



D&AD  
New Blood  
Shift

# 2018/19 LONDON SHOWCASE

[#newbloodshift](#)

“I’m a huge believer of D&AD’s Shift programme. Since its launch in 2016, we’ve had several Shift graduates come to us for creative internships who have brought with them a refreshing reminder that diverse perspectives breed more exciting results, and that the creative talent of the future doesn’t need to be restricted to the same education and career paths of the past.”

– Harriet Devoy, D&AD President  
Creative Director of Design, Marketing Communications, Apple EMEA

“We believe in design being at the heart of building a better future for our clients. We focus on design thinking and design doing to make beautiful things that work for all people.

This is why we’ve sponsored the Shift programme. New Blood Shift, and initiatives like them, understand the value of design and seek out, nurture and drive untapped creative thinkers of the future.

It has been a privilege to help support and mentor the raw creative talent of the Shifters. I look forward to seeing them experiment, innovate, and create value for companies and society.”

– Lauren Pleydell-Pearce, Executive Creative Director, PwC

In partnership with



AKQA



SUPPORTED BY  
MAYOR OF LONDON

## TALENT WORKS THROUGH THE NIGHT, AND DREAMS THROUGH THE DAY.

D&AD New Blood Shift is our intensive night school programme that places an emphasis on raw, untrained talent. Shift compels its students to make the best creative work of their life and challenges the industry to search further for creative talent.

This year 19 Shifters – all with creative talent but no formal arts education or degree – have been through the intensive 5 month night school and learning programme. They've learned from the best, honed their thinking and applied their craft. Now they're ready to prove that there's more than one way to break into the industry.

# MEET THE CLASS OF 18/19...



# CAETANA

**Currently:** Shifter  
**Dream Role:** Service Designer

Hi, I'm Caetana – pronounced like the Japanese sword (katana!). I arrived from Porto a few months ago and I love British culture, tolerate the weather, and am still wrapping my head around the concept of scotch eggs. As a self-described renaissance woman who knows a little about a lot, I'm always looking for an adventure or a problem to solve. Some even describe me as a kind of Indiana Jones meets Jony Ive – just with a softer jawline and a bit more hair :)

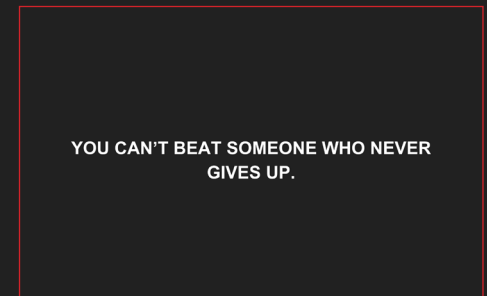
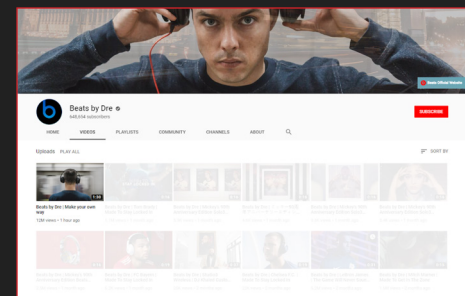
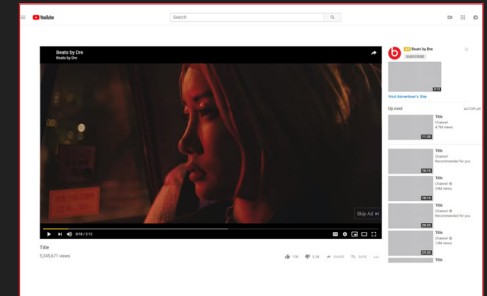
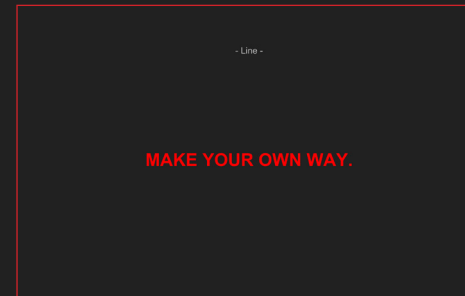
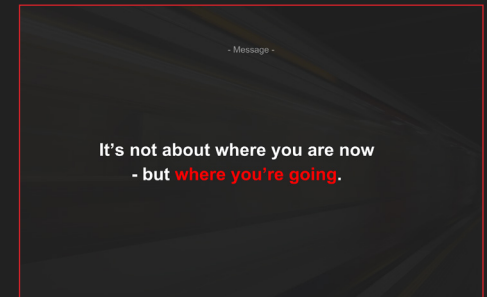
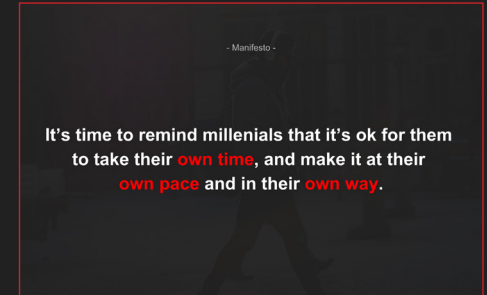
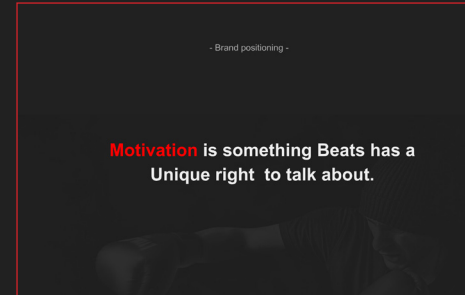
**Caetana Cruz**

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Hire me, and I promise I won't disappoint.







## CHAD

**Currently:** LOOKING FOR A GREAT OPPORTUNITY

**Dream Role:** Creative Director / Creative Strategy

Coming in at an undisclosed weight, Hailing from the Shoe Town, Northampton (NN) The Believer, The Strategist, The Conceptual Thinker, The Shooter, The Copywriter the copy writers copy. Chad.

**Chad Mclean Joyce**

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@chadmclean\_

Interested in how boxing and the way experience in the industry is judged so I thought I'd merge the two world.

Life is the biggest inspiration.

Every single experience is different and that's what's beautiful.

My work is very much Life what I like as much as what don't like, it's both as powerful.



# Merging the world of Gen Z and Formula E

# by using some of the most influential artists of our time.

# FRANK OCEAN LEARNING

# SPORT AND

# BECOMING PART

WHAT DOES A CREATIVE DIRECTOR DO WITH A RACE



WITH A RACE TEAM? WHAT DOES A CREATIVE DIRECTOR







# CHRISTIAN

**Currently:** Graphic Designer  
**Dream Role:** Creative Director

Dog-friendly graphic designing Scotsman.

Fascination quickly turned obsession, after growing up in my Grandads letterpress studio.

Now an avid collector, with Wim Crowel, Bruno Munari and Eike Koenig as regulars on my bookshelf and walls. My love for creativity expands to running workshops for aspiring young designers in Oxford.

Self-taught and hardworking. From pulling pints to interning to in-house trying to find my place as a designer. Being accepted for the D&AD Shift programme gave me the confidence to leave my previous role to pursue my dream career.

