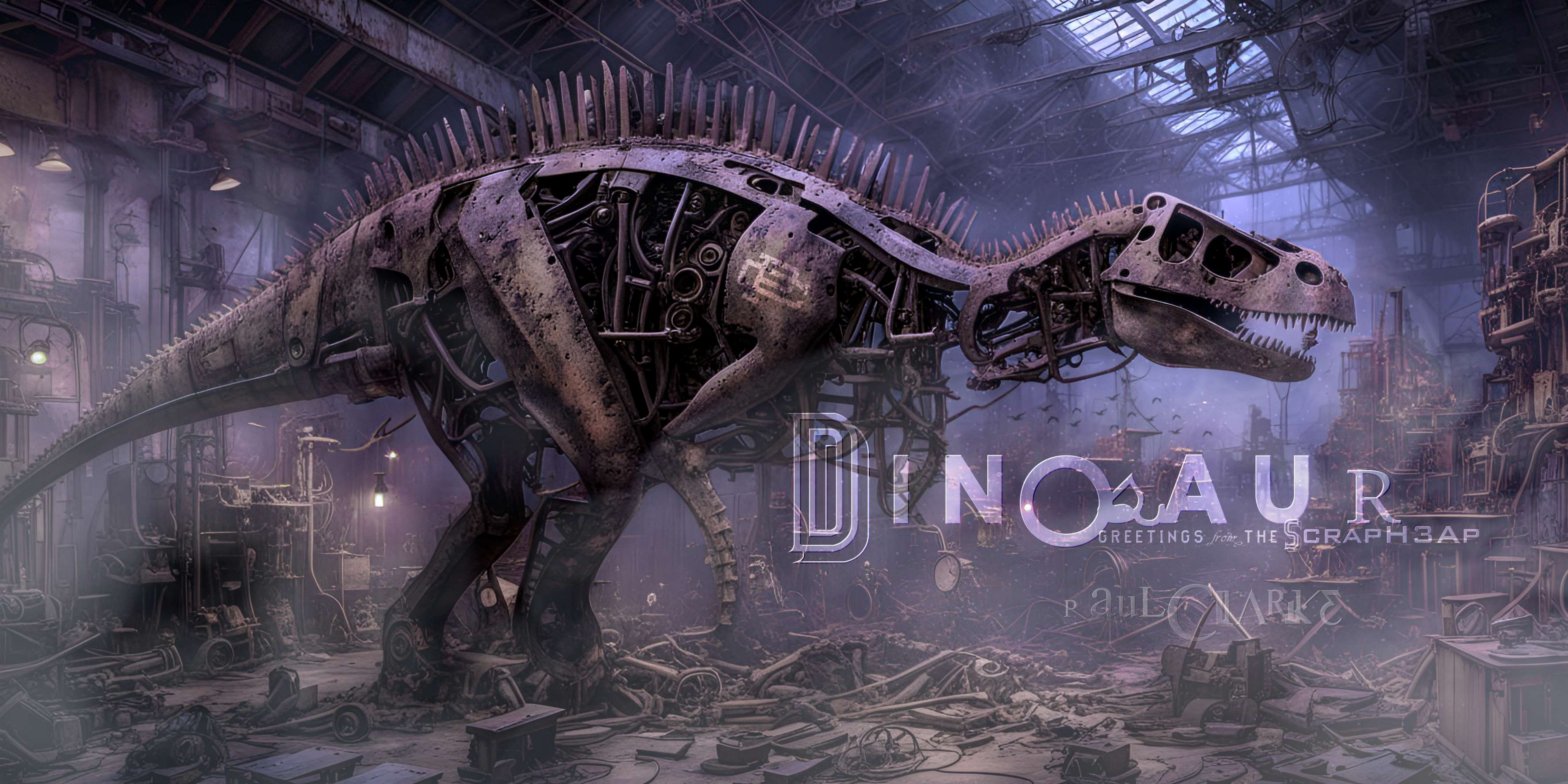


PAUL CLARKE

ART DIRECTOR
GRAPHIC DESIGNER
TYPOGRAPHER
PHOTOGRAPHER





DINO-AUR

GREETINGS from THE SCRAPH3AP

PAUL CLARKE

STAN



379
OBEY
GoldenBoob.com

OLD DIRECTORY



THE ALTERNATIVE
apple
EXPO
30/31 OCTOBER 1986
LONDON GRAPHIC SYSTEMS
LONDON GRAPHIC SYSTEMS
R S Y P S
THE TIME: MIDNIGHT - 10.30PM 30 & 31 OCTOBER 1986. THE PLACE: LONDON GRAPHIC CENTRE, 24-28 SMOLETON STREET, COVENT GARDEN, LONDON WC2H 9JF

