

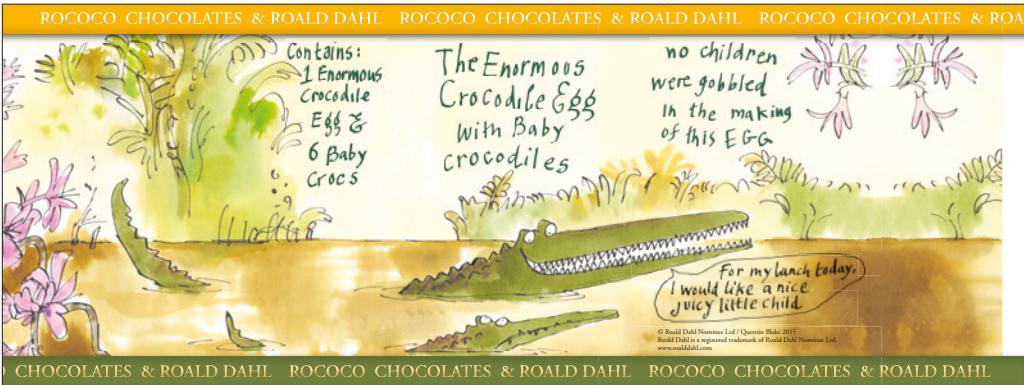
# ROCOCO CHOCOLATES & ROALD DAHL

## Packaging design

The founder of *Rococo Chocolates*, Chantal Coady, set up the company in 1983. It has a quirky, eccentric, 18th-century-meets-punk style, aiming to inject a sense of fun and imagination into chocolate retailing.

When *Rococo* started a collaboration with the Roald Dahl Literary Estate, I produced the design for “The Enormous Crocodile Egg” box wrapper. The wrapper uses a mixture of both the *Rococo Chocolates* and Roald Dahl styles, a Quentin Blake drawing, and handwriting by *Rococo*.

I have also produced the template design for a 70g bar box, based on the *Matilda* story, which again incorporates style elements from both companies, Blake drawings, and a Roald Dahl style guide blue ‘splodge’. Other flavours and characters are intended to follow on from this template. The box structure itself is the one used for the *Rococo* range of 70g flavours.



### Rococo Organic Sea Salt Milk Chocolate

**Ingredients:** \*Cane sugar, \*cocoa butter, \*whole milk powder, \*cocoa mass, Anglesey Sea Salt PDO (0.5%), emulsifier: **soya** lecithin. \*Milk chocolate contains 40% min \*cocoa solids, 18% min \*milk solids. (\*Denotes organic)  
**Allergy Information:** see ingredients in **bold**. May also contain traces of nuts and sulphur dioxide as these products are handled in our factory.

| Nutrition Information | Typical Values Per 100g |
|-----------------------|-------------------------|
| Energy KJ/kcal        | 2327/556                |
| Fat                   | 36.0g                   |
| of which: saturates   | 22.7g                   |
| Trans Fat             | 0.32g                   |
| Carbohydrates         | 49.7g                   |
| of which: sugars      | 48.6g                   |
| Protein               | 5.0g                    |
| Salt                  | 0.64g                   |



**Tasting notes by founder Chantal Coady**  
My own invention in 1999, this bar was inspired while walking on a Cornish beach.

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[www.roalddahl.com](http://www.roalddahl.com)

70g e / 2.47oz

Made in Great Britain  
Store cool and dry:  
15°C/59°F - 18°C/65°F  
Rococo Chocolates,  
321 Kings Rd,  
London SW3 5EP  
+44 20 8761 8456  
[rococochocolates.com](http://rococochocolates.com)