“A designer is a planner with an aesthetic sense.” – Bruno Munari

**Christian Johnstone**

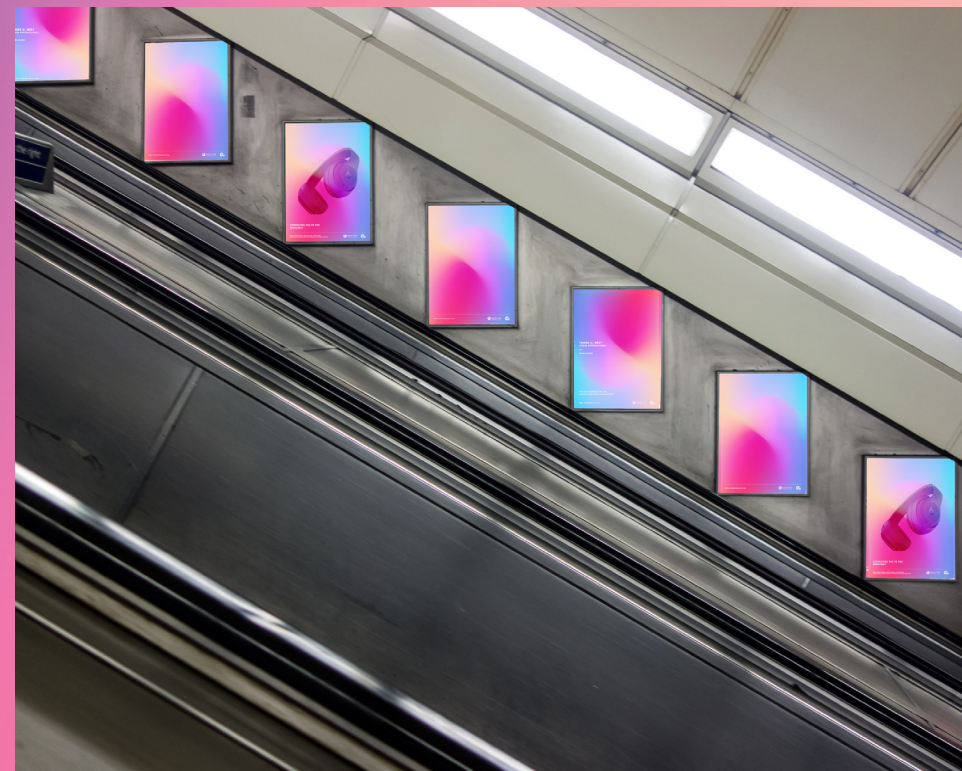
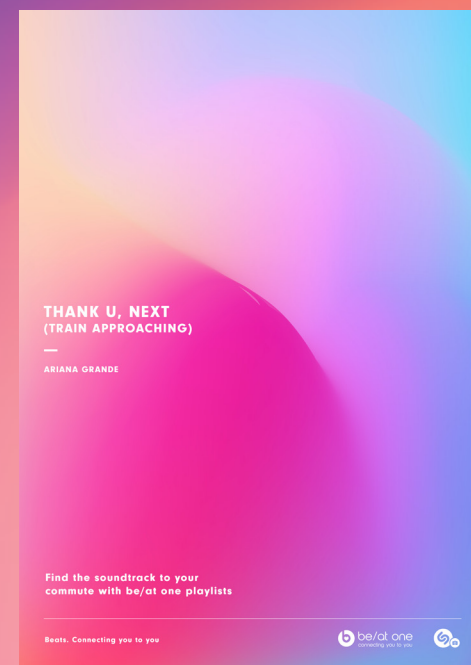
**christianjohnstone.com**

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LOW TOTEM







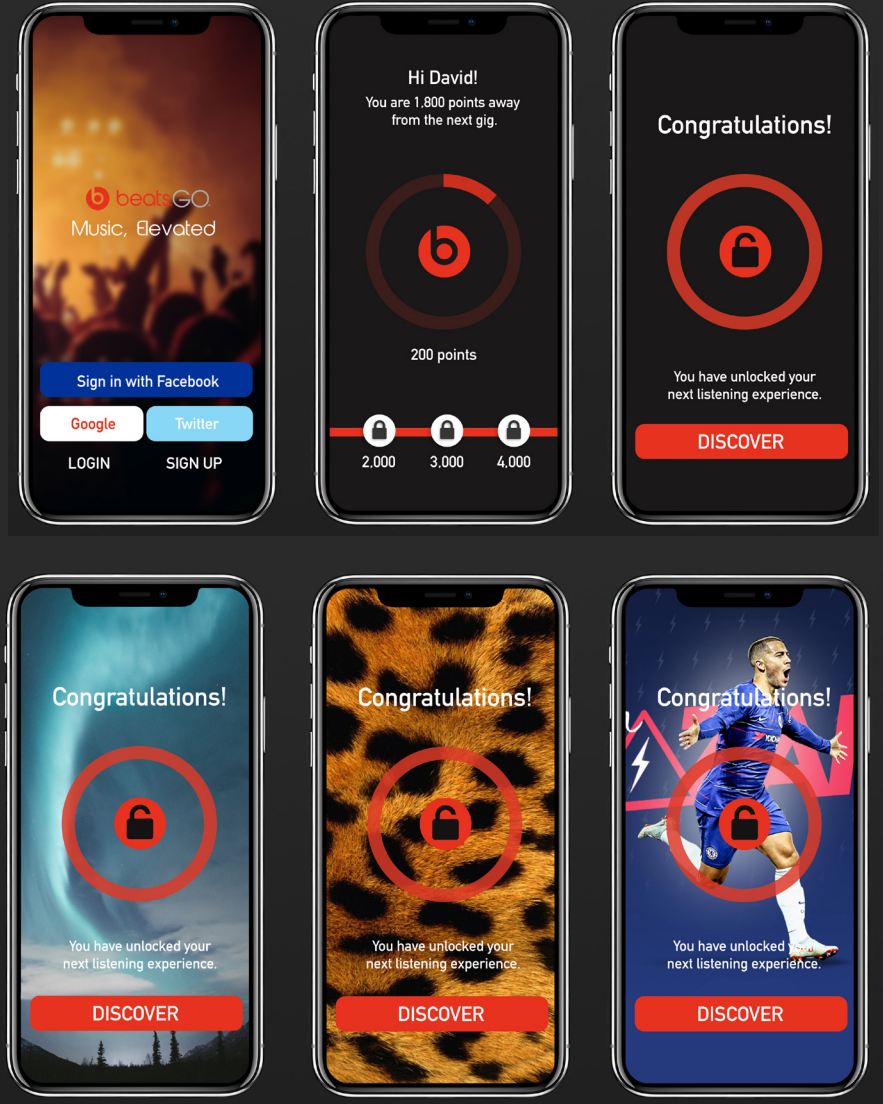
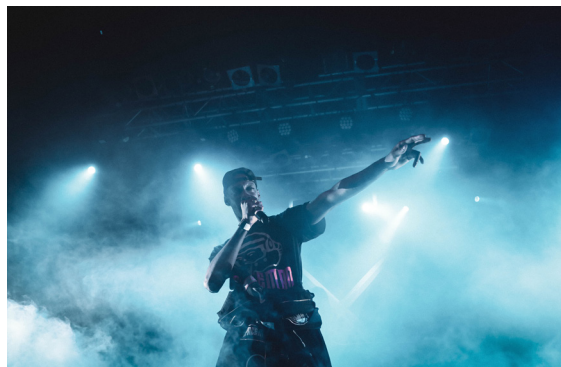
# DAVID

**Currently:** Visual Creative  
**Dream Role:** Creative Director

Dropping out of university was taking the leap of faith. I had no idea what was next but all I knew is that I wanted to be able to create. Create work that can inspire others and express who I am as a person. I love all forms of visual art such as photography, film and animation. I believe in taking positivity wherever I go and never quitting.

