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YOUNG LONDON-BASED AGENCY WIN ISTD INTERNATIONAL DESIGN AWARD FOR FACE UP MAGAZINE REBRAND



London-based design agency Attica have beaten strong international competition to win the **ISTD typographic and design award** for the redesign and typography of Face Up magazine.

Despite budget restrictions, time constraints, thin paper and poor picture quality, Attica created a highly designed template which took several weeks to finalise. Overlapping pictures, ink splatters, hand drawn headlines and text hanging off the page ensure a consistent and distinctive image.

Louise Hilton is proud of her company's work, welcoming the challenges that this publication posed for them and producing something that teenagers love reading and look forward to receiving every month.

ABOUT ATTICA

Attica is a full service agency based in Borough Market using quirky eye-catching creative design and sleek typography, illustration and photography. Attica was established in 1972 by the creative team David Hilton and David Till. Louise Hilton took over the business in 2005 following her father's death and earlier this year she invited one of Attica's regular freelancers, Michelle Fowers, to become a joint partner. Since the union, the business has grown whilst maintaining Attica's vision and principles of being ahead of trends as much as possible and being client-led as opposed to trend-led, with no house style.

Attica's client list includes the fashion chain **Joy**, luxury designer **David Redman**, music labels **EMI/Ace Records**, health spa **Cupcakemum** and Islington **pubs** The Regent and The Hanbury Arms and Louise and Michelle's specialist skills embrace print and web design, illustration, corporate identity and fashion photography.

Louise Hilton began her design career as one of the first vector style illustrators, and worked at top publishing houses EMAP, Natmags, Conde Naste and IPC. She began art editing magazines, and worked on a variety of music, publishing and fashion projects combining typography, illustration and design. She studied part time for an MA in fashion photography at London College of Fashion before taking over the family business in 2005.

Michelle Fowers has 12 years experience of working in small boutique studios as a designer, working for the likes of MTV, Nickelodeon and Lighterlife. She then worked in-house for Craik Jones, one of the top direct mail agencies, until joining Louise in 2009 to build the Attica brand.

Their award was presented by the International Society of Typographic Designers on 6th November 09 at The Arts Club, Mayfair. ISTD, now recognised as the authoritative body for typography in the UK, is a professional body run by and for typographers, graphic designers and educators. The Society has an international membership and its aims are to establish and maintain standards of typography and provide a forum for debate.

CASE STUDY: FACE-UP MAGAZINE

Face Up is a magazine aimed at 14-18 year old teenagers and published by Redemptorist Communications, an organization which publishes magazines and books for the Christian community in Ireland.

The magazine's objective is to reach out to young students about serious and sometimes embarrassing or distressing subjects that they may feel unable to approach parents or teachers about. It sells mainly to schools for use in group discussion and education, but can also be bought from the news stand in Ireland.

As Redemptorist Communications is a non-profit making organisation, there is little budget to spend on highly luxurious design and printing. In addition to this, Face Up has a strict policy of not taking advertisers who prey upon the inadequacies that teenagers sometimes feel they have, such as bad skin, weight issues etc., resulting in even less revenue to be allocated to production costs.

Attica were approached to give Face Up a new look. The extensive library of pre-designed elements means that each month the magazine can be designed in a relatively short amount of time and still look exciting. As they rely on stock photography and photos sent in by readers to provide the pictures in the magazine, sometimes the quality and allure is less than typically acceptable in print. To overcome this problem, Attica decided to embrace these constraints and turn it into a feature of the magazine, resurrecting and influenced by 90s magazine Raygun, but taming it down to suit the market and the client, who like text to stay readable!

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