GB - CPG - 04  
EU Non-EU Agriculture



# ROCCO CHOCOLATES

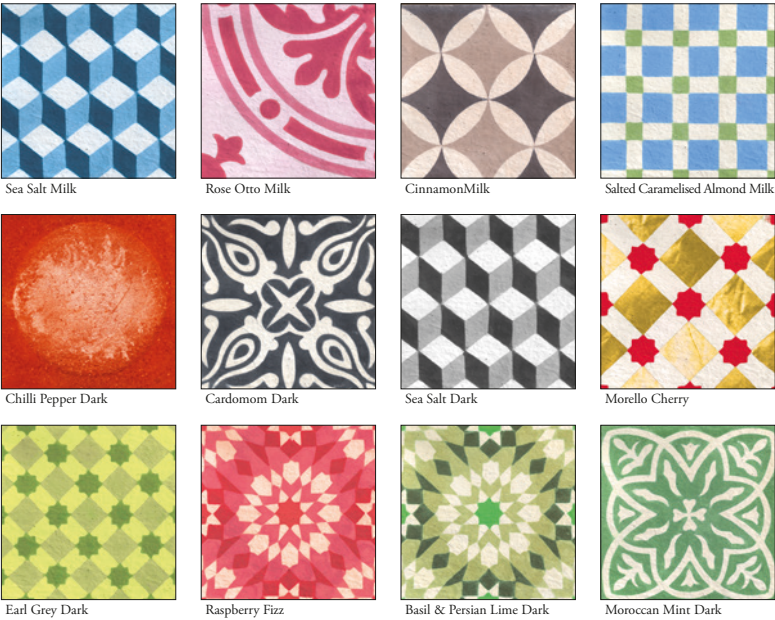
## Artisan bars: packaging design

*'A stunning asymmetric mirrored courtyard tiled with Moroccan tiles and filled with fragrant plants'. Open Garden Squares Weekend.*

The tiles in the courtyard garden behind *Rococo Chocolates* in Belgravia are the source for the patterns on the Rococo 70g Artisan bars. I adjusted each tile image to change the colours and contrast, then arranged them in a grid for the background design for 29 of the 30 flavours.

I designed the new style box, which now closes without gluing, but instead uses a tab and slit, which are held in place by a label with 'Best Before' and batch details. On the reverse, the ingredients and allergy information conform to statutory guidelines. I made the barcodes and input the nutritional data.

The 30th, only non-tile, design is Honeycomb Crunch, for which I designed a hexagonal yellow and orange pattern.





# THE NARROW FOOTHOLD

## Book design

The author of this memoir of escape from Nazi-occupied Europe is Carina Birman, the Conseil Juridique at the Austrian Embassy in Paris between 1926 and 1938. It tells of the dangerous journey in 1940 with her friend Sophie Lippmann over the Pyrenees through Spain and Portugal, and eventually to New York.

The memoir is a testimony of escape, but also an account of the last day of the life of the philosopher and literary critic Walter Benjamin. The title comes from his *The Arcades Project*.

“How this work was written: rung by rung, according as chance would offer a narrow foothold, and always like someone who scales dangerous heights and never allows himself a moment to look round ...”

I designed the book pages and the cover. My cover artwork shows a montage of the Customs House in Port Bou, and the memorial to Walter Benjamin. The blue sky exit together with the stairway and the customs office act as metaphors for the perilous flight. (Published in 2006)