**David Osafo**

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# DENISA

**Currently:** Staring off into space  
**Dream Role:** Something that will challenge my creative abilities and push me to learn new things

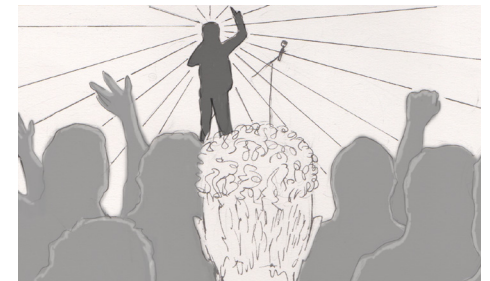
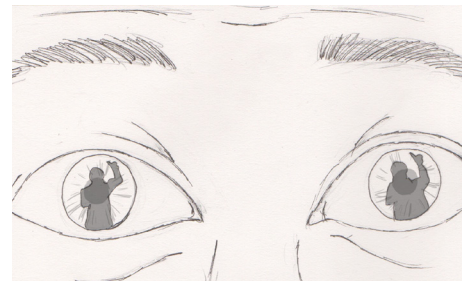
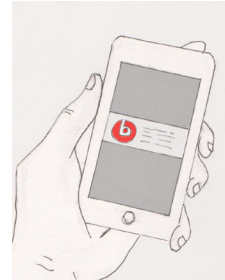
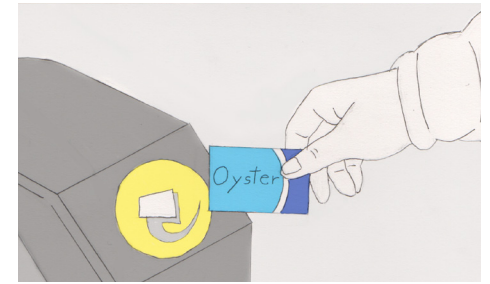
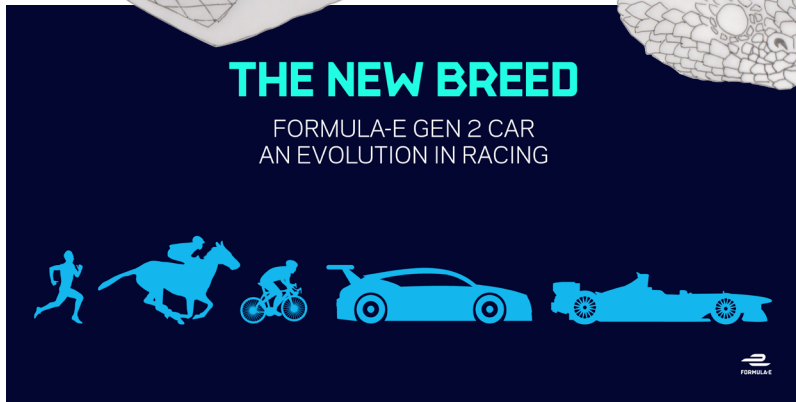
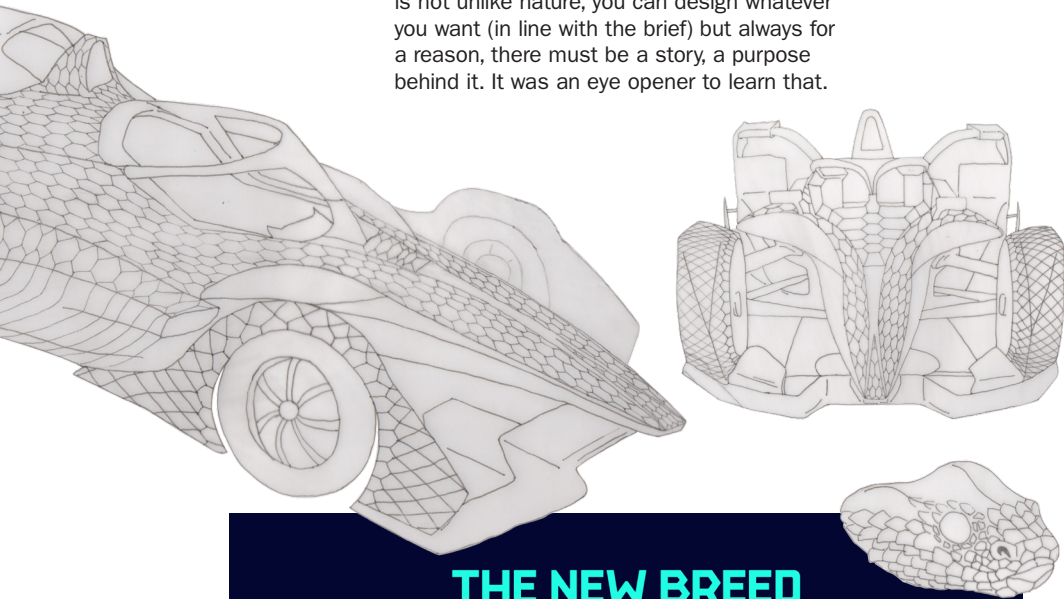
I studied architecture for a while but then headed in a different direction by working as a design assistant to a silversmith. Throughout it all I was always drawing, being a very visual thinker I find it very soothing to get the images out of my head and onto paper. The other thing I'm constantly doing is looking after my orchids, 40 of them. More than living decorations they're a constant reminder that nature is the world's best product designer, everything in its place and everything for a reason. While on the Shift course I learned that advertising is not unlike nature, you can design whatever you want (in line with the brief) but always for a reason, there must be a story, a purpose behind it. It was an eye opener to learn that.

**Denisa Krasniqi**

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## EDIE

**Currently:** Most recently I was a skate martial at a Christmas Roller disco

**Dream Role:** Film Director

Sometimes seeing the world a little differently feels isolating, until you find your place with people who see the value in the difference. I'm finding that place and it's never felt closer than it does right now. So, who am I? My first website simply read "Hello, my name's Edie I'm 8 and I like Otters", while the sentiment stands I'd like to think there's a little more to it these days. I'm film obsessed, studied drawing all my life but love nothing more than answering a problem really well, the thrill of a great idea can't be matched.

Edie Lee

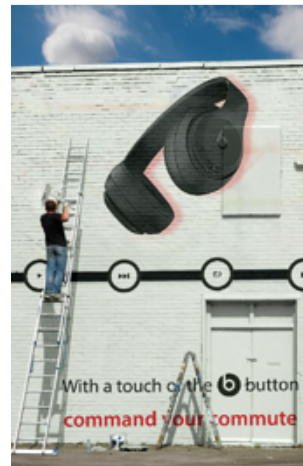
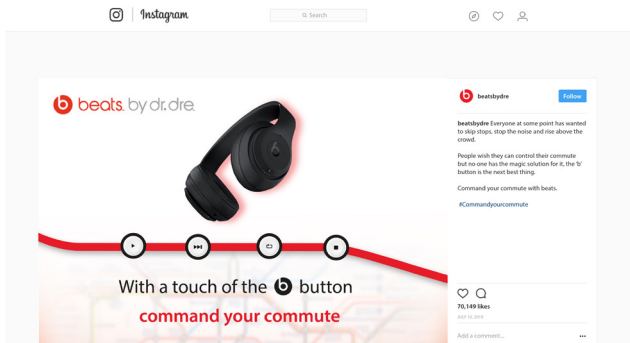
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**SKIP STOPS,  
STOP THE NOISE  
AND RISE ABOVE  
THE CROWD.  
COMMAND YOUR  
COMMUTE WITH  
BEATS.**



## THE TAO OF MADDY

My small friend Maddy asked me,

“Are you vegan?”

I have known Maddy since she was born, now she speaks and walks. She’s 3. I replied,

“Yes I am”

“Oh good” she said

“You taught me to be Vegan, did you know that?”, I asked

“Oh yes, I remember... When did I do that?”

“A long time ago” I said, “before you could speak”

“Oh yes” she said, “I remember”

Maddy’s friend is Poppy, the tiny poodle, who she sometimes calls a sister. Before Maddy could speak properly, she named her “Woo Wah”, like Woof Woof.

Maddy is the first real vegan I’ve known so closely. One day, whilst watching Charlotte’s Webb, she taught me something I ought to have known and likely already did: that all animals are friends. She saw the star of the film, a little piglet, and with an excited smile, pointed to the screen and gently said “Woo Wah”







# EMILY

**Currently:** Freelance Communications Specialist

**Dream Role:** CCO

Visually passionate, wordy, a tad mouthy, purveyor of several niche (read: useless) fascinating facts. Not made to be subtle.

Ever since I was a tiny person I've enjoyed looking for a mystery to solve with great enthusiasm. Not much has changed, apparently.

