

FirstPoint

magazine



INTERVIEW

issue #3 spring 2006
£3.50



www.firstpointmagazine.com

Version Industries

Looking good feeling great

Contact Info

Discs



Sable Music



Guestbook
Archive



Guestbook



Email Me



Return To Site

New Guestbook Entry

File Edit View Insert Format Help

Font: Arial, Size: 10, Style: Western

[submit] < enter your email address >

>> 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

S
A
R





the second half of nothing



10080

sedonic hill (mistakes i've made)
hold 10



venezuelan coins in the caracas metro
in night

my parents, from
caspar & all
all
s, matt, b
& theripe.com
(v)

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

xahndrez
the second half of

nothing

W
S
A
E
R
D

Looking good
feeling great





add a sketch
browse sketches

January
February
March
April
May
June
July
August
September
October
November

set 2nd
mon 4th
wed 6th
fri 8th
sat 10th
sun 12th

articles
contact
control panel
credits
curriculum vitae
drawings
sketchings
films
latest work: crowd scenes
mailing list
news
paintings
sketchbook

2003
2001
2005

1992
1993
1994
1995
1996
1997
1998
1999
2000
2001
2002
2003

crowd 1
crowd 2
crowd 3
crowd 4
crowd 5
crowd 6
crowd 7
crowd 8
crowd 9
crowd 10
crowd 11
crowd 12
crowd 13
crowd 14
crowd 15
crowd 16
crowd 17
crowd 18
crowd 19
crowd 20
crowd 21
crowd 22
crowd 23
crowd 24
crowd 25
crowd 26
crowd 27
crowd 28
crowd 29
crowd 30
crowd 31
crowd 32
crowd 33
crowd 34
crowd 35
crowd 36
crowd 37
crowd 38
crowd 39
crowd 40
crowd 41
crowd 42
crowd 43
crowd 44
crowd 45
crowd 46
crowd 47
crowd 48
crowd 49
crowd 50

articles
contact
control panel
credits
curriculum vitae
drawings
sketchings
films
latest work: crowd scenes
mailing list
news
paintings
sketchbook

2003
2001
2005

articles
contact
control panel
credits
curriculum vitae
drawings
sketchings
films
latest work: crowd scenes
mailing list
news
paintings
sketchbook

2003
2001
2005

articles
contact
control panel
credits
curriculum vitae
drawings
sketchings
films
latest work: crowd scenes
mailing list
news
paintings
sketchbook

2003
2001
2005

articles
contact
control panel
credits
curriculum vitae
drawings
sketchings
films
latest work: crowd scenes
mailing list
news
paintings
sketchbook

2003
2001
2005

articles
contact
control panel
credits
curriculum vitae
drawings
sketchings
films
latest work: crowd scenes
mailing list
news
paintings
sketchbook

2003
2001
2005

articles
contact
control panel
credits
curriculum vitae
drawings
sketchings
films
latest work: crowd scenes
mailing list
news
paintings
sketchbook

2003
2001
2005

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

Looking good
feeling great