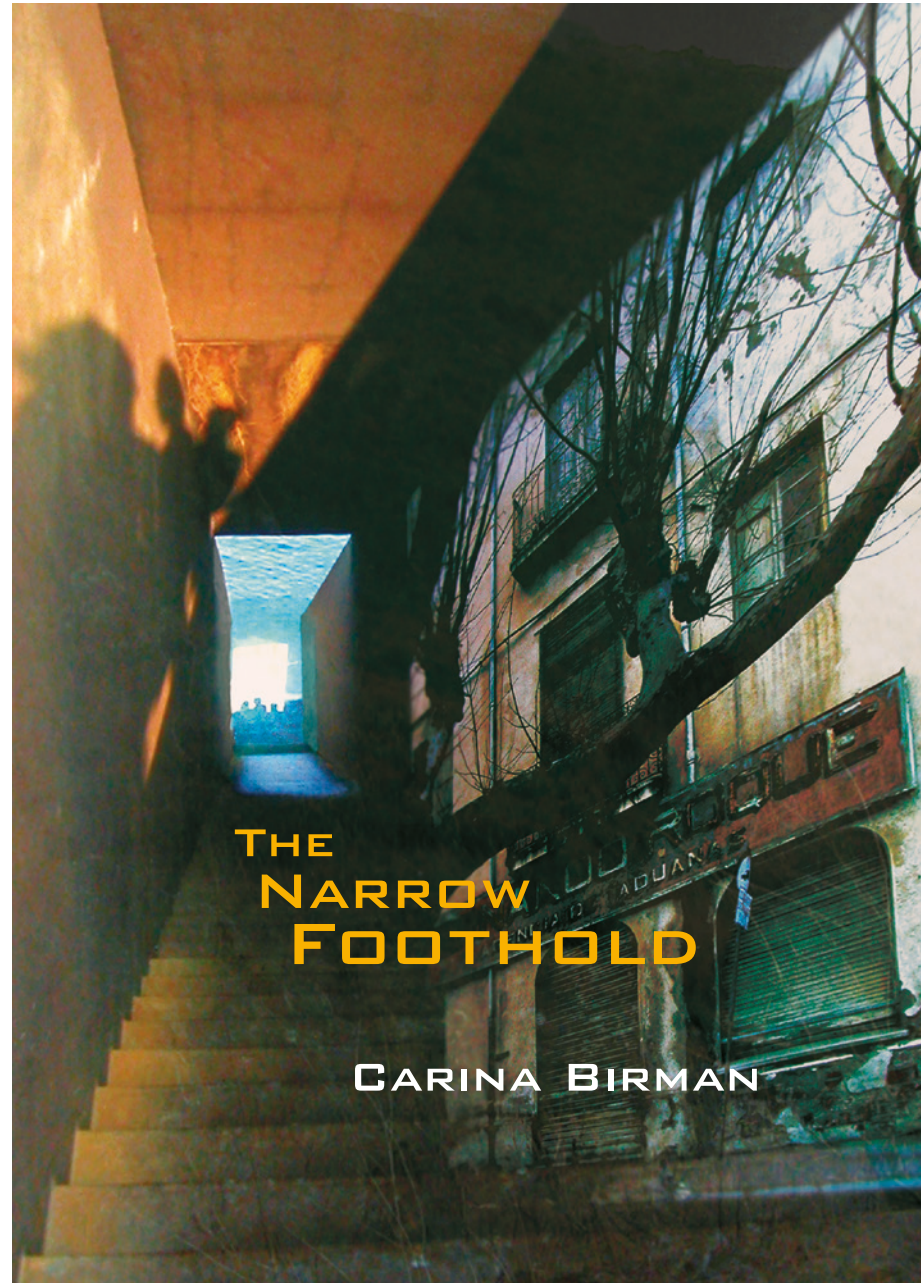
Carina Birman, New York, 1940 Photo: Ron Nivchar

### THE NARROW FOOTHOLD

CARINA BIRMAN

“How this work was written: rung by rung, according as chance would offer a narrow foothold, and always like someone who scales dangerous heights and never allows himself a moment to look round, for fear of becoming dizzy that also because he would save for the end the full force of the panorama opening out to him.”  
Walter Benjamin, *The Arcades Project*, p.460 (English edition published by Harvard University Press, 1999).