RETRO
sports

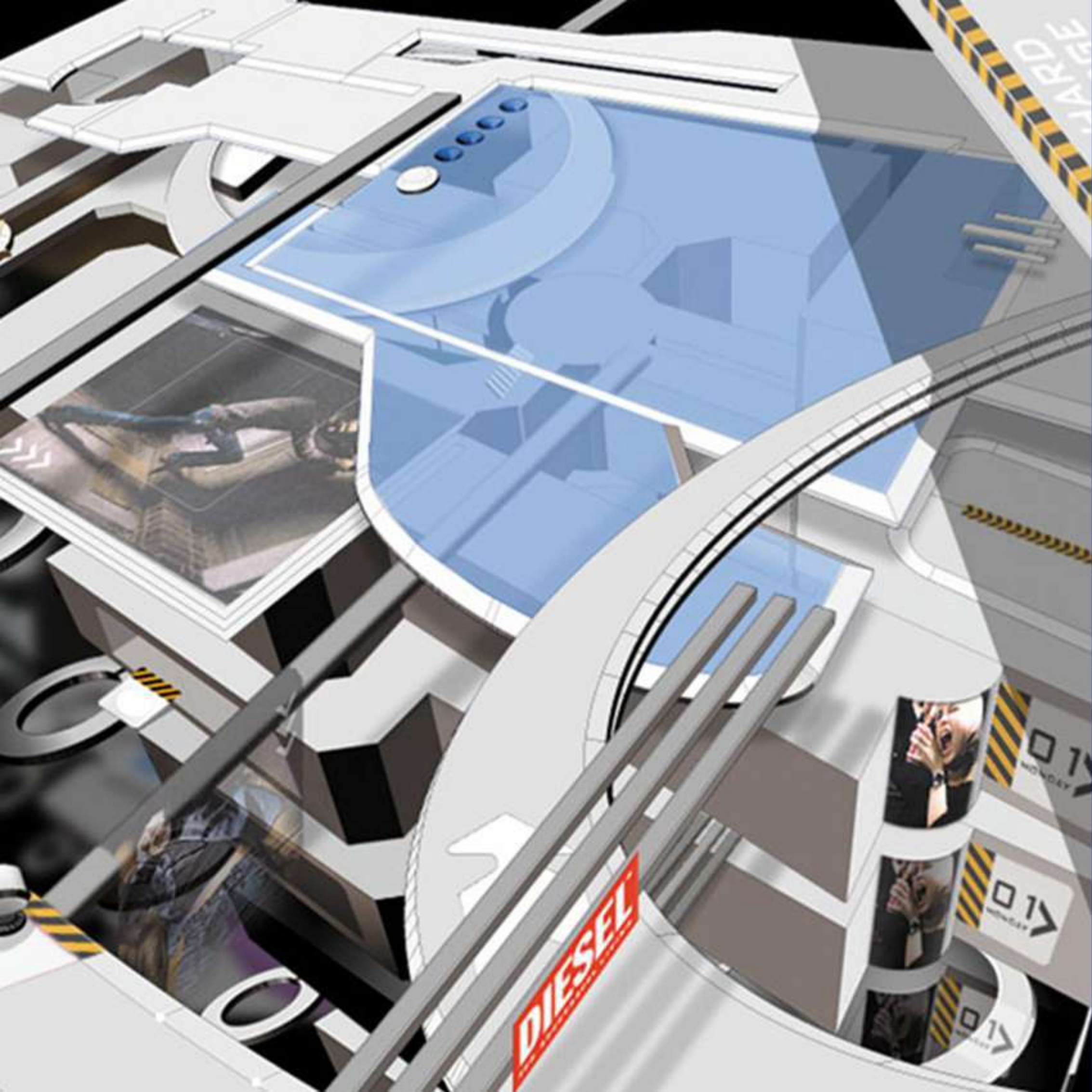


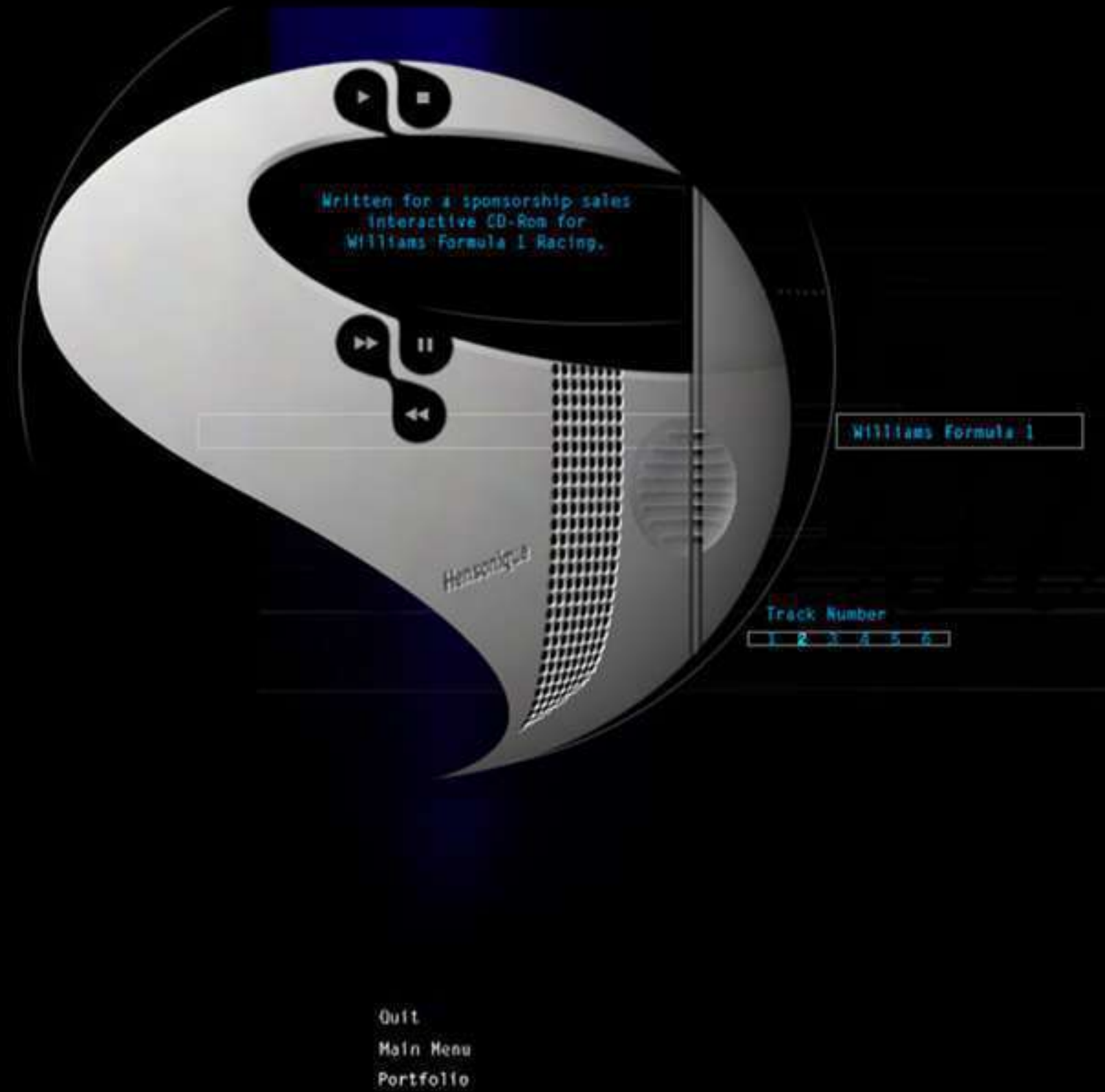
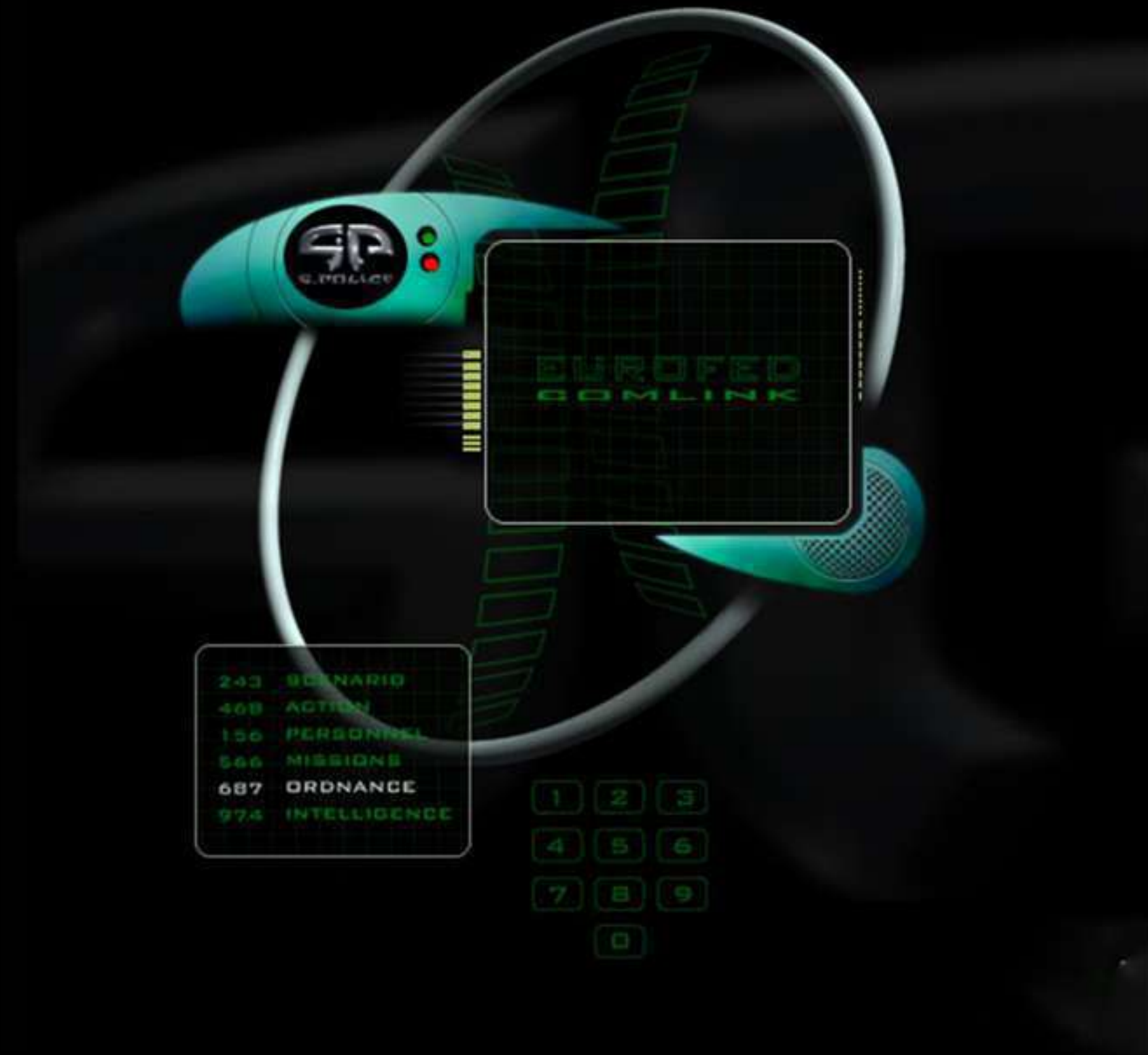




