

# FirstPoint

magazine



## INTERVIEW

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

Version Industries

# Looking good feeling great

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Sable Music



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>> entry by celia steven, sunday, 27 november 2005 at 7:11 am  
hi Tom  
been celebrating my birthday with Thomas and gang, pesh cocktails and then we went on to the Black pub  
- unusal but well worth the visit. See you soon  
love celia



# VERSION INDUSTRIES

have just opened a studio in downtown New York, from humble beginnings three years ago when the company was incorporated in a bedroom in East London. Lacking cash but high in aspirations, they settled in Shadwell:

a notorious area where the team had to work with rainwater coming through the ceilings, fungus growing on the walls and trains passing at every hour of the day or night. Cash was tight and to cap it all, during the winter of 2003 they had to avoid using their flat's heating in order to afford more necessary things, like the internet connection (read: a shared a dial-up on a line so bad that the net disconnected every time the phone rang).

Caspar, Jesse and Giles had all left university with irrelevant degrees and found themselves in various stages of readiness for commercial enterprise. Before incorporation Caspar had already been making basic websites on the side to showcase other friends' creative endeavours and, as luck would have it, one of these sites caught the eye of Aaron Simpson, CEO of

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vacuous pop recordings

www.vacuouspop.com  
info@vacuouspop.com  
p.o. box 289, oxford, ox5 1we

all songs written and produced  
by nick wilsdon, copyright control.  
www.xahdrez.com

Quintessentially. The following week the freshly formed company found themselves in suits sitting around a conference table, where Quintessentially's lawyer tore their draft contract to shreds but the team nonetheless got the job. The website they delivered was better received and led to their appointment as 'Quintessentially Design' for the next two years.

They maintain that it was the work they did for Quintessentially that led to their meeting the fair selection of international clients that they work for now. Furthermore, they've always sought clients who have been prepared to let them really work outside the box and win awards as a result. Most specifically, the company gives high credit to the Esquire and Rolling Stone magazine designer, Vincent Winter, for giving the team quality advice and a chance to prove themselves when it mattered.

Since that point each project has pushed them further into a world of last-minute decisions and ever tighter deadlines. Consequently their work now is not just web design but also print, branding and motion graphics: it is the demand for this work that has led to the recent opening of the New York office and hiring new team member Gavin Singleton. If it weren't for the sudden widespread availability of video conferencing and the immediacy of work delivery over the net, accommodating these changes whilst retaining their design ethic would have been impossible for a company as small as theirs.

It's worth mentioning that Version Industries' raison d'être from the outset has been to

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Looking good  
feeling great





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michael bolla

produce work that not **only** varies radically from one project to the next, but where possible breaks some unwritten design rules too. This may be because they admire the integrity of designers like Hi-ReS!, Chip Kidd and David Carson or maybe it's because those dark days back in Shadwell had such a profound effect on why they do what they do.



contact

mailing list

credits

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