Hearing Eye

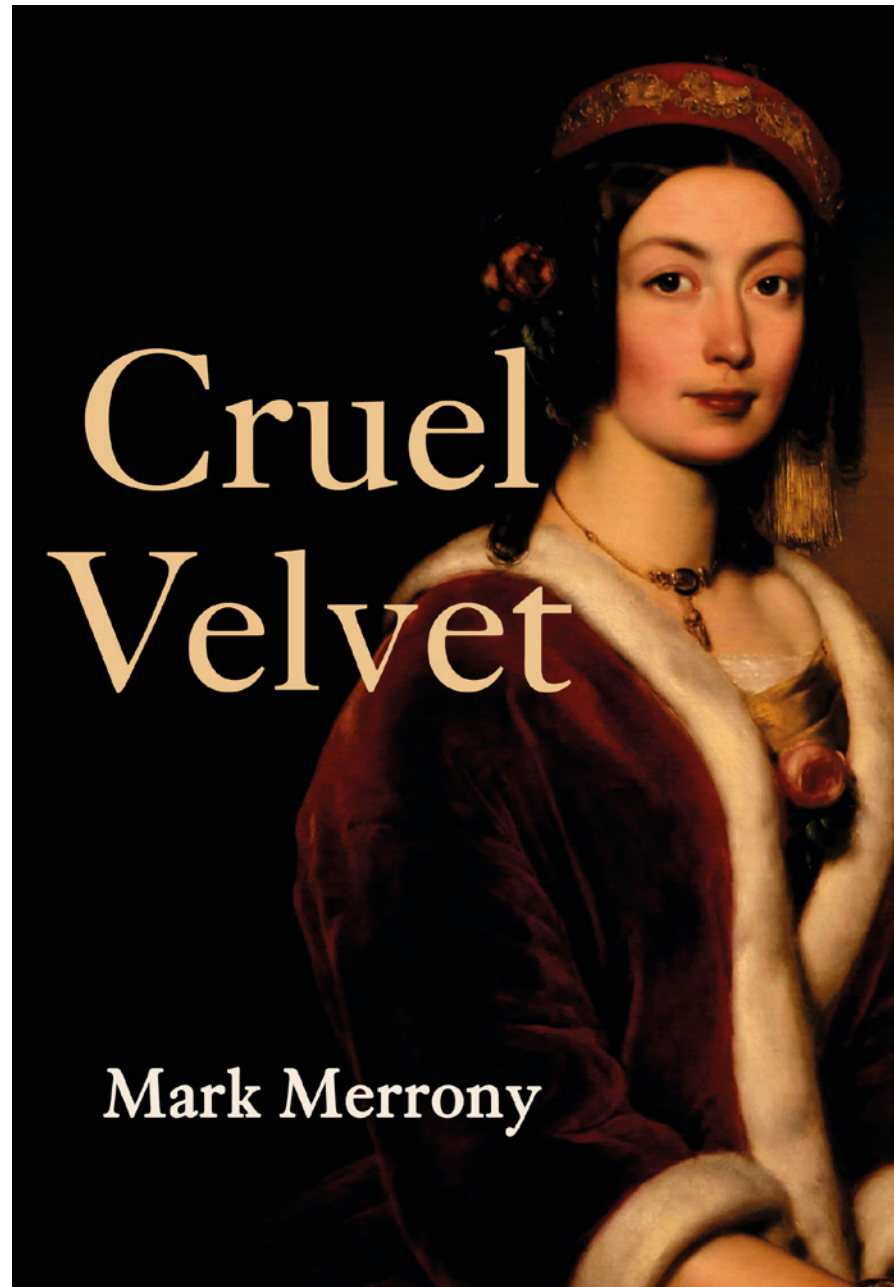


# CRUEL VELVET

Ebook design

Albert Montague is haunted in his sleeping hours by a mysterious woman and in the day by a sinister man. In Hungary, Professor Polanyi finds a Turkish chronicle that mentions a citadel of evil. Montague falls under the spell of an enchanting aristocrat and is befriended by Major von Metzger. The Major and Polanyi unite against a terrible enemy and a race against time, is played out in Vienna, Bratislava, Budapest and the remote Hungarian countryside. Can the fortress of evil be found and its deadly secret unlocked?

I proofread this novel, made the ebook and designed the cover. My cover artwork uses the painting in the Hungarian National Gallery, *The Woman in the Red Velvet Dress* by József Borsos. The cropping and shading is to illustrate the dark mood of the story. It is intended to be viewed as a thumbnail in online lists as well as in the ebook itself. (Published in 2013)



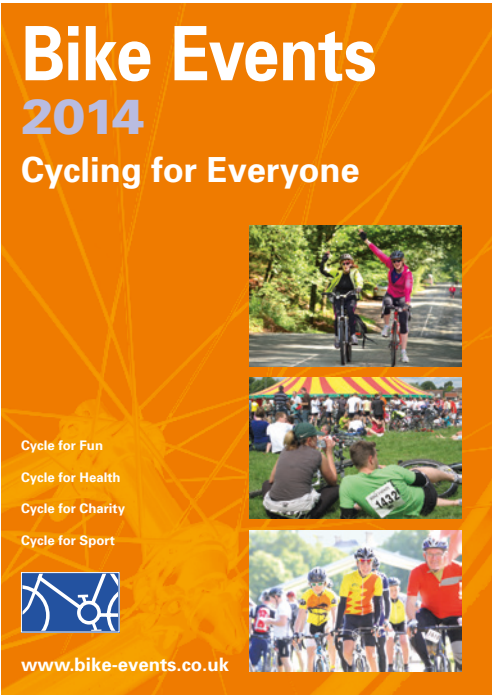
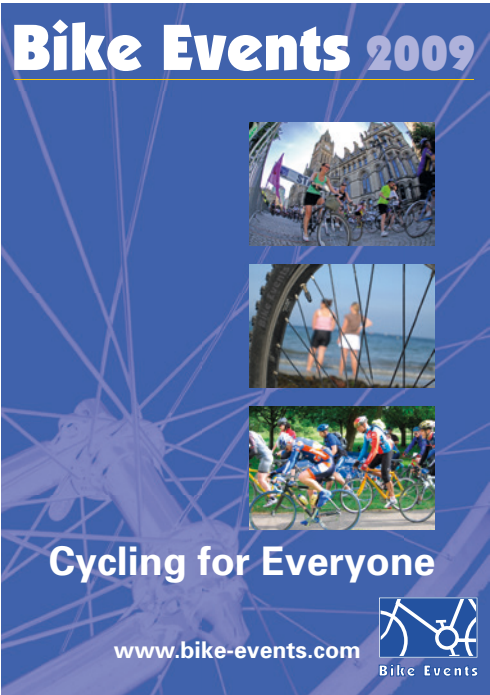
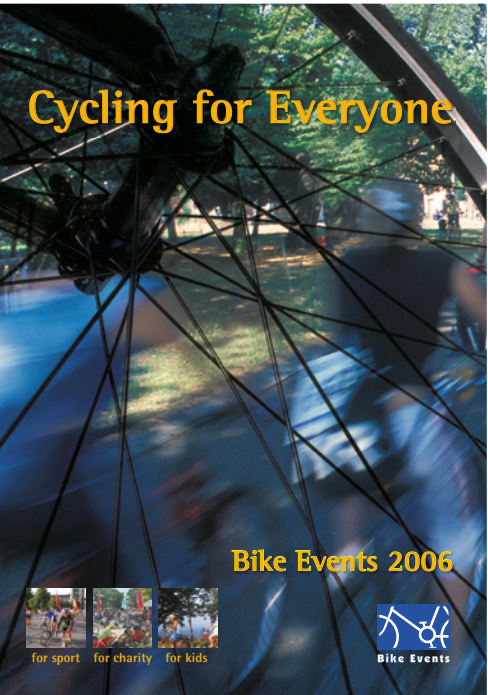