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HOW WINNING DESIGNERS MOVE FORWARD

I first worked with Paul in 1983 at APT, a design and typesetting company. From the outset it was very clear Paul was a very talented designer and art director, his desire for beautifully crafted design with a wide knowledge of type really set the tone and standard of all our work. He would work every hour above and beyond his duty to deliver not only work that delivered to the clients brief but also won awards. After moving onto Real Time in 1991 my job was to grow and develop the creative department and my first call was to Paul. I had total faith that he could not only improve the creative output but also help us win new business with his flair.

As new media developed in the early 90's Paul was one of the first to embrace it, learning new software in his own time and then blending it was his unique design and craft skills.

In our first full year as Real Time Interactive we had a 100% pitch record where Paul was the lead creative. These were all major wins for clients like The Football Association, Canon, Williams FI, and the British Tourist Authority.

Paul's identity for the England 2006 World Cup bid won the pitch hands down against seven other top design agencies. I still have a letter from Alec McGivan, Director of the World Cup Bid hanging in my office thanking Paul in person for his outstanding work. From 1996 to 2000 we won over 20 creative awards on projects Paul had been a lead creative on they included an IPA Gold, New York Art Directors Silver, European Regional Design Annual - Certificate of Design Excellence, Revolution Award - best use of CDROM, a BIMA and DBA award.

Since Real Time merged with Evans Hunt Scott in 2000 Paul has continued to deliver excellent work in the time most people would read and understand a brief. He is self-motivated, loyal and always concerned for the company which goes beyond self.

With most projects there's always a surprise, an extra thing he thinks about that adds value and stands out. His only weakness being that he doesn't promote or shout about his work in the way some less talented people do.

Losing Paul from the creative department at EHS Brann was a great disappointment to me personally and to all the team. I'm very grateful for the opportunity to have worked with Paul for so many years and to benefit from his knowledge and creative skills. I would not hesitate in employing Paul as part of my team again in a senior role and if I ever have my own agency he would be the first person I'd call.

Trevor Chambers
Executive Creative Director
Start Creative, Soho

I first worked with Paul on a calendar project that went on to win a Silver award from the Art Directors Club of New York. It was Paul's design rather than my words that caught the eye of the judges.

Subsequently, at EHS Realtime and EHS Brann, Paul and I worked together on a wide range of projects most of which had some form of online perspective - whether a website, a kiosk or online advertising. We worked on a start-up airline's website, a networked kiosk-based pub quiz, a new look and feel for a huge lottery funded organisation, and plenty more.

For the airline, he helped create a prototype e-commerce site, and then worked on a total design refresh of the same site almost two years later. He brought a good understanding of both the brand and the needs of the online purchaser to bear on an interface design that more than delivered to the business objectives that we'd been set.

The kiosk-based pub quiz was a prototype project that was less about general knowledge and more about an understanding of people's interaction with a fast moving interface, against the clock, and for a huge prize fund. Paul created a suitably theatrical design, as well as influencing the interactive choreography and sound. And most recently we worked together pitching for and then winning the task to design and build a new website for Sport England, the lottery funding distributor and promoter of increased levels of sport and exercise. Paul's designs re-shaped the look and feel of the organisation online and made it possible to structure a wide range of content types under one consistent design style.

There have been many others. I think these three are particularly representative of Paul's design approach. Paul brings a healthy mix of open-mindedness and good old-fashioned creative passion to his work. Saying he's fast does him a disservice, so I'd rather say he's likely to deliver before you expect him too. He has been thoroughly schooled through all the recent and important periods of design technology; from hot metal and filmsetting right through to digital. I'm proud of the work he and I have done together.

Patrick Baglee
Creative Director
EHS Brann

Paul Clarke was the catalyst for bringing a creative sparkle to my first business, APT Photoset. We were a small company working out of unglamorous premises in the Walworth Road producing type for some of the UK's leading design groups. Those design groups judge companies by the quality of the work they produce for themselves as well as the service offered. Paul helped us lift the quality and standard of our work to a different level, both typographically and with his ideas.