If all else fails to impress – take a chance, hire an actual\* Gen-Zer.

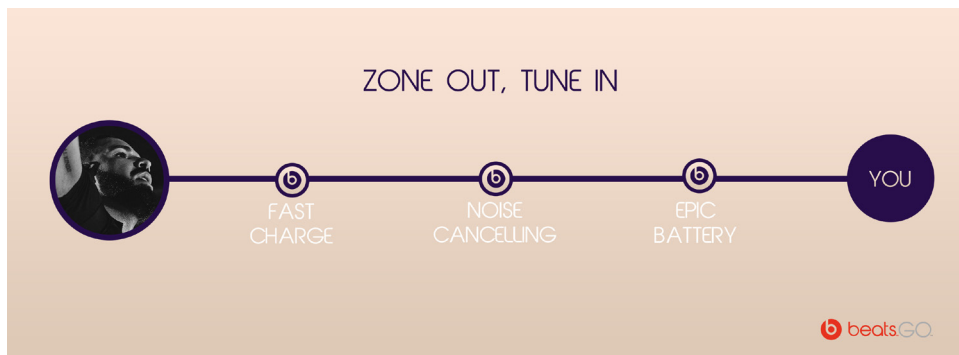
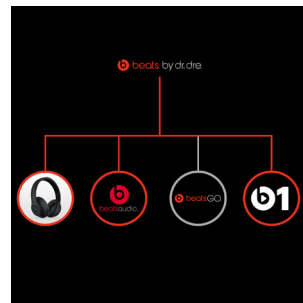
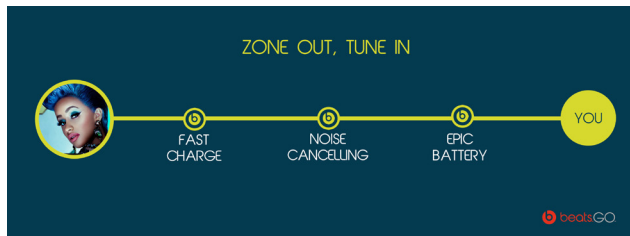
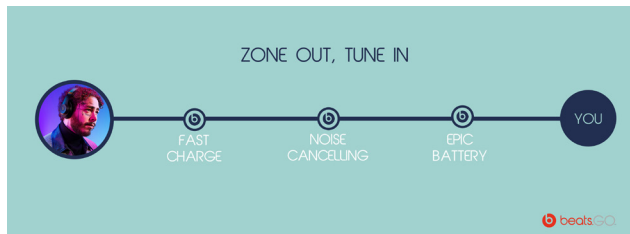
\*I think I'm a Gen Zer. Maybe I'm making this up as I type, who knows.

**Emily Nelson**

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# IMAN

**Currently:** Part time student and worker  
**Dream Role:** CCO

19 years young, the sun blazes hard over north London. Fresh out of sixth form she delves straight into a crisis of self-examination, emerging ready to take the world by storm. Her creativity is fuelled by her Somali roots and western lifestyle. Her affinity for words combined with her unapologetic character means she is now ready to influence culture. It's not a stretch to call her potentially revolutionary. Iman does not make mediocre work, but work that you wish you created. The Shift programme lit an unshakable determination to be the greatest.

**Iman Siyad**

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 Rule the commute



 Rule the commute



# BORN FIERCE

NETFLIX







# ISABEL

**Currently:** A waitress/artist/production assistant/intern

**Dream Role:** Creative producer

Creating things is what I love to do, and I mean things because there is no one thing. It's where I find my best self and lose my worst. It's great.

When I was little, we lived by the sea. On summer days my sisters and I painted pebbles on the beach. We made our best possible work with craft paints, salt water and the smoothest stones we could find. Sitting proudly on the sea wall, we sold our creations. You'd get an occasional old lady who'd give you a quid, though looking back now they probably weren't great.

For me, making is like home, a familiar place. There's comfort in it because what's the worst that could happen?

**Isabel Mickleburgh**

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INSIGHT

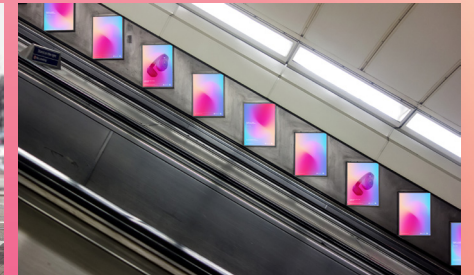
Commuting has a detrimental impact on your mental well-being

IDEA

Through music, self-care and awareness we will help improve the lives of commuters

EXECUTION

Musician curated mindfulness playlists as your companion on the commute



To launch the playlists we have designed a yoga event in collaboration with Fat Buddah Yoga.

We will invite the artist along with dedicated fans and everyday commuters to take part. With the be/at one playlists as the soundtrack to the yoga.





## JAEL

**Currently:** A Freelance Graphic Designer  
**Dream Role:** An Art Director

I'm a creative magician who loves to bring ideas to life. I like to create work that is vibrant, and has a big personality – a bit like myself. If my work doesn't evoke a reaction or a form of emotion, then I haven't done my job properly. What inspires me, are brands that can engage a new audience through the power of design. It shows me that the possibilities are endless – I may not be able to save the world as a designer, but I have the ability to engage with people on a large scale.

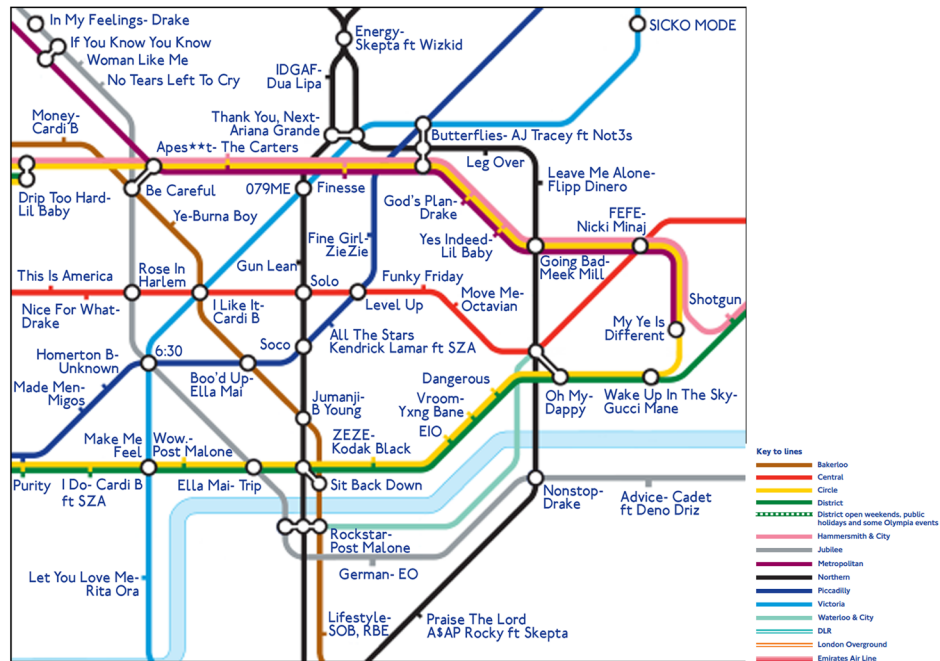
**Jael Umerah-Makelemini**

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[@hauseofdesigns](https://www.instagram.com/hauseofdesigns)

## Beats Tube Map



MUSIC OF LONDON



# FORMULA-EQUAL

## THE INSIGHT

Unfortunately, society still views women as inferior drivers compared to men.

**In Formula-E anyone can win,** because it's based on the drivers skill.

## THE IDEA

We are going to form the first **all female racing team** and share our journey with the world.