# BIKE EVENTS

## Brochure design

*Bike Events* organises sponsored cycle rides, for regular riders or those new to cycling. The rides, some short family fun rides and others stamina-testing 100 milers, are arranged in conjunction with charities. *Bike Events* produces an annual brochure with details about their rides and guidance on preparation for an event.

For the last 10 years, with the *Bike Events*' editors, and the charities sponsoring each particular ride, I have designed and produced the artwork for the 56-page brochure including the cover. The brochure consists of single or double ride pages with the route details, a map, and a section for the charity. I edit the images for colour, draw the maps and also check and place the dozen or so full page adverts, which arrive as pdfs.



Sun 31 May

Norwich 100/50/25

Norfolk fine cycling!

Starting from the heart of Norwich - three great routes in perfect cycling country. The countryside is varied - coastline, through the grounds of Holkham Hall, quiet country lanes and there are even a few hills! Test your personal best on the 100 mile ride (completing the route within 6, 8 or 10 hour time bands) or take things a bit more gently on the 50 or 25 mile routes.

New in 2015 - Saturday circular afternoon ride. Cycle 35 miles from Norwich through the Yare Valley, crossing the river by ferry (next to the Ferry Inn).



Practical details

Full details in Ride Guide when you register & at [www.bike-events.co.uk](http://www.bike-events.co.uk)

Start

The Forum, Bethel St, Millennium Plain, Norwich, NR2 1TF

Finish

Norwich Lower School, Bishopgate, NR1 4AA

Start Times

100 mile ride: 6.45am - 8.30am (as printed on time card).

25/50 mile ride: 8.35am - 9.30am.

Grading (see p5): 100 miles: ① 25/50 miles: ②

Best bike: Road or hybrid

Minimum ages: 100 mile, 16 years; 50 miles, 14 years; 25 miles, 12 years

All riders must wear a cycle helmet, riders under 16 must be accompanied by an adult.

Twitter: [norwich100](https://twitter.com/norwich100) [norwich50](https://twitter.com/norwich50)

Supported by



British Heart Foundation

FIGHT FOR EVERY HEARTBEAT

bhf.org.uk

Great Ride - Fantastic cause

Andy Tennant, Team GB track and road cyclist and BHF Cycling Champion

"When I was a teenager, I underwent treatment for a heart condition that until then, I didn't even know I had. Heart disease can affect anyone and strike when you least expect it. This is why I'm lending my support to the Norwich Bike Ride. Money raised from this event helps fund essential research which could create a better future for so many - from babies born with heart defects, to the millions of adults affected by heart disease."

If Andy has inspired you, sign up for our Norwich Bike Ride today and help to power our lifesaving research.

