior Designer
1998-2000 Spatchurst Design Associates, Senior Graphic Designer
• Major Exhibitions: Olympic Coordination Authority (OCA) Easter Show
display, Historic Houses Trust 'Terre Napoleon' exhibition catalogue,
Maritime Museum Welcome Wall, City of Sydney, City Recital Hall Angel
Place, Art Gallery of New South Wales exhibition display concepts
1998 Landini Associates, Senior Graphic Designer
1997-1998 SOCOG, Senior Graphic Designer
1995-1997 Museum of Sydney, Art Director, Senior Graphic Designer
• Major Exhibitions: Encountering India, The Hinton Collection, Guwany,
In the American Spirit, Sydney Vistas
1993-1995 The Australian Museum, Senior Graphic Designer,
Acting Division Head
• Major Exhibitions: Rediscovering Pompeii, Whales (Seaworld),
Various temporary gallery exhibitions
1992-1993 The Art Gallery of New South Wales
Senior Graphic Designer
1992 Frontier Aviators (Advertising) Fashion Advertising
Graphic Designer
1989-1991 Organised Design
Partner/Creative Director
• Major Clients: ABC Radio, Sedia furniture, Rox Jewellers,
Environmental Partnership Architects, The Store Charcuterie
Double Bay, Robertson & Hindmarsh Architects
1988-1989 Freelance Graphic Designer
1986-1988 Jetset Graphics, Graphic Designer
1985-1986 CBS Records, Graphic Designer

Selected clients

AlburyCity Council	CRCMining	Monument Magazine	Sea Freight Council
Ambri Ltd	Crawford Architects	Newtown Holistic Dental Centre	Short+Sweet
ARC Centre of Excellence in Autonomous Systems	Delta Electricity	Newtown Precinct Business Association	St Vincents Private Hospital
ARC Centre for Quantum Computing Technology	Earthsafe	NSW Department of Education and Training	St Vincents Health Care Campus
Audit Office of NSW, The	eegenda	NSW Department of Housing	State Library of NSW
Australia Council for the Arts	Fantasea Adventure Cruising	NSW Department of Infrastructure, Planning and Natural Resources	State Transit
Australian Broadcasting Authority	Five Star Fiji	NSW Department of State and Regional Development	Stockland
Australian Communications and Media Authority	Foxtel	NSW Lotteries	Sydney College of the Arts (SCA)
Australian Photonics CRC	Fuji Xerox	NSW Ministry for the Arts	Sydney Olympic Broadcasting Organisation
Australian War Memorial	Freedom 4 Tibet	OrotonGroup	Sydney Water
Avery Graphics	George Weston Foods Limited	One.Tel	Trafalgar Tours
BAE Systems	Goodman Hardie Property Trust	Outrigger Resort Fiji	Taunovo Bay Resort, Fiji
Bank Hotel	Gradipore Ltd	Parramatta City Council	Tecra International
Blue Mountains City Council	Herbs of Gold	Peptech	Transpire
Blue Mountains Tourism Ltd	HolySheet!	PropertyIT	Tumut Shire Council
Calix	Hurstville City Council	Powerhouse Museum — Discovery Centre	University of Technology, Sydney (UTS)
Canberra Urban Parks & Places	Human Rights Commission	Qucor Pty Ltd	Vatulele Island Resort, Fiji
Centre for Quantum Computer Technology	Legal Aid	Redfern Photonics	Waltcorp
Citibank	Ludowici Limited	Rockdale City Council	Willoughby City Council
Contiki Travel	Luxury Lodge		Woolacotts Consulting Engineers
	Marrickville Council		WSN Environmental Solutions

Company Details

CampbellBarnett

Full Legal Name

Creative Resources
Management Pty Ltd

Legal identity

Company

Trading Name

CampbellBarnett

ACN 002 503 764

ABN 74 002 503 764

Date and place of incorporation

July 22nd 1985, Sydney

Registered office

ISIS Financial Services
A9/4 Central Ave
Thornleigh NSW 2120

Business address

417a King Street
Newtown NSW 2042
PO Box 66 Newtown NSW 2042

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Lea Barnett

Design Director
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Leanne Koh

General Manager
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