# FAST & FIERCE







Jessie Denny-Kaulbach

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[@dennykaulbach](https://www.instagram.com/dennykaulbach)

## JESSIE

**Currently:** Freelance illustrator & designer. Smiley face at House of Vans.

**Dream Role:** To be a freelance artist and designer making work that helps people!

I don't make my work for the rich kids, or the ones who got the leg up. I make my work for the ignored, the people who don't get the helping hand. I don't make my work to add to the status quo. I make work from my experience, our experiences. I make work to shout about our lives. I make work to make you all listen.

Working primarily in design, illustration and painting, I want to use these to fight for the things that matter. I want to carve a space for the marginalised in a world that devalues us.



TODAY I WAS HARASSED  
AND I HAVE ONLY  
JUST REALISED IT HAS  
HAPPENED.  
WHEN DID MY BODY  
BECOME ACCUSTOMED TO  
THE SITE OF VIOLENCE?  
HOW DOES IT FEEL TO BE  
SHOCKED WHEN SOMEONE  
HURTS YOU?





# LENNIS

**Dream Role:** Creative Director

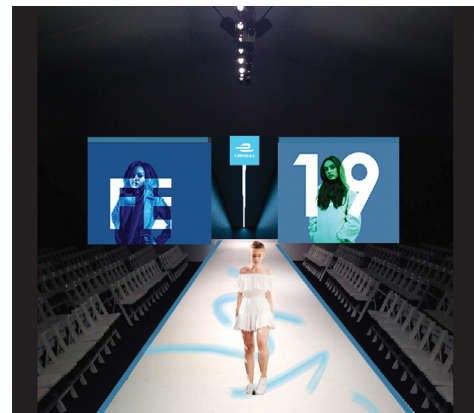
To escape from an environment I'm used to, to be in a space I feel useful.

A journey which had no map to start with. End somewhere I can satisfy my creative indulges.

Lennis Torell

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**WHAT! NO BEATS?**





# MAISIE MAY

**Currently:** A freelance art department assistant & prop maker for TV & editorial work.

**Dream Role:** To write content that has the ability to come to life in television, cinema, print, stage and exhibitions. I would love to influence a new energy in media that provides storytelling using comedy. I would love the luxury to travel and see the world without being constrained to annual leave – Brexit or No Brexit.

## Maisie May Plumstead

[maisiemayplumstead.co.uk](http://maisiemayplumstead.co.uk)

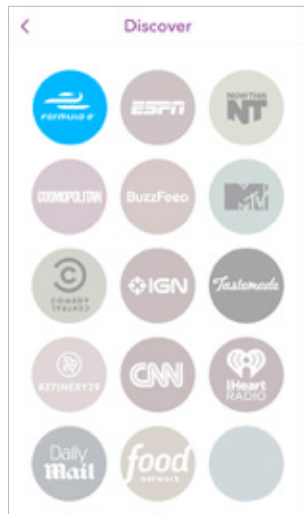
[maisieplumstead@gmail.com](mailto:maisieplumstead@gmail.com)

@mrmaisie

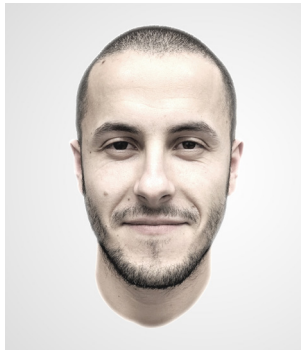
Born: Maisie May Plumstead (remain Maisie May Plumstead). I am peckish for life – if there's a pie, my finger is summoned. I am PRO coffee and PRO Kathy Burke. I now own a clothes steamer meaning I am factually 9% more of a professional. I speak French fluently and coincidentally am skilled at cooking crêpes. I have a background in make-up artistry and working in theatres. I've assisted a stranger into childbirth before. I will continue reading, protecting my face from the sun, and eagerly awaiting the broadcast of the Oscars. I am currently learning dressmaking and driving.



# YOUR ROADS. OUR RULES.







# MATTEO

**Currently:** Freelance Graphic Designer and Receptionist

**Dream Role:** Creative Designer and Boxer

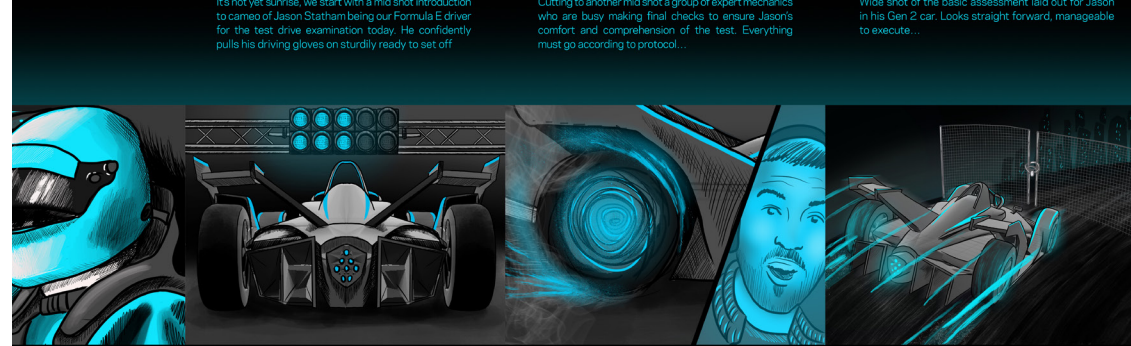
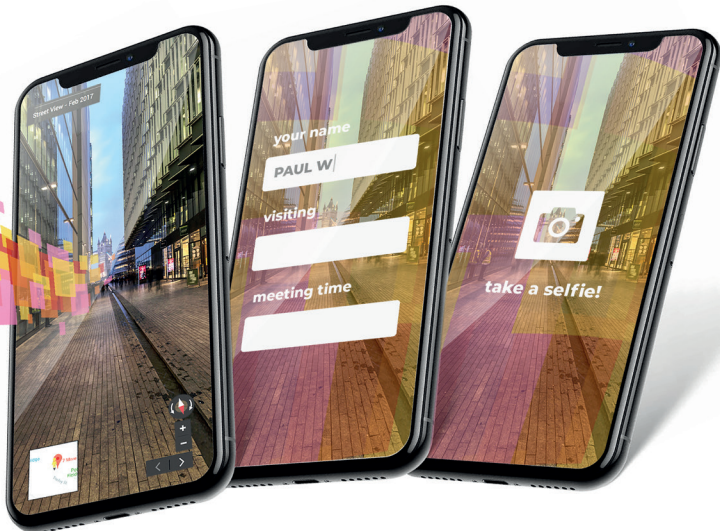
A creator who doesn't sleep at night thinking about ideas that could potentially change the world. All I try to communicate through my designs is that there should be no boundaries in creativity.

**Matteo Dicandia**

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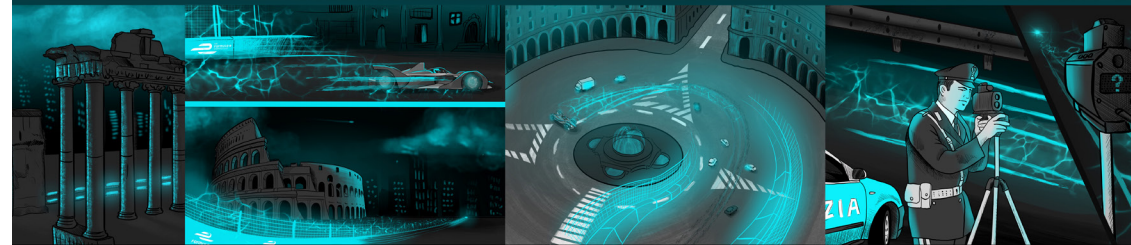


the "all clear" thumbs up gestures to clear the way.