So, having sold the business to an advertising agency in 1990 and faced with the task of starting all over again building another brand, Real Time, I again brought highly talented people around me and second time around it was even more satisfying. For a studio to win a silver at the Art Directors Club of New York and multiple awards for design and digital, people had to take notice, and they did. Real Time went from less than 10 people in 1991 to over 100 in 2000 and to over 250 when we merged with EHS to form ehcrealtime and later EHS Brann.

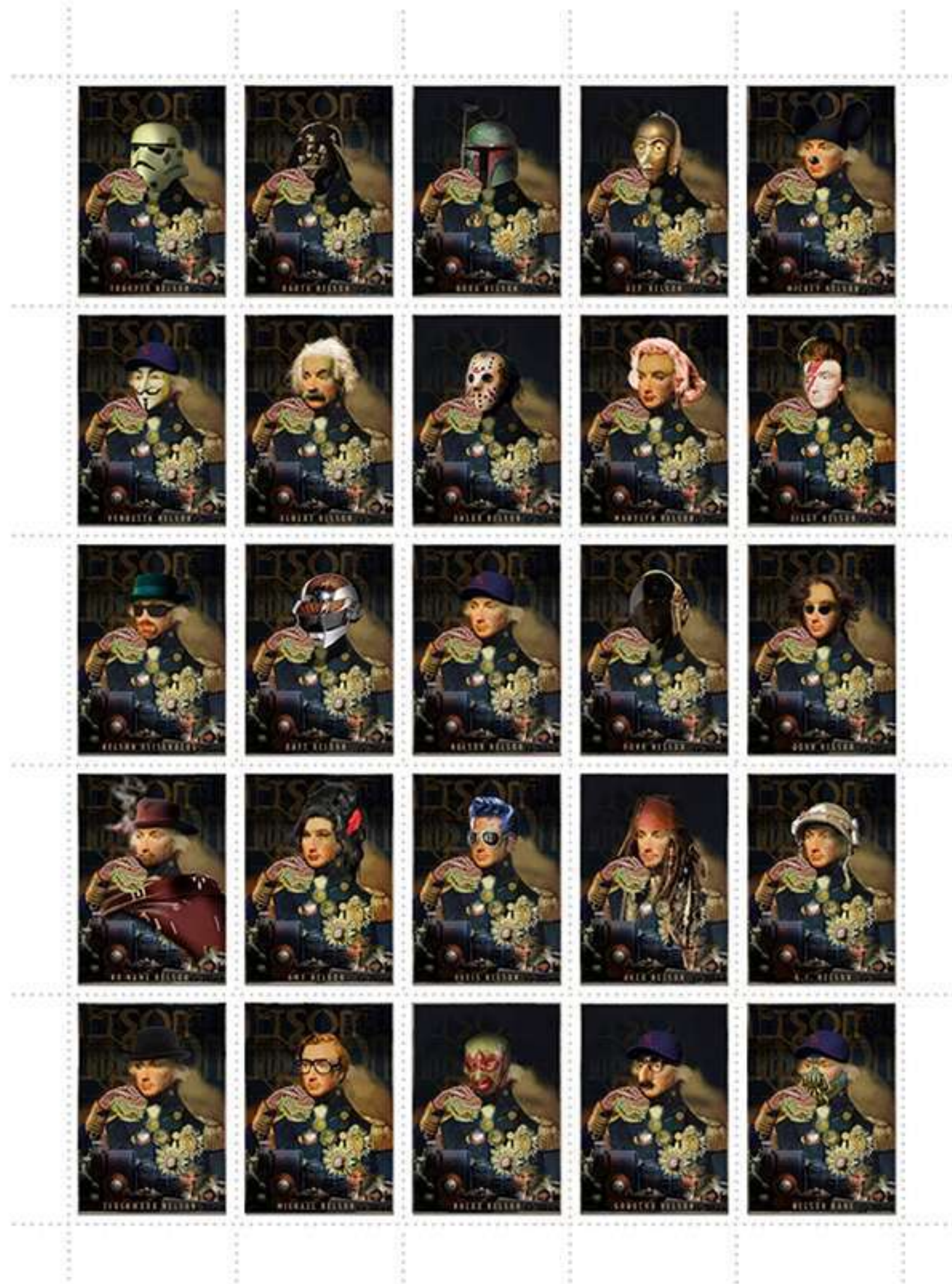
Every prestigious job that we undertook during this 20 year period has had Paul Clarke's name in there somewhere. We wanted to brand the agency EHS Brann, and commissioned three corporate design groups only to choose the work created by Paul. I was not surprised but many of the 50 strong art director team at EHS Brann were. The reason is they were not even aware he was working on the project. He takes the brief, put his headphones on and lets nature take its course. In short, Paul is a brilliant designer, typographer and art director and I would have no hesitation in recommending him to any company that needs to raise its standards up a few notches.

Phil Jones
Managing Director
Real Time Consultancy
previously Vice Chairman of EHS Brann and ehcrealtime and Managing Director of Real Time Studio from 1991 – 2004