It's so easy to get your fundraising started! Check out our fundraising tips at [bhf.org.uk/fundraising](http://bhf.org.uk/fundraising)

FIGHT FOR EVERY HEARTBEAT





THIS IS A SPONSORED CYCLE RIDE. Your entry fee goes towards the cost of running the ride. Please ask family, friends and colleagues to sponsor you generously to make a real difference.



enter online [www.bike-events.co.uk](http://www.bike-events.co.uk) by post see page 55 for form



# TOWER HAMLETS LIFELONG LEARNING

Publicity cards, poster and advert

These are publicity materials for a Tower Hamlets Lifelong Learning event. The day featured taster classes in photography, dancing, language learning, basketry, singing, aromatherapy, and other subject areas covered by day and evening classes.

I designed publicity postcards, a poster and an advert. The postcards were made with slits, so that they could be inserted into each other forming a 3D structure. The poster and advert featured a three-tone posterised effect to emulate a screenprint.





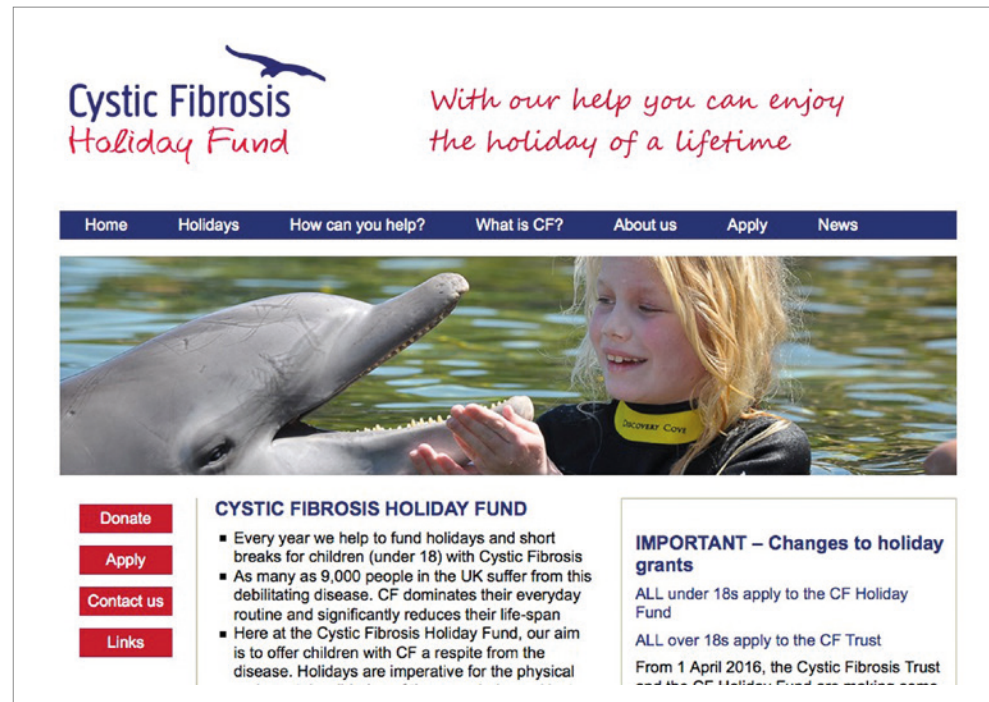
# CYSTIC FIBROSIS HOLIDAY FUND

## Website design

The Cystic Fibrosis Holiday Fund was set up in 1986, its main objective being “the provision of holiday and ancillary facilities to those under the age of 18 years suffering from cystic fibrosis”.

They give grants to help many hundreds of children and young people to take much-needed breaks.

The website adheres to accessibility standards and features images taken on the holidays sponsored by the charity. The CFHF are able to input images and text into this bespoke site using the CMS I installed.



# SOPHIE HERXHEIMER

## Website design

Sophie Herxheimer is a London born artist and poet who trained in painting at Camberwell and Chelsea.

She has held residencies for Southbank Centre and Transport for London, and exhibited at The Whitworth, The Poetry Library and The National Portrait Gallery. She has illustrated five fairy tale collections, and made several artist's books.

The design includes a background watercolour wash for each page, and navigation links made from Sophie's handwriting, which gives the site a painterly look. Sophie is able to update the site through the CMS I installed.





# BOOK DESIGN

Book design for out of copyright titles

Two books which are out of copyright, created for publishing with Createspace, and distributed by print on demand through Amazon.