Camera pulls out to expose the majestic Gen 2 car properly. Signalling lights are preparing the car for the safety challenge it is supposedly cooperating with. Here we see the car on its very own runway

Extreme close up to the vehicles wheels speeding off - the examiners of the testing grounds are evidently stunned. This was an unarranged change of course. They are powerless

Camera pulls out to show Jason making a break for it - smashing down the enclosure grid gate onto the open road



with-talking city of Rome is undisturbed and magnificent. the dominant architecture

Keeping our wide shot, we evidently see Jason marking his territory on the city roads. Blue formula E colours tracing his route to construct a fictional racing track. He zips away with champion determination

Drone shot presents our Gen 2 riotously speeding a roundabout, overtaking every passing vehicle in a flash

Pull to a mid shot of an on duty "bolizia" who has recorded this vehicles behaviour with intention to discipline it



roaching! Gen 2 escapes its driving from Jason. We see ger as the track reveals in its

A grandma is making a caffè in the comfort of her home. She is stunned by the disruption of the passing vehicle. Her hairs stand on end. She is visibly bothered by the electric activity

Extreme wide shot of Jason grinding to a halt to respectfully allow the horse to take priority of the road hierarchy. This is the only shot the car stops in motion

Mid shot of Vespa being aggressively impacted by the speed of the car. The arrogantly self aware driver of the bike loses balance and is embarrassed



the still scenes of Rome with the Formula E track glowing orange. Jason has travelled. We view of planet Earth in complete peace of calm before.

In good time Jason returns to the examining test track with speed back through the gates that have temporarily been fixed - now to be broken once again. The vehicle is evidently dirty, owing it's muddy wet exterior showing signs of a great adventure

Mid shot - Jason swaggers out the car implying "the car does the job perfectly - Ciao". His body glitches with electric static

Your roads. Our rules.





## RAAFAYE

**Currently:** Freelance Illustrator

**Dream Role:** Designer

I am a naturally curious and passionate creative that likes to remain resilient in the face of various obstacles set before me. My story started in London and grew up in America, Ireland and Scotland.

I enjoy the challenge of problem solving through illustration and design, deconstructing something into an accessible visual language. I like the depth and ideation process behind design that gives it substance.

**Raafaye Ali Sheikh**

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Rule the commute





# REUBEN

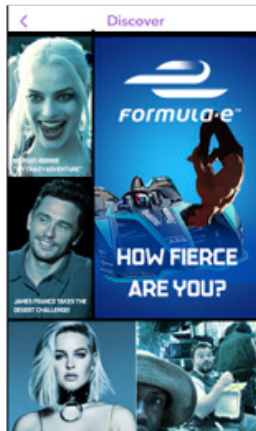
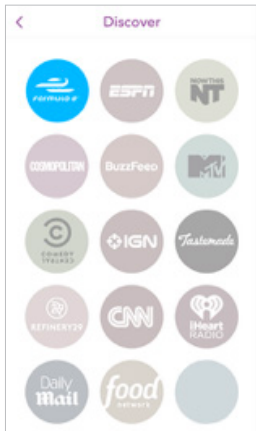
**Currently:** Photographer  
**Dream Role:** All round creative GOD

Wassahhhp... I'm very serious about my work. My hair has been around 14 different colours. I've been acting professionally since I was 6 so that tells you I'm an insufferable attention seeker, you might have seen me in something. I also sing and dance but I stopped being a sissy late last year and found my love for conceptual photography leading me to a love for advertising. I love working in a team and I love what I do and aim to continue to do so! I love to mingle so come say hi. I'll only bite if you ask.

**Reuben T. H. Lee**

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**SKIP STOPS,  
STOP THE NOISE  
AND RISE ABOVE  
THE CROWD.  
COMMAND YOUR  
COMMUTE WITH  
BEATS.**



**YOUR ROADS.  
OUR RULES.**







# RICHIE

**Currently:** Kennedy Programme – Creative Internship/Incubator @ Wieden + Kennedy  
**Dream Role:** Copywriter or Creative Strategist at a company or brand I love – ie. staying at Wiedens, Google, Apple, Vice or the BBC

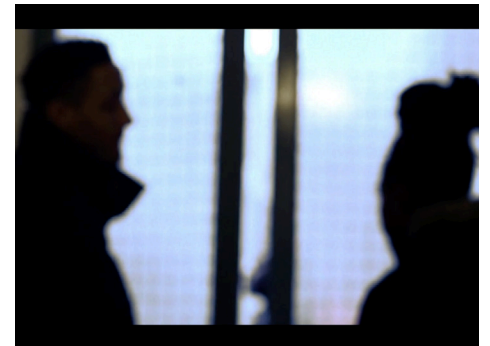
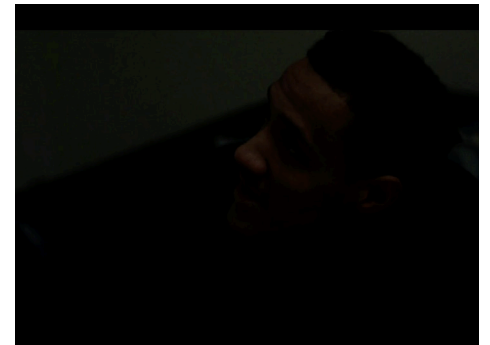
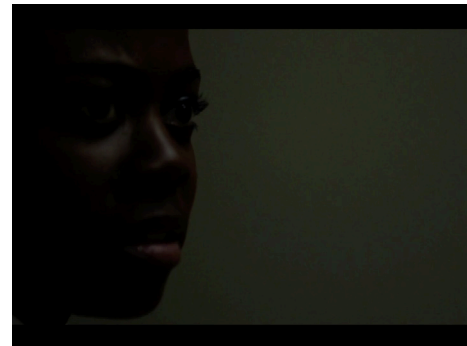
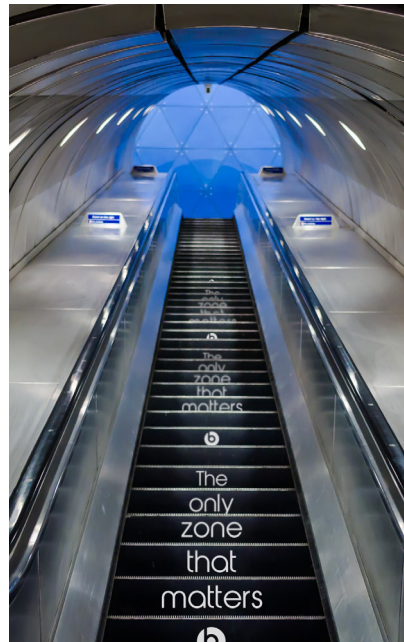
I am storyteller with a strategic mind and an imaginative point of view. I think a lot, and often talk way too much so naturally thought that writing was a perfect career me.

Richie Babalola

[the-dots.com/users/richie-babalola-275082](https://the-dots.com/users/richie-babalola-275082)

[richie.babalola@gmail.com](mailto:richie.babalola@gmail.com)

@richiebabalola







# ROBI

**Currently:** Freelance Graphic Designer  
**Dream Role:** Art director – creating social change

Hungarian family;  
Didn't pirate Photoshop;  
School in Romania;  
College in Denmark;  
D&AD Shift in the UK;

For me, designing isn't making something prettier. It is something much deeper and more meaningful – problem-solving!

I want to be more efficient and creative. People say I constantly have questions, always try to learn and improve. All I know is, I am trying to crush my comfort zone.

