

HAMISH DUNCAN

Where are you and how long have you been there?

Working in Switzerland, Europe for seven years.

What work are you doing?

I am currently the Creative Director for CB'a Suisse, the Swiss office of the French design firm CB'a – France's second largest design company. I have been here for three and a half years. CB'a Suisse is based in the small city of Lausanne, on the shores of Lake Geneva. We are primarily a packaging design company, creating FMCG products for the Swiss market. Our major client is Migros, Switzerland largest supermarket chain. Migros also [has its] own banks, service stations, travel agencies and schools for adults. We are a team of 10 consultants, designers, client service people and production staff. We speak French, English and German.

Prior to working in Switzerland I worked three and a half years in the corporate design department of CB'a's head office in Paris, creating identity programmes for Accor Group, Alcatel and Relay, among others. I have never been to London!

What do you miss about working in, or like about, design in New Zealand?

What I miss mostly about design in New Zealand is "designing" in New Zealand, or more precisely the role of the designer. In New Zealand the designer is a consultant. In France and Switzerland the marketing people take the lead role and are the first point of contact with the client. Even a creative director plays second fiddle to a marketing person – who is, in the client's eyes, the consultant. Furthermore, there is in business, as in New Zealand society, much less hierarchy than exists in Europe. Information is subsequently easier to access, making project management a lot easier. The way a project is managed is, after all, as important its outcome.

ANNIE MCCULLOCH

Where are you and how long have you been there?

I am in Belsize Square, London – I've been here for three months!

What work are you doing?

I am freelancing for various creative agencies.

What is it like to work there?

It's heck of a lot different to New Zealand.

What do you miss about working in, or like about, design in New Zealand?

There is something really clean and refreshing about New Zealand design and designers. It comes down to the natural ability of the individual designer and the environments they have been exposed to. So I don't think I will miss New Zealand design as such; rather, learn to appreciate it even more.

What plans do you have, if any, of returning or coming to New Zealand and why/why not?

I don't know, but I think I will always come back to New Zealand – that is home. Of course I just don't know what will happen in my time in Europe but deep down I will always want to come home – even if I am living in a villa in Umbria!!

JARED RICHARDSON

Where are you and how long have you been there?

Currently the design director at Fahrenheit 212, in New York. I've been here for almost a year, and have been in New York for six. Before that I was in London for just under two years.

What work are you doing?

Due to the nature of business at F212 (innovation company with 23 products in the pipeline to go to market) I can't really comment on current work. However, clients I am currently working on include CocaCola, Diageo (the largest multinational beer, wine and spirits company in the world), Samsung Hershey's Fonterra (New Zealand and Asian markets) P&G.

What is it like to work there?

Mostly great, my role is bringing ideas to life visually, and that might be anything from graphic design, industrial design, architecture, brand experience, sound design, animation, so from that viewpoint it is a challenge, but also very much the kiwi way to do it. There is often no right answer, we experiment a lot, and aim to give a great idea, great representation.

What do you miss about working in, or like about, design in New Zealand?

I spent the first year and a bit working in New Zealand for Paul Blomfield, so was

exposed to the New Zealand fashion industry and witnessed the launch of Pulp magazine. There are massive amounts of creativity in New Zealand, across most forms of expression. I miss the freedom of design school (AIT which is now AUT), and if I could do it again I would make much more of the resources available. You wouldn't believe what a silk screening class or photography course costs in New York!

What plans do you have, if any, of returning or coming to New Zealand and why/why not?

I do intend returning one day, I want to add to the New Zealand design industry, and raise the level of design awareness and importance. I believe life is better for having design, be that from a foot pump helping irrigate Third World countries, to the iPod – helping people fall in love with music again. But first society needs to expect great design, demand it, in order for great design to get through the pipeline of corporate thinking. It takes time to teach the value of design, but I would like to be a part of that.

MARC MUNDY

Where are you and how long have you been there?

Melbourne, we've been here for a year and a half.



Mark Mundy, shown backpacking in Japan, finds design everywhere he goes.

What work are you doing?

I'm freelancing as a graphic designer/creative. It's been a good way to learn about the industry here, meet people and hopefully in the medium term find a studio that I'd like to be at full-time. The work has been many and varied working in all sorts of different studio set-ups – from small boutique design companies right across

the gamut to large corporate agencies. I've been working on everything from identities and branding, campaign work/packaging/websites, interactive touch screens and environmental design.

What is it like to work there?

On the whole it's been a positive experience for me; I've been working consistently since we got here with only a few dry patches. Melbourne can be a difficult to break into; building networks and hooking up with good design recruitment is pretty vital (especially when starting out).

The industry itself is very diverse and a lot of studios and agencies have some definite niches cut out for them which is natural in a city the size of Melbourne. There is both a really strong arts side to the industry right across the board to very corporate companies and everything in between.

What do you miss about working in, or like about, design in New Zealand?

It may sound a bit clichéd, but you miss the friends and relationships made through working in the industry in New Zealand. And I miss the subtleties that make us New Zealanders [and] that creep into the work. However, I think a slightly different perspective (coming from NZ) has both helped differentiate and make my work stand out when being considered for jobs, as well as on occasion worked against me. It all depends on what different studios are after.

Other than that, it's hard finding a good steak pie here (or maybe I'm just not looking in the right places), and I miss easy access to All Black rugby, friends and family (I'm a simple man – what can I say).

What plans do you have, if any, of returning home and why/why not?

Who knows, we'll see where life takes us – I'd love to think we'd end up in New Zealand at some point..? In the meantime have a look at <http://www.finelycraftedconcepts.com>

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