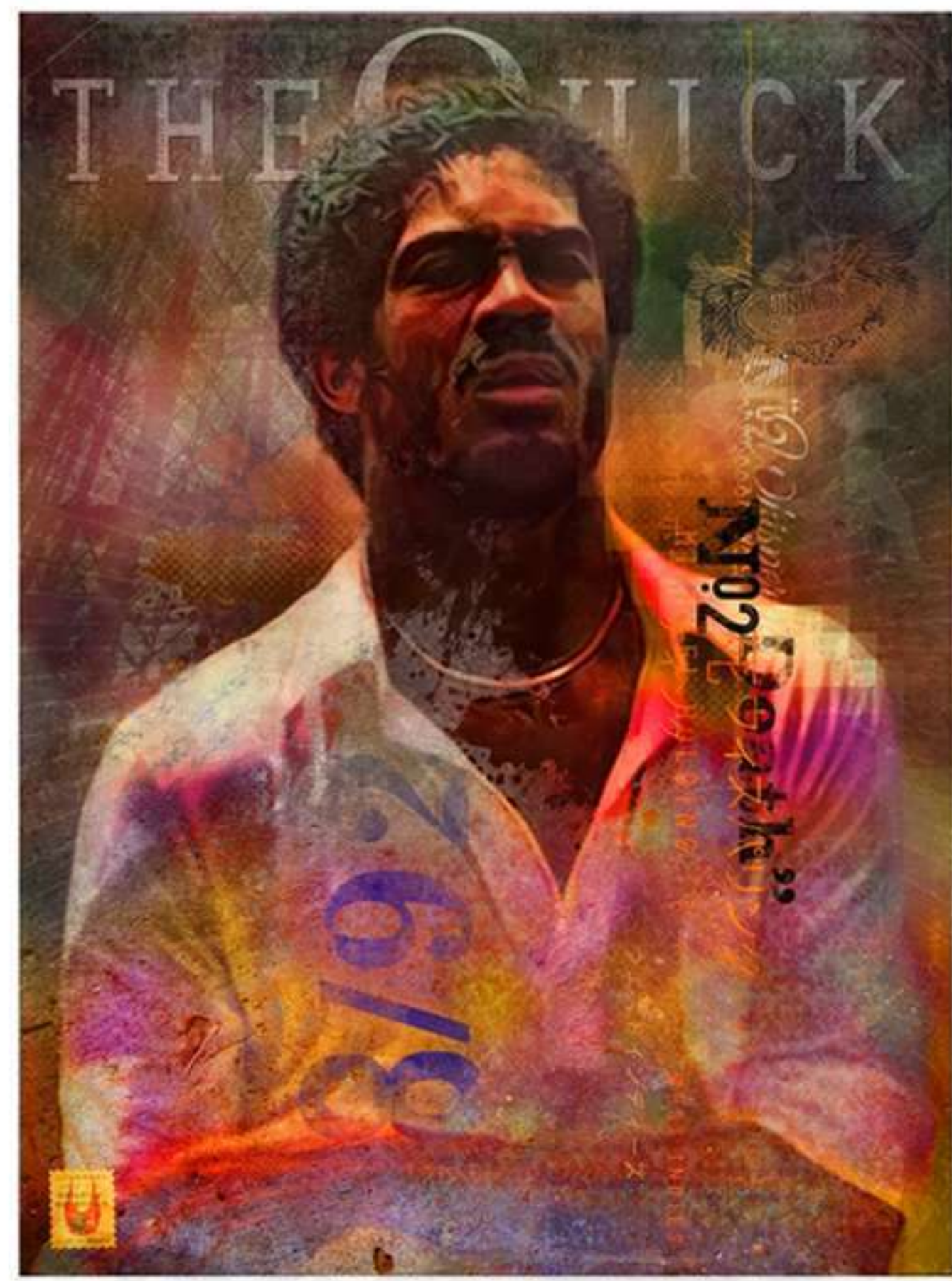
Our 10 year plus relationship with Tesco is founded on the communications programme we run for Tesco Clubcard. Clubcard is of key strategic importance to Tesco's business generating millions in incremental sales, so everything we do on the account is reviewed at their main board level.

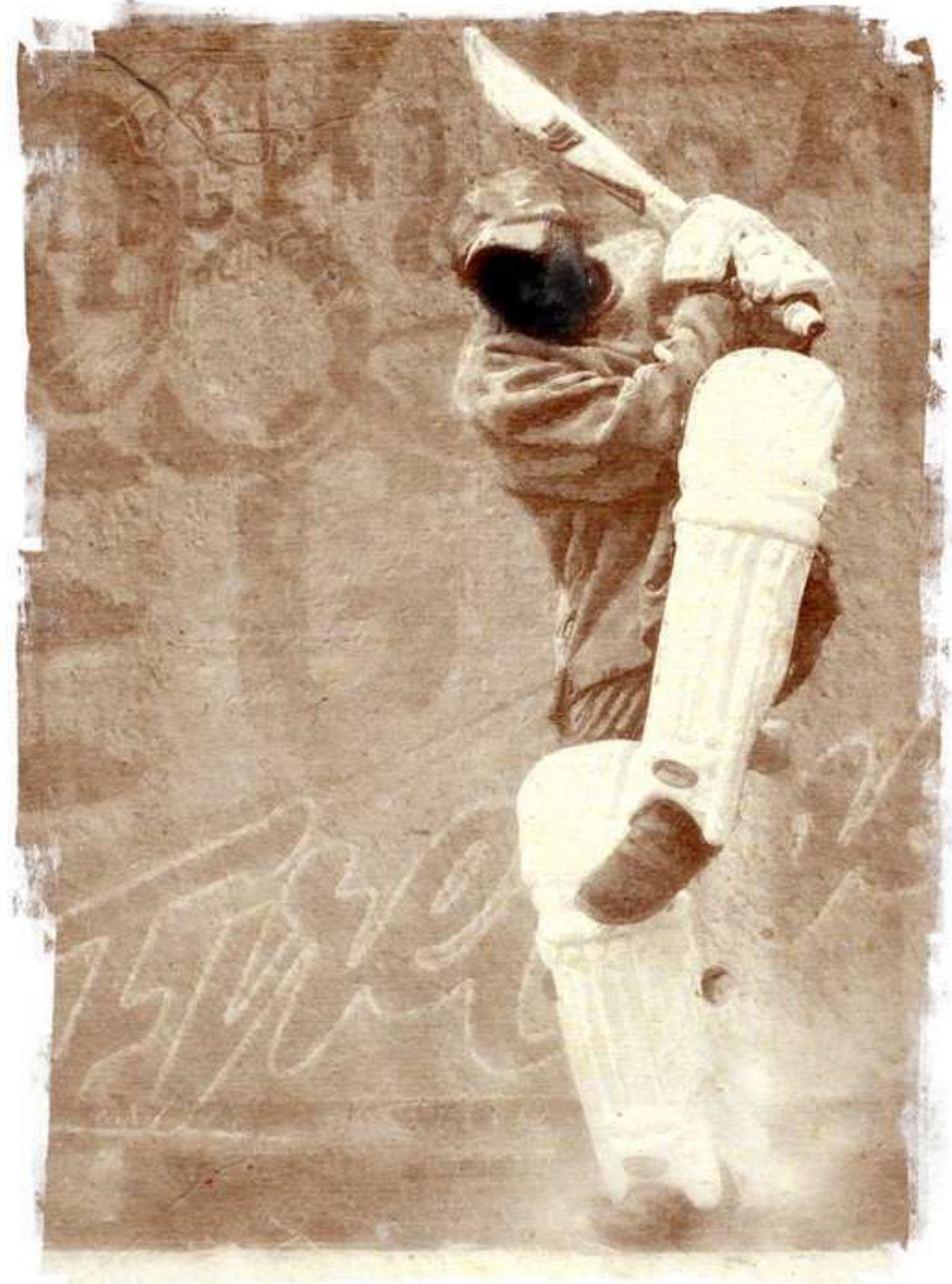
In 2004 we were asked to create a totally new look and feel for the burgeoning array of Clubcard communications. Paul Clarke led the design project and he came up with a styling that is distinctive, practical and flexible. It is also intrinsically Tesco. The redesign has been applauded by senior clients, Tesco's marketing team and fellow agencies alike. It is the work of an excellent designer.

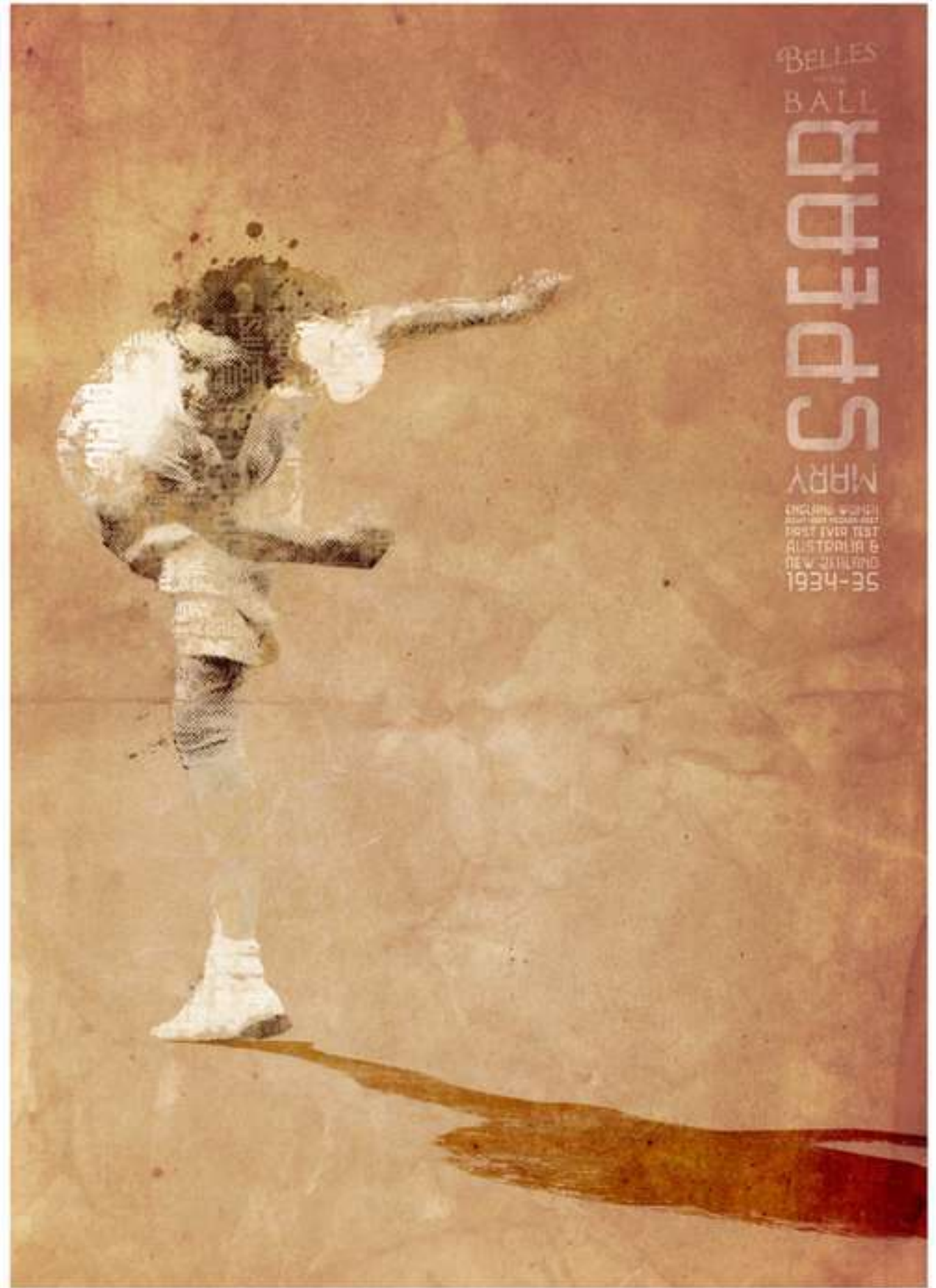
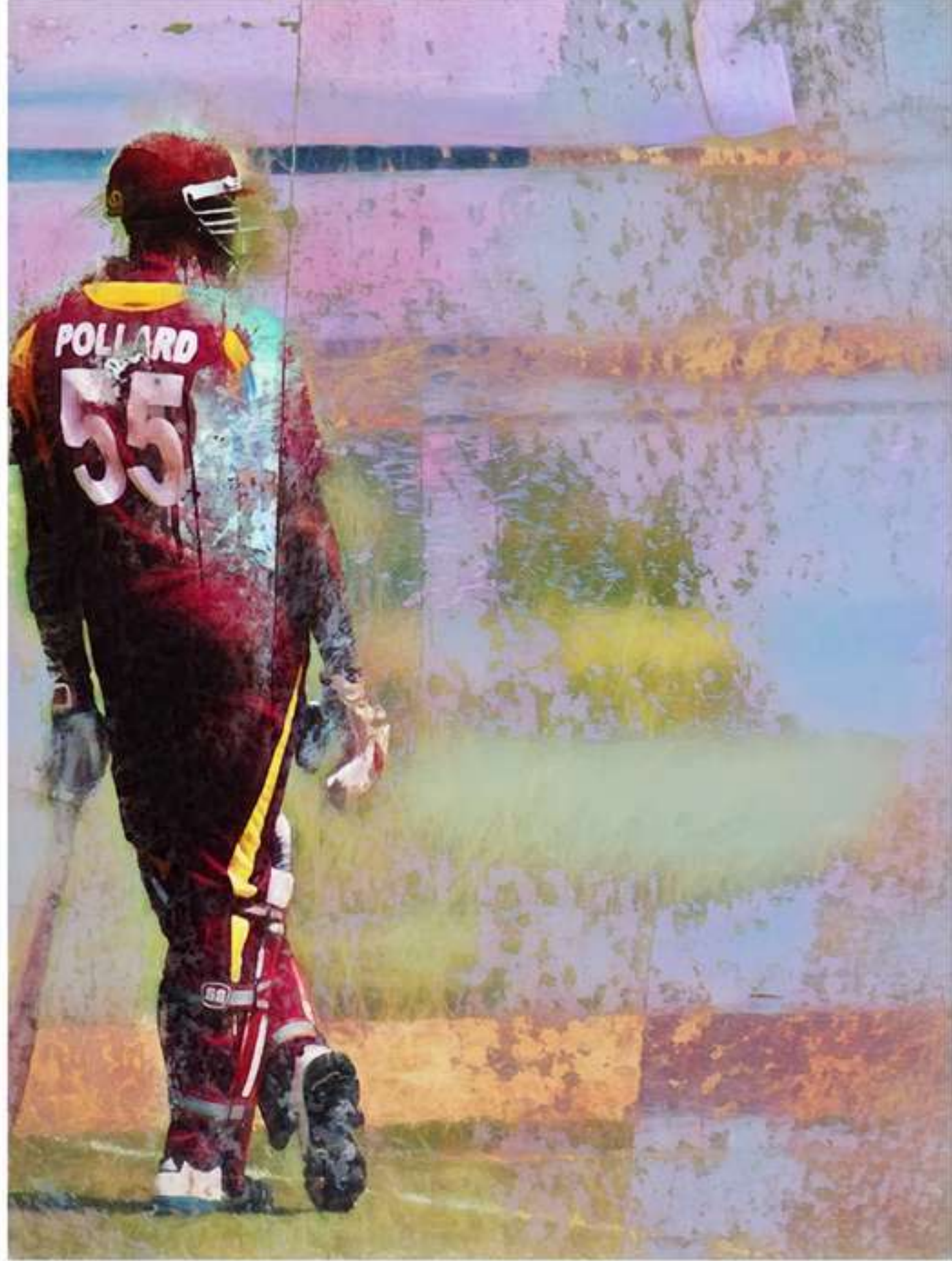
Terry Hunt
Chairman
EHS Brann