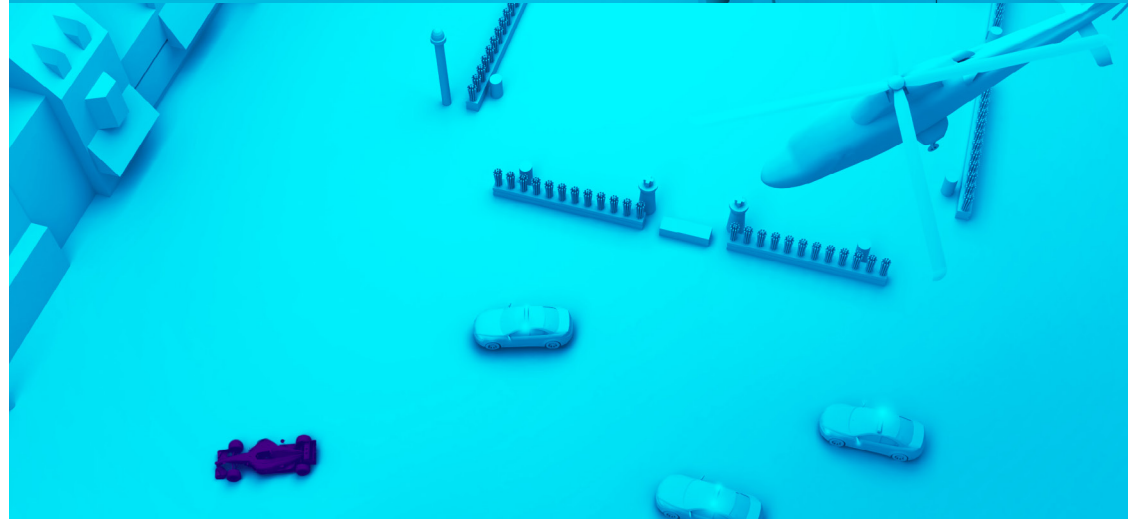
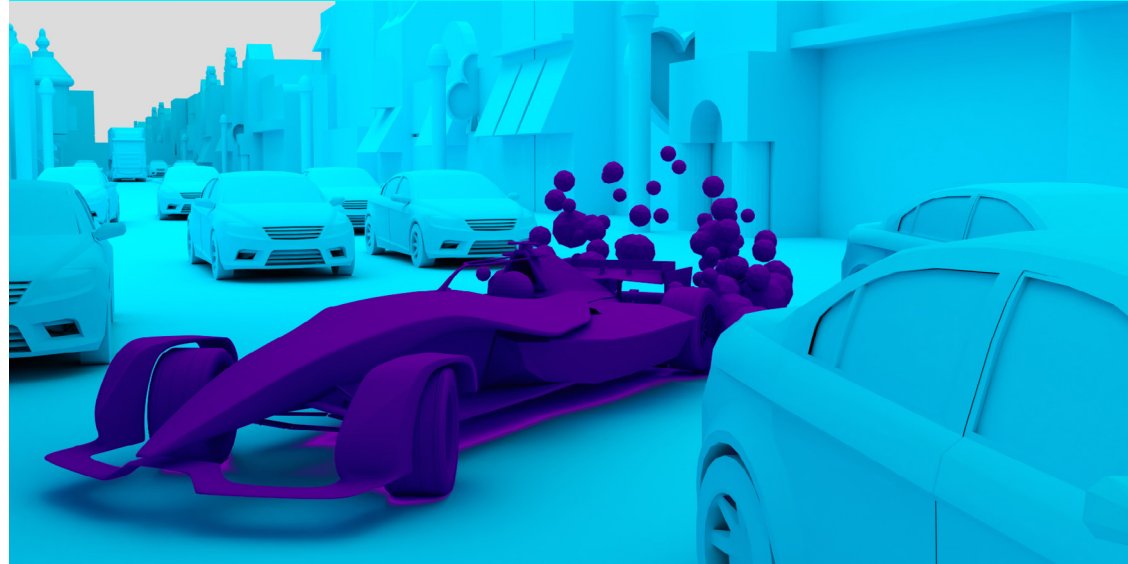
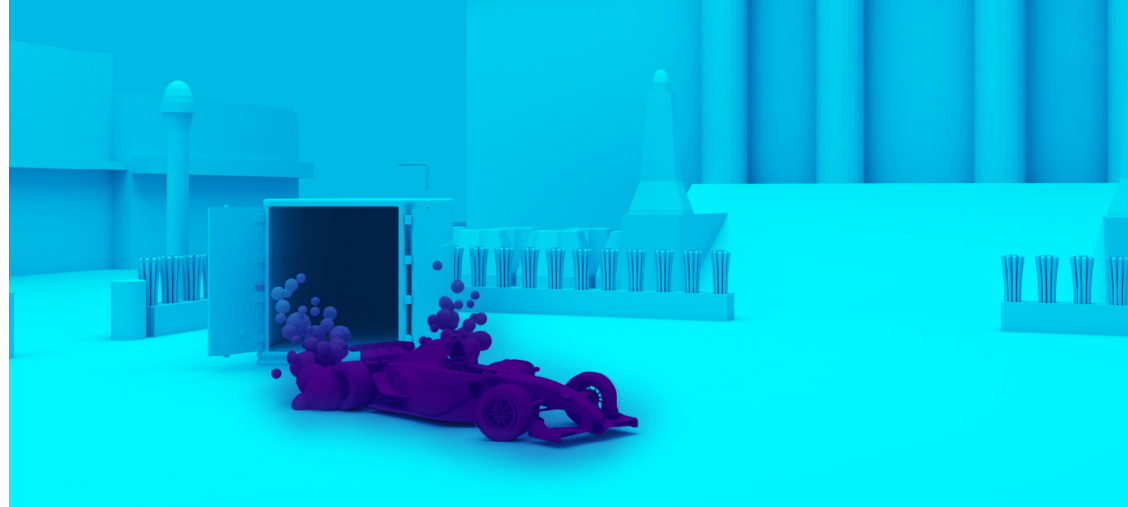
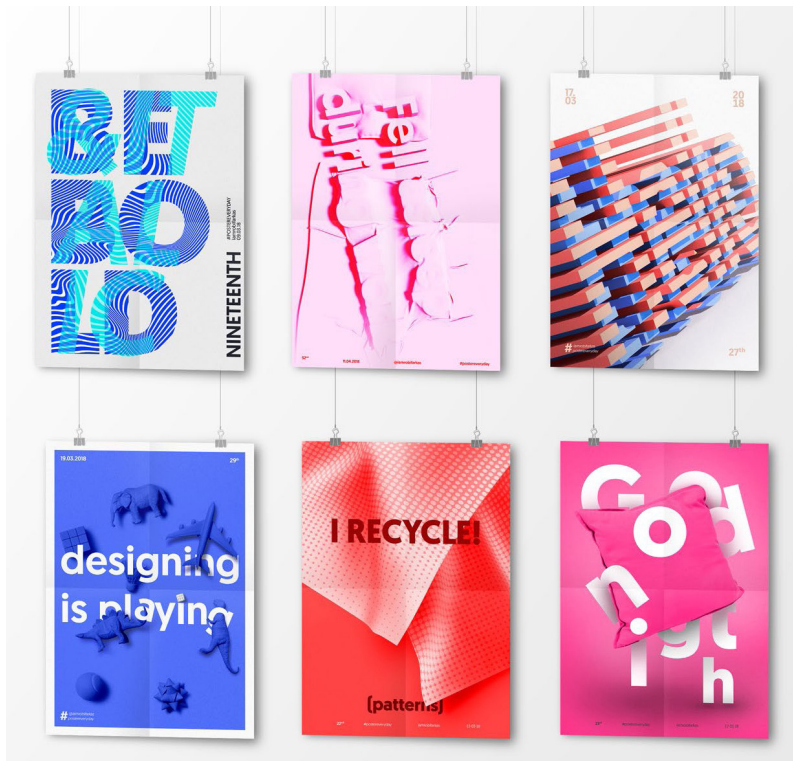
I am committed to working hard and improving!  
Do you have the next big challenge for me?

