

West One Arts  
Portfolio

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## Profile

Forty years is a long time in the life of any one Company, but in 2007 West One Arts, the Illustration and Design Group, founded in 1967 by Colin Frewin and John Creed, reached that milestone.

Since those early, heady days of the sixties, West One Arts have built an irrefutable reputation as illustrators whose skills are based on the unique disciplines of technical draughtsmanship.

In the 1970s the Company honed its technical skills on clients such as Ford of Europe and Volvo Daf. This education gave us ideal grounding for the work that was to follow, when, in the 1980s, innovative design groups including Michael Peters & Partners, Lock Pettersen and Stadden Hughes began to take advantage of our traditional "crafting" expertise.

Now, as we enter our fifth decade, West One Arts continues to support the design industry with our precocity and eye for detail. No longer is it the age of brush and pencil alone. Those traditional skills remain but are now augmented by a new level of digital proficiency. West One Arts is a company that can offer what many others cannot, illustrators who are not only true "artists" but also experts in digital enhancement and manipulation.

Much of our work falls into two categories: Brand Development and Product Illustration. As you will see from this collection of work, our range varies from simple iconic one-colour graphics to multi-layered, high resolution digital illustration. Obviously only a limited selection of our work can be included in this book but to all those designers, whose projects may or may not appear, we take this opportunity to thank you for your excellent art direction.

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music choice



## Foreword by Glenn Tutssel

Executive Creative Director at The Brand Union  
and Chairman of the Creative Council

I first came across West One Arts some thirty five years ago when I was an aspiring designer at Lock Pettersen. Learning my craft, I soon realised that you need great people around you to produce great work. West One Arts did produce great work. Whether it was artwork or illustration, it was technical perfection that Colin and John delivered. They would never let you down, two great craftsmen, tirelessly working their magic into my designs.

At Lock Pettersen I worked with a designer, Jim Groark who was sharp on attention to detail at the artwork stage and to this day, Colin and I still refer to illustration or design errors as "Jimmy's".

The work in those days, of course, was hand crafted, no Macs to speed up the process, just long days and nights. As I moved on to Michael Peters and later set up my own company, Tutssels Lambie Nairn, West One Arts were always an important part of the creative collaboration. As designers moved on, setting up their own businesses, they would also seek out Colin to help them.

Then one day in 1997, Colin introduced me to a new recruit, his son James. When I would phone Colin and James answered, I would jokingly say, "put the master on, not his apprentice". Now, of course James has learned his craft and they are both masters of their trade.

Forty years is a long time to work with someone, but then, reliability, trust and perfection is what we all want from a partnership.

In memory of John Creed

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## Product Illustration

Product Illustration has long been the staple diet of West One Arts. It embraces imagery on soft packaging, bottles, cans and cartons, point of sale and exhibition material and in books and promotional material.

Over the past 40 years, there can be no specific illustration style that we have not had to emulate and no print or IT application we have not had to resolve.





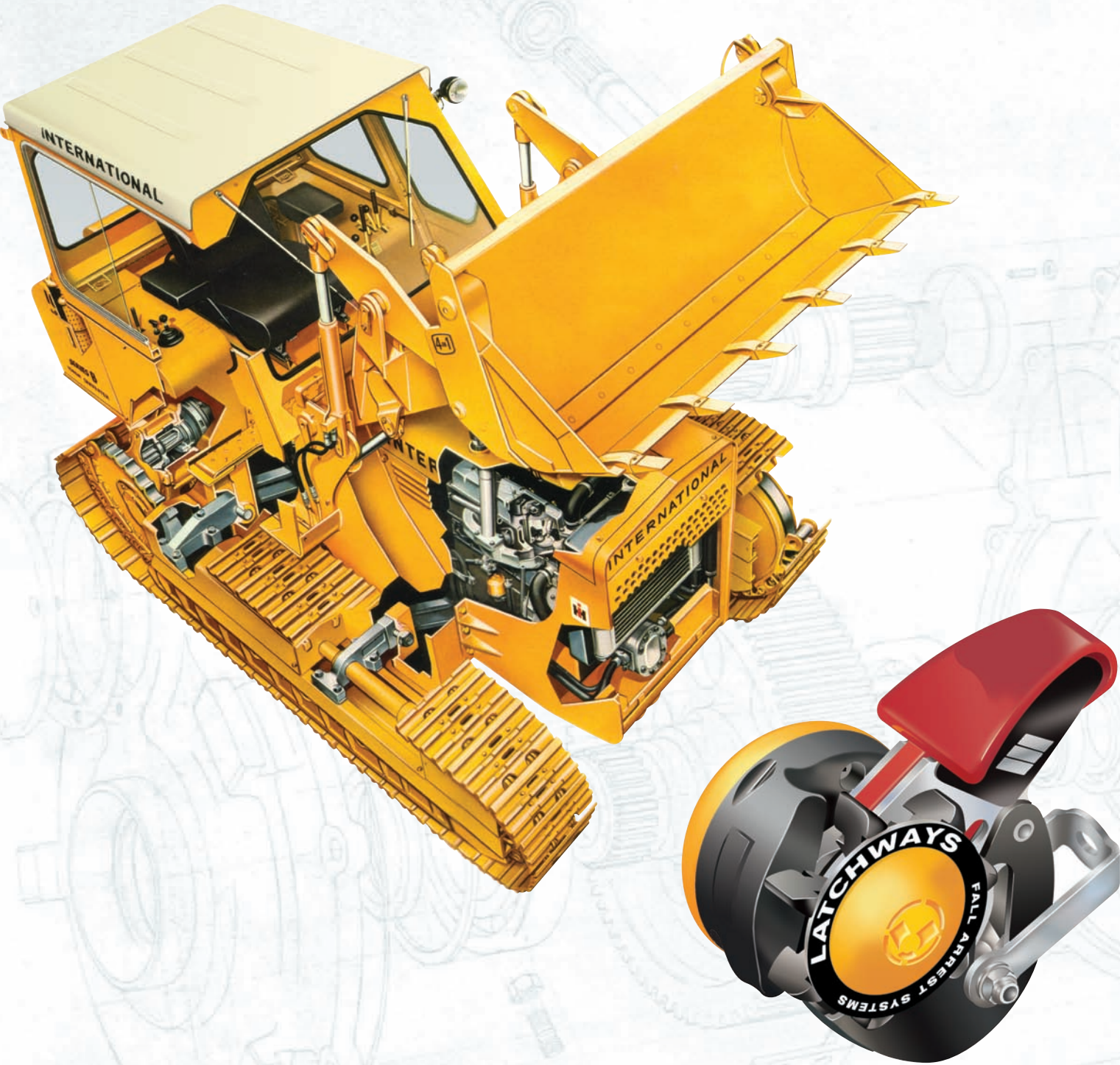


Robinson Associates Design have worked with West One Arts since 1992 when our Company was founded. Over the years we have worked on many successful projects together and have always found both Colin, and more recently James, to be extremely pro-active. Their attention to detail is impressive and the standard of work unrivalled. As a client, we make stringent demands and expect those we work with to be as committed as we are to projects and West One Arts have always fulfilled and exceeded our expectations of them.

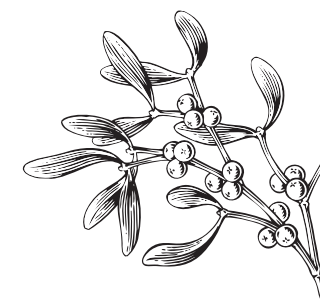
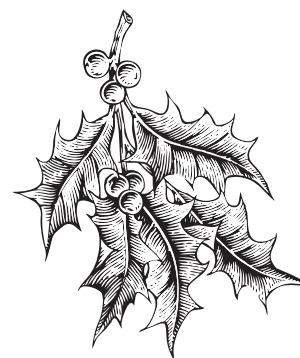
Andy Robinson,  
Creative Director,  
Robinson Associates.



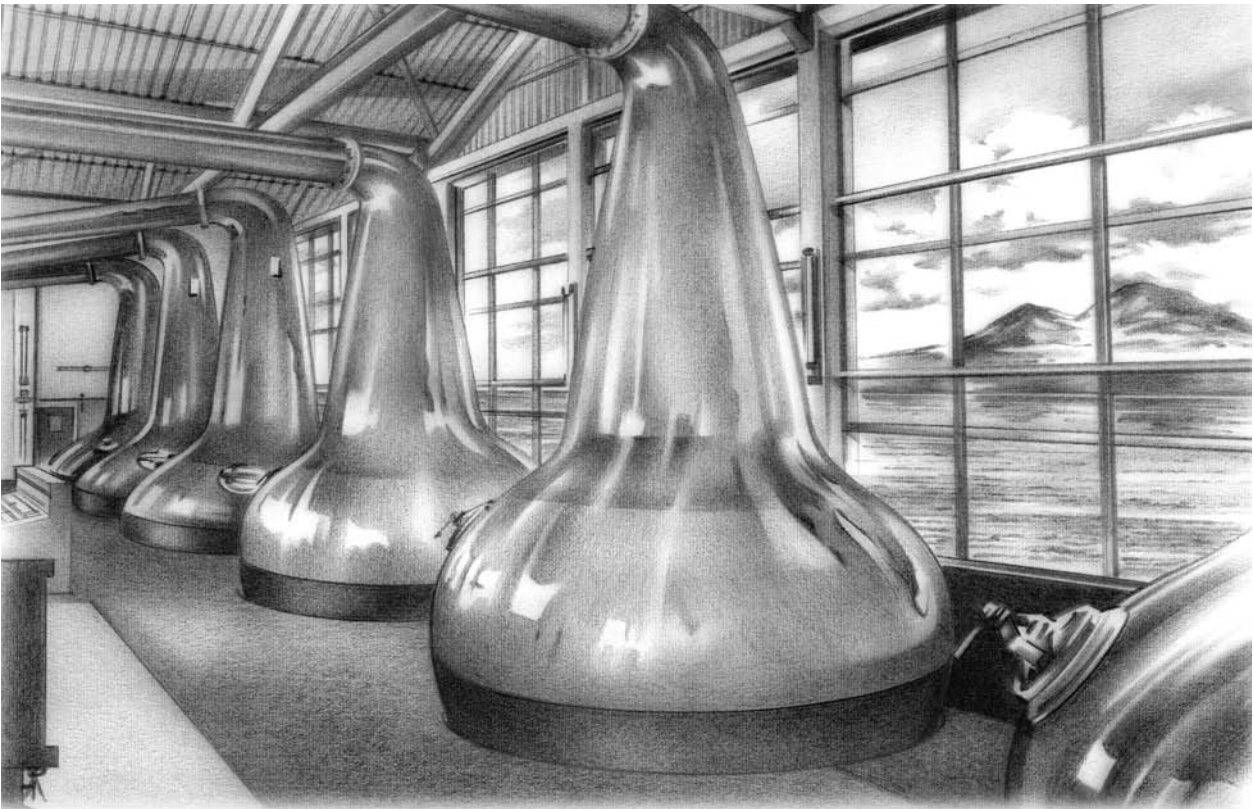














LFH have been working with West One Arts for over fourteen years, and in that time Colin, and more recently, James, have produced some fantastic work for us.

We work in an industry and in times where much of the 'crafting' expertise has been lost. This is called progress apparently!

However, West One have retained the skills and disciplines required to create a quality product. They have managed to merge creative skill sets with more up-to-date tools, to deliver work in a format which is more relevant for these times.

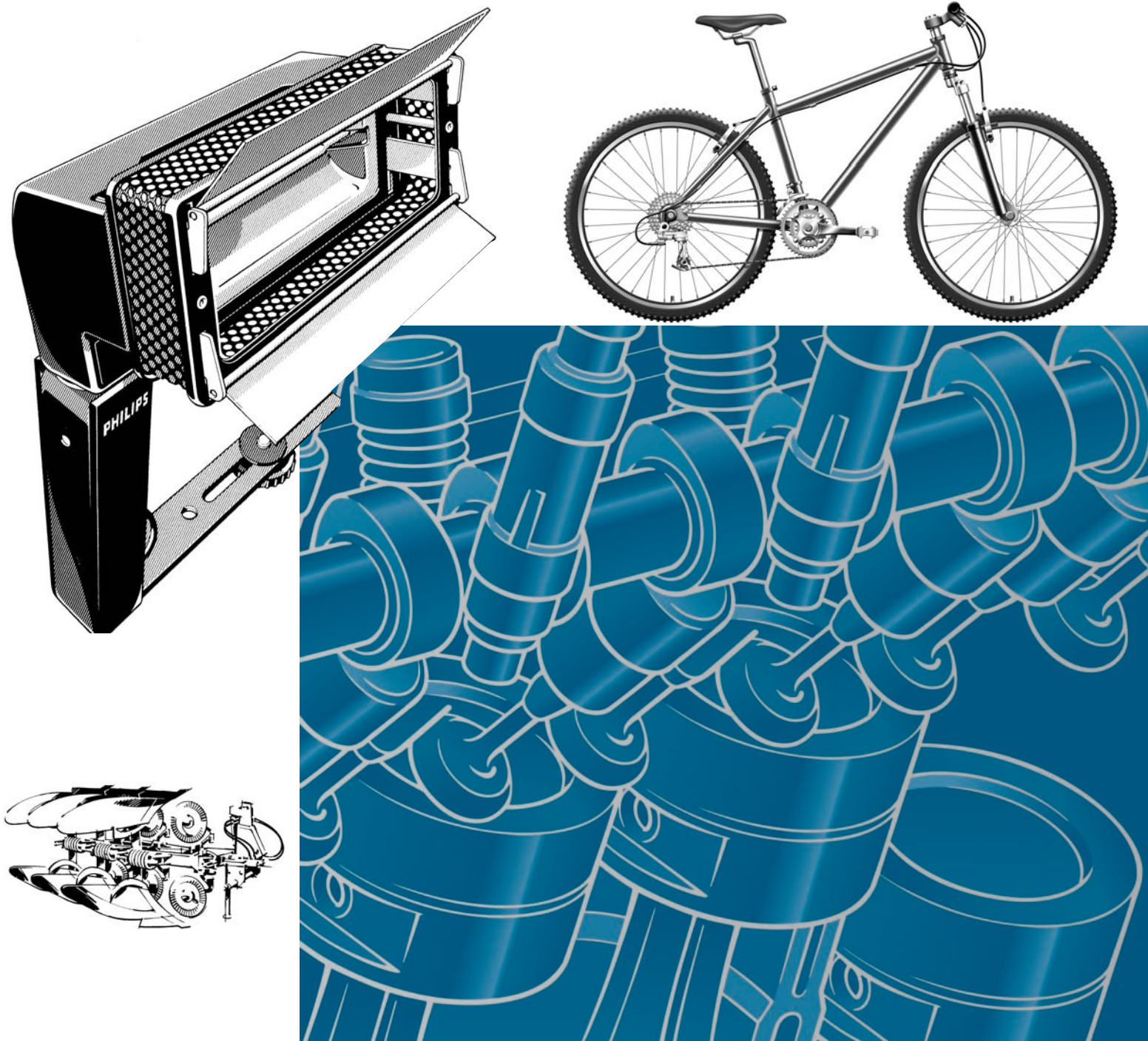
No project is too large or small and they are always practical and honest about what is achievable.

Congratulations West One Arts on turning 40!

Graham Hawkins,  
Production Director,  
Lloyd Ferguson Hawkins.







*I can't quite remember the precise moment I first encountered Colin and John, but as a young designer they were always there to bring my ideas to fruition. It was so exciting going to visit them both in their studio opposite the "Coconut Grove" in Barrett Street.*

*Colin has always been and is simply one of the most delightful, talented and professional illustrators of our time with a relentless pursuit for quality. From Philips Light Bulbs to Fortnum & Mason Caviar and Estate Coffees, every detail is perfection.*

*And now with James's energy, enthusiasm for the latest technology and professionalism, working with West One Arts is both rewarding and great fun, especially now Bodhi is on board to lend a helping hand.*

Patricia Anna Perchal  
Designer







West One Arts are like a 40 year old, cask strength Single Malt. My first taste was 20 years ago at Michael Peters and Partners, designing a label for the Buton Drinks Company and like all good malts, I have kept coming back for more.

Colin and John were a great partnership. I'm convinced that when Glenn Tutssel was tired of teaching a junior designer how jobs should be executed perfectly, he used to call Colin and send the designer over to West One Arts to be shown how a good idea could be turned into something really special. Over the years I have followed West One Arts from Barrett Street to Clerkenwell Road, on to Smithfield, Old Street and now Suffolk, Colin has always been on the move, keeping one step ahead of the bailiffs.

It was only when I started my own Company that I really understood the true value of West One Arts' service and support, helping to win pitches and producing finished illustration and artwork. They raised the standard of our work and reputation.

West One Arts have a real passion for getting the job done beautifully and retain the same energy and love that the Company had when it was founded.

A well deserved Happy Birthday!

Tim Leahy, Managing Director,  
Leahy Brand Design Limited



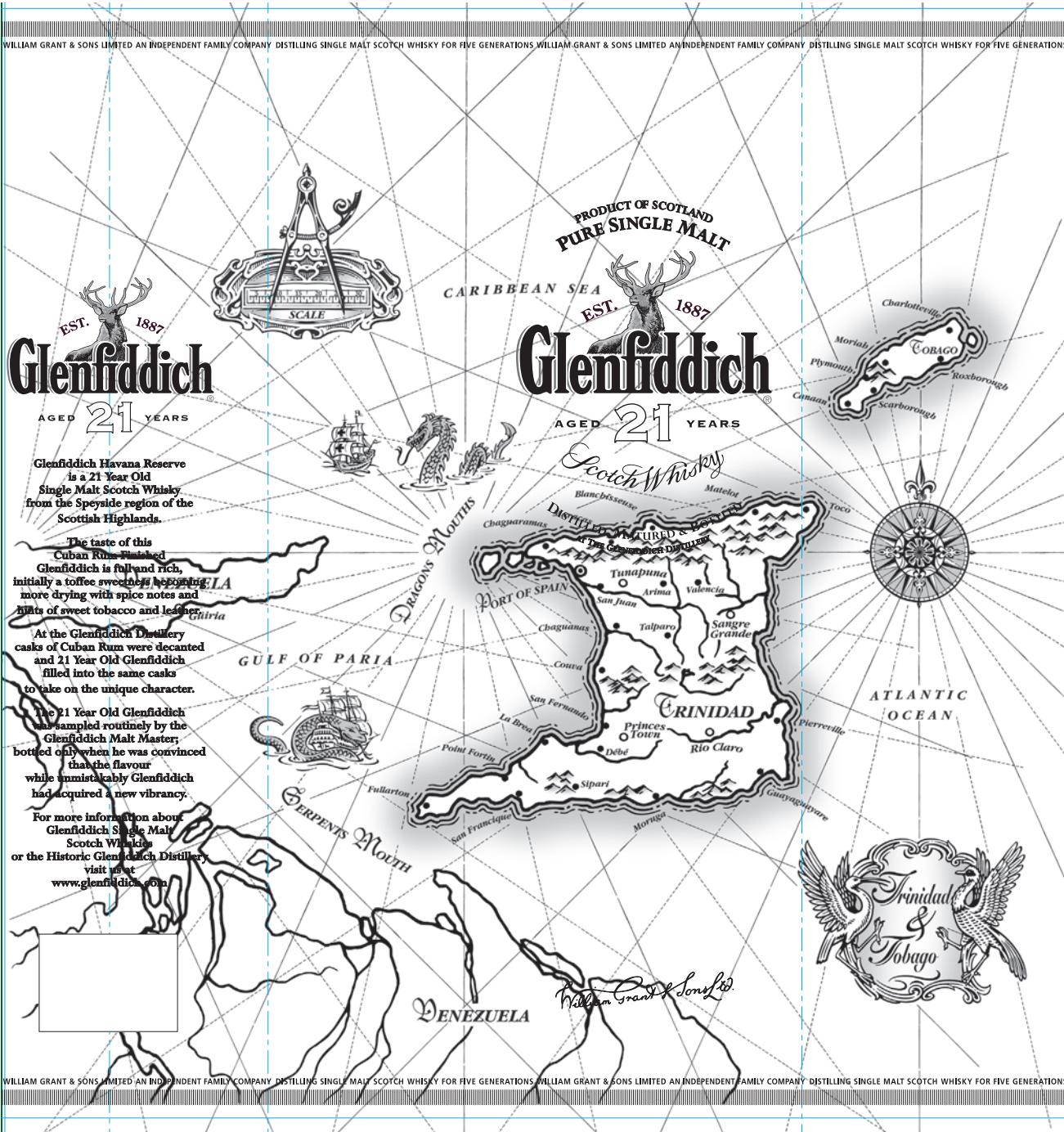




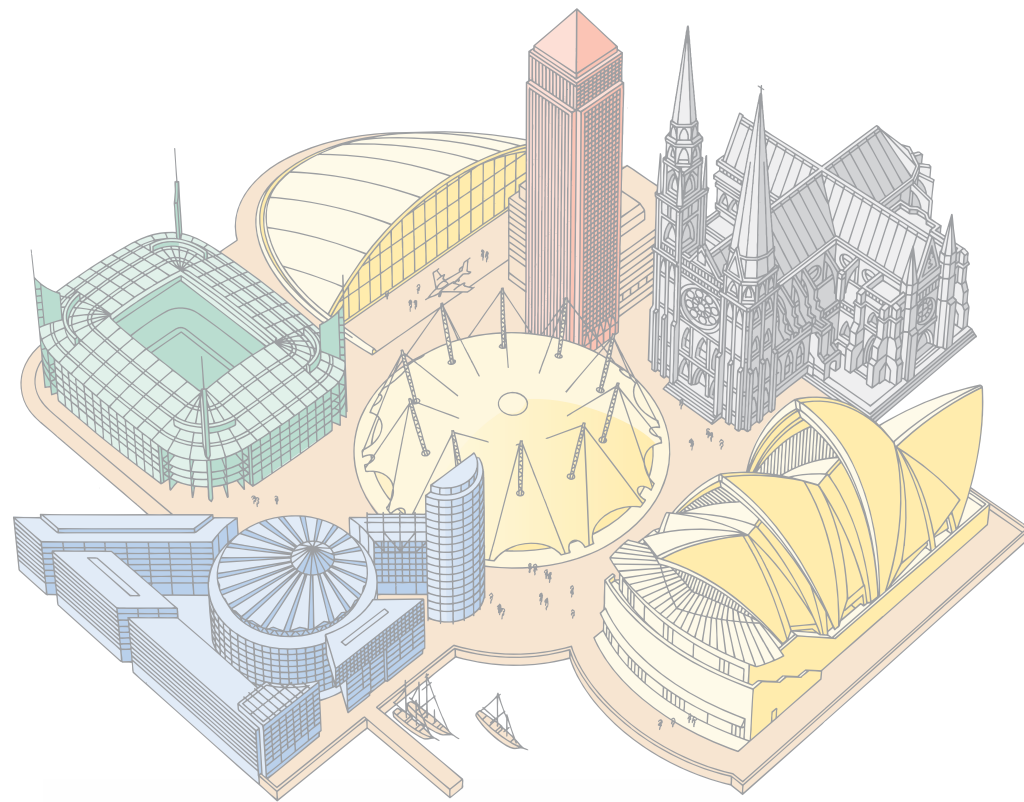












The new generation who charge disproportionately and expect unrealistic usage on their first job (which tends to be their final job!), could do a lot worse than to understand why West One Arts are celebrating 40 years of professional and creative service to the industry.

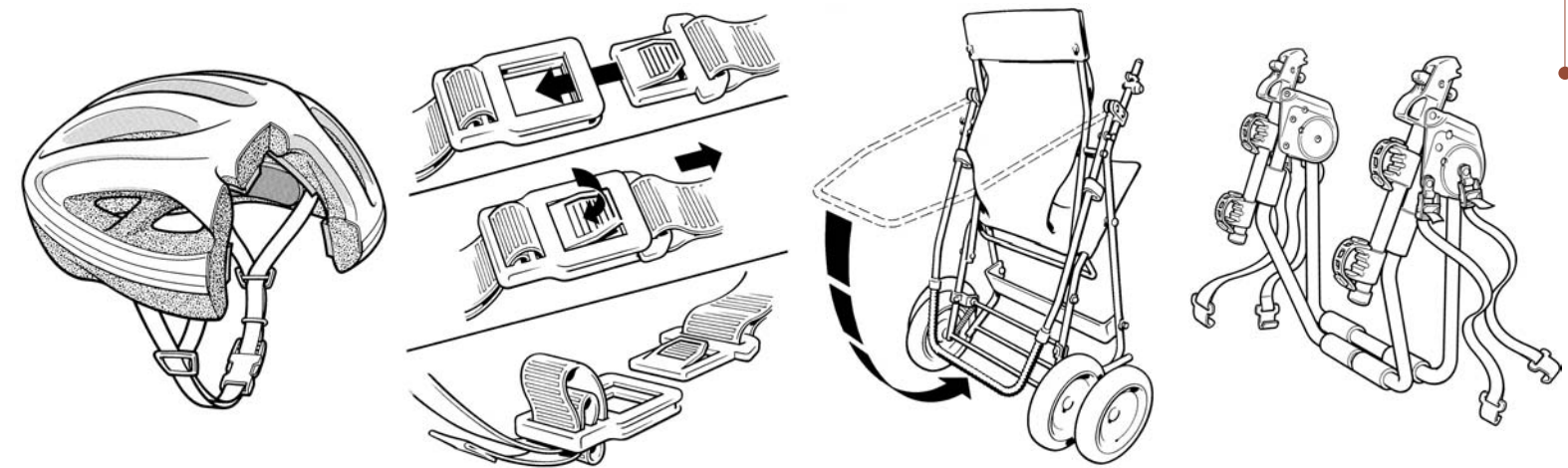
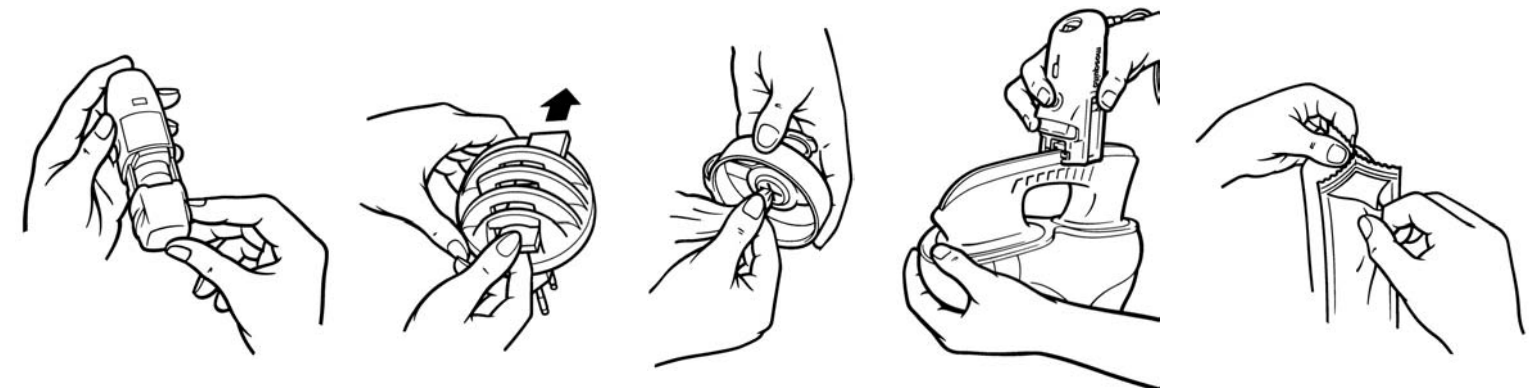