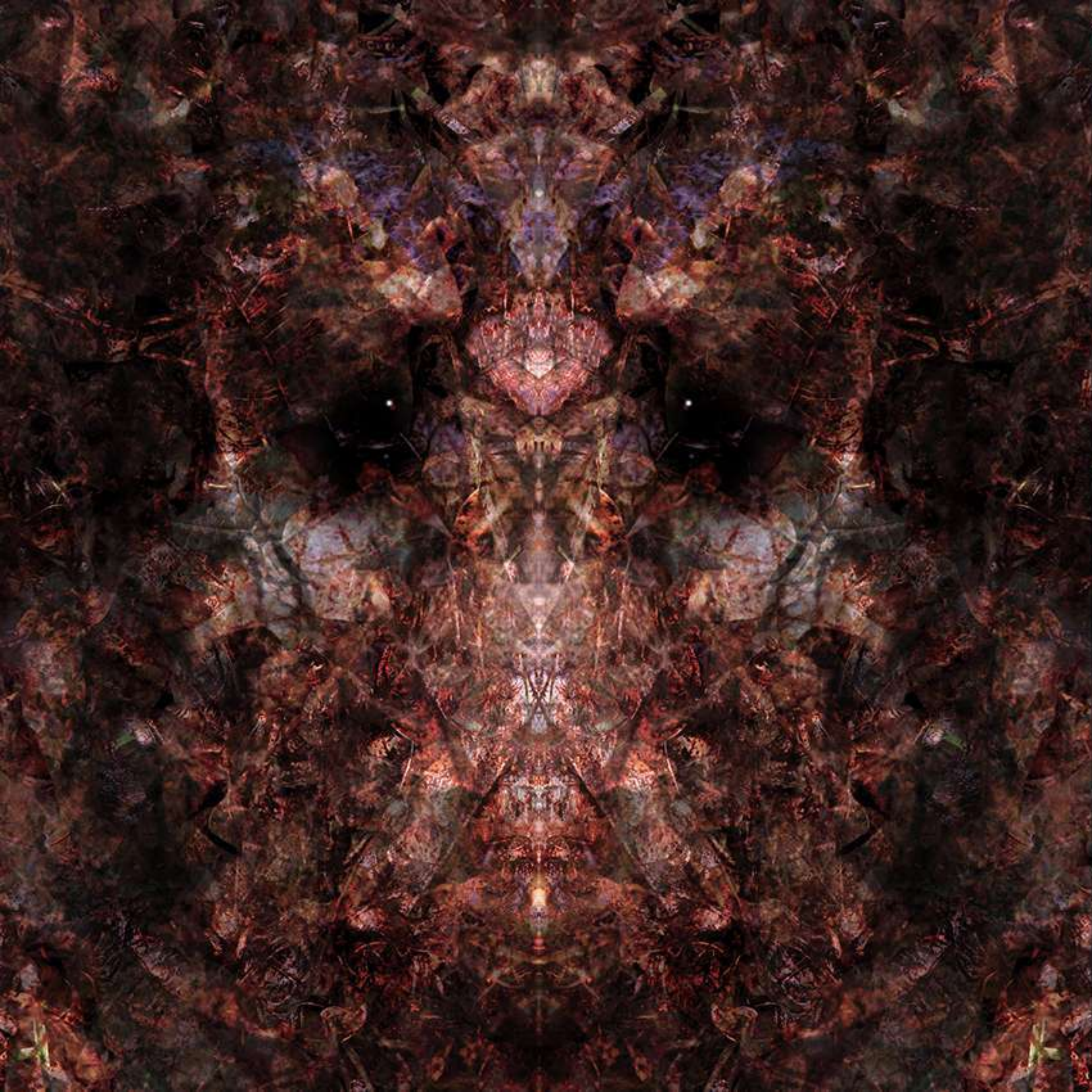




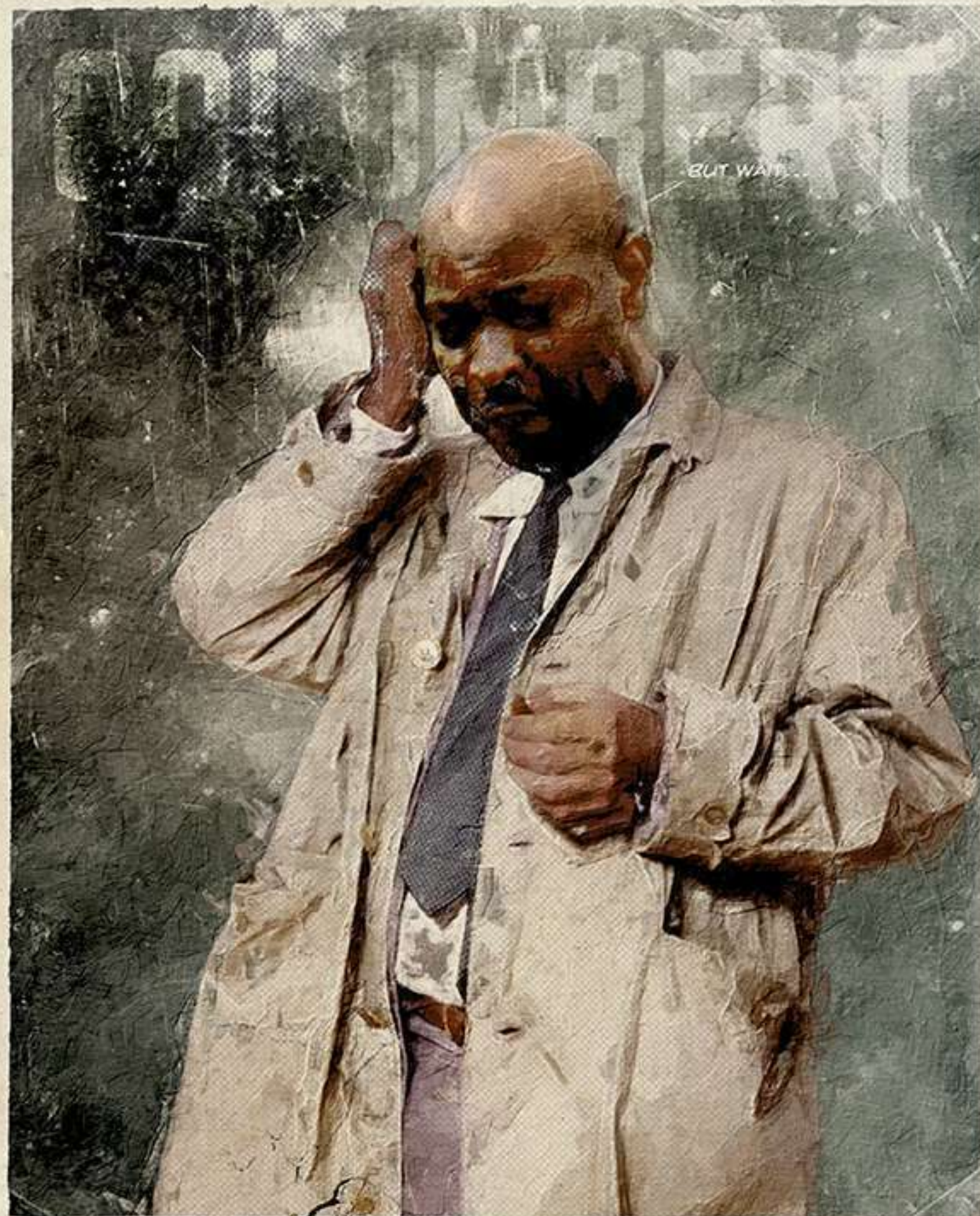


















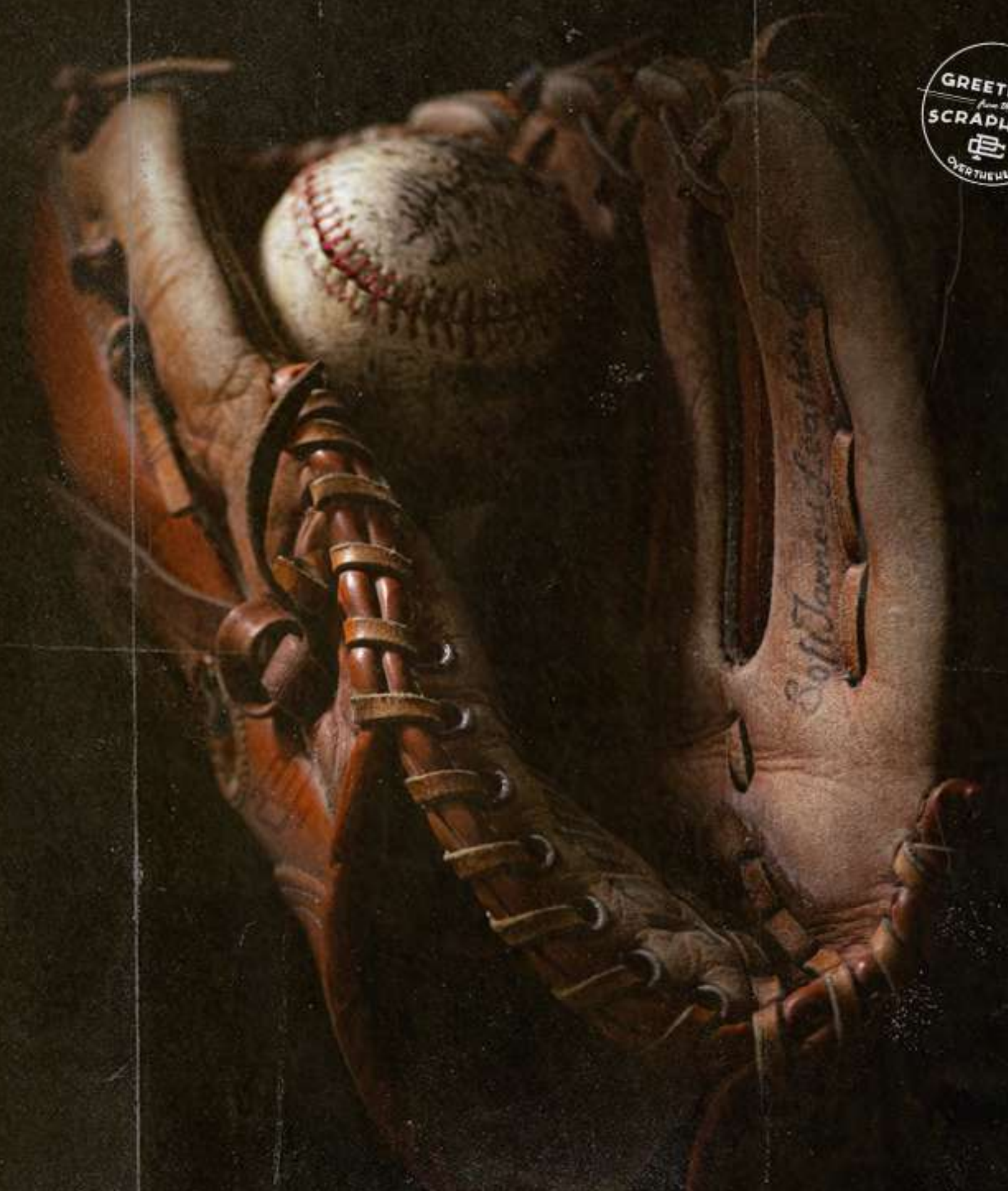








I'M PAUL AND THIS IS MY GLOVE, 'COOPER'. WE GO WAY BACK; FROM THE EARLY DAYS IN THE AD LEAGUES WITH THE COOLER KINGS, TEQUILA SOFTBALL IN HYDE PARK, BEING BLOWN AWAY BY US MARINES ON A FOURTH OF JULY WEEKEND, CRICKET FIELDING PRACTICE AND LONG, ARM-WITHERING GAMES OF CATCH ON DUSTY SUMMER EVENINGS. WE HAVE HISTORY, WE LOOK FORWARD -WE'RE NOT DONE YET.



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GRAPHIC DESIGNER

TYPOGRAPHER

PHOTOGRAPHER

PHOTO-ILLUSTRATOR

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