**Robi Farkas**

[iamrobifarkas.co.uk](http://iamrobifarkas.co.uk)

[iamrobifarkas@gmail.com](mailto:iamrobifarkas@gmail.com)

[@iamrobifarkas](https://twitter.com/iamrobifarkas)







## THADDAEUS

**Currently:** Digital Design Apprentice for Hackney Council

**Dream Role:** Creative Director

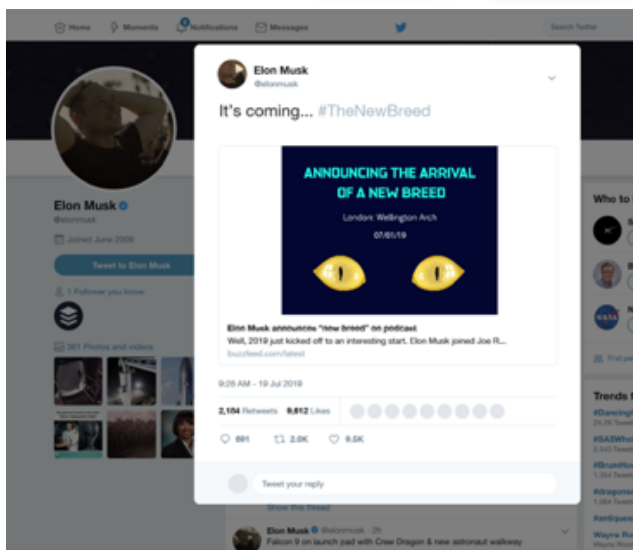
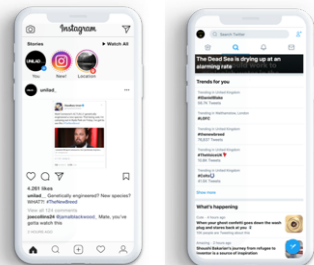
A young creative, who started off with a passion for music, which later developed into a beat-making hobby, to a serious interest. So serious, that he decided to invest in bedroom studio to commit to getting better at the craft. This later led to a job opportunity as an admin/creative assistant for a serial entrepreneur and a ridiculously talent super producer/multi-instrumentalist, during this time the passion for music would blossom into an appreciation for creativity in all its various forms and a taste for this sparked the hunger to do more, learn more and repeat.

**Thaddaeus Brown**

**thaddaeusbrown.  
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com

@thaddaeusbrown



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# THE STORY DOESN'T END HERE.

We have given the Shift group knowledge, honed their skills, and built the resilience needed to thrive in the industry. But in order for New Blood Shift to succeed we need you, the industry, to offer the next steps. We're looking for paid placement opportunities.

To ensure we continue to nurture and support this new talent, we're setting some guidelines for these placements:

---

### **The time**

Placements are ideally 3 months, but we ask for a minimum duration of 4 weeks.

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### **The money**

Shifters must be paid the current London Living Wage, £10.55/hour or £370 for an average week.

---

### **The support**

For some of the Shift group, this may be the first time they've worked within an agency environment. So it's critical to have a mentor within the company – a single point of contact that they can turn to during the placement period. We recommend the first week of the placement be shadowing. D&AD are on hand to continue to support our Class of 2018/19, as well as advise host agencies with placements.

If you are interested in offering placements to our Shifters, please contact:

**Hilary Chittenden**  
**[shift@dandad.org](mailto:shift@dandad.org)**



# THANK YOU

D&AD New Blood Shift relies on support from the whole industry. We're grateful to London's creative industry for giving up their time to advise and support the programme, attend the sessions, and teach the Shift Class.

## In partnership with



## Mentors

Anna Carpen, And Rising  
Caroline Leijon, Rufus Leonard  
Chloe Templeman, Design Bridge  
Claire Burman, Babyface  
Donna Payne, Faber & Faber  
Franki Goodwin, Saatchi & Saatchi  
Jack Hutchinson, Mischeif PR  
Juliette Larthe, Prettybird  
Lauren Pleydell-Pearce, PwC  
Lisa Carrana, McCann London  
Matt Weston, Iris Worldwide  
Phillip Bircham, Superimpose  
Rebecca Petts Davies, PwC  
Richard Blank, Iris Worldwide  
Roger Gagnon, PwC  
Shannon Ashley, PwC  
Tom Dance, Superunion  
Tom Manning, Havas  
Winston Duke, JKR

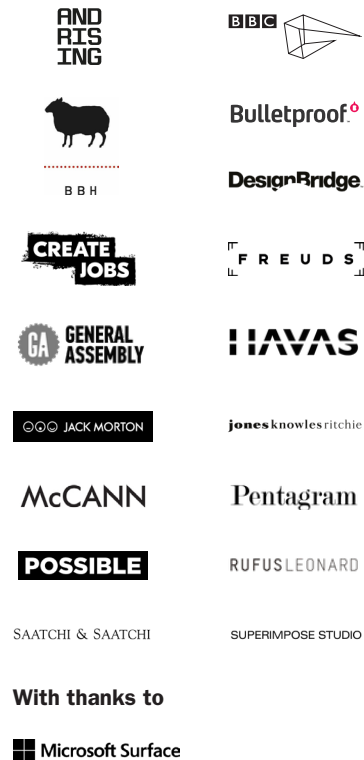
## Shift Ambassadors

Jide Adetunji  
Hannah Hill  
Shanice Mears  
Shay Sade  
Nissy Tee

## Pastoral Support

Jade Ilke, Designingfutures

## Supported by



If you would like to support Shift as a speaker, host, mentor or offer a placement in 2019/20, please contact **Hilary Chittenden** at [shift@dandad.org](mailto:shift@dandad.org)

If you would like to set a brief for the Shift 2019/20 class or sponsor the programme, please contact **Sammi Vaughan** at [sammi.vaughan@dandad.org](mailto:sammi.vaughan@dandad.org)

[www.dandad.org/shiftldn](http://www.dandad.org/shiftldn)



# Stimulation



## not congratulation

For 57 years D&AD has stimulated, celebrated and enabled creative excellence in design and advertising, in the firm belief that great work always creates better outcomes. As a registered charity, we give back to the industry we serve through subsidised events and education initiatives, including D&AD Festival, Masterclasses, Academies and career-launching programmes New Blood and New Blood Shift.

### Awards

D&AD Awards recognise beautiful ideas, brilliantly executed. Coveted the world over, a D&AD Pencil is the pinnacle of many creative careers, recognition of the power of craft and creativity and proof that you're making the best creative work out there.

### Festival

D&AD Festival is where craft, creativity and culture collide. For three days in May, the world's creative pioneers gather to share expertise and experience, spark new ideas and stimulate the imaginations and ambitions of creatives from every discipline and stage of career.

### Membership

Members join a vibrant global community that makes you more connected, more visible and more inspired.

This is just a taste of what D&AD has to offer. For more information on how to be part of D&AD, visit [dandad.org](http://dandad.org)

### Masterclasses

D&AD Masterclasses power up careers and future-proof businesses by focusing on the creative skills of tomorrow, taught by the stars of today. Delivered online and offline, D&AD is uniquely positioned to deliver a creative learning programme like no other, connecting you directly to the people consistently making the most outstanding work.

### Partnerships

Align your brand with creative excellence through D&AD Awards and Festival to deliver experiential relevance and value to thousands of industry influencers. Set a brief to university students, unearth talent from non-traditional backgrounds, or launch the careers of rising stars through the New Blood programme.



**D&AD  
Festival**

## WHERE CRAFT, CREATIVITY AND CULTURE COLLIDE

**Jefferson Hack** CEO & Co-founder, Dazed Media // **Alice Tonge** Head of 4Creative // **Dan Goods** Creative Director, NASA // **Shantell Martin** Artist, Shantell Martin Inc // **Edel Rodriguez** Artist, Edel Rodriguez Studio // **Andrea Moccia** Producer, Secret Cinema // **Abadesi Osunsade** Founder, Hustle Crew & NonTechTech // **Chris Kieffer** Creative Director – UI Design, Westworld // **Per Pedersen** Global Creative Chairmen, Grey // **Anna Ginsburg** Animation Director // **Ajaz Ahmed** CEO & Founder, AKQA // **Danielle Krettek** Founder, Google Empathy Lab // **Jenny Waldman** Director, 14-18 NOW // **José Cabaço** Global Creative Concepts and Storytelling Director, Adidas // **Liv Little** Founder, gal-dem //  
+ Many more to be announced

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Passes on sale now at: [dandad.org/festival](http://dandad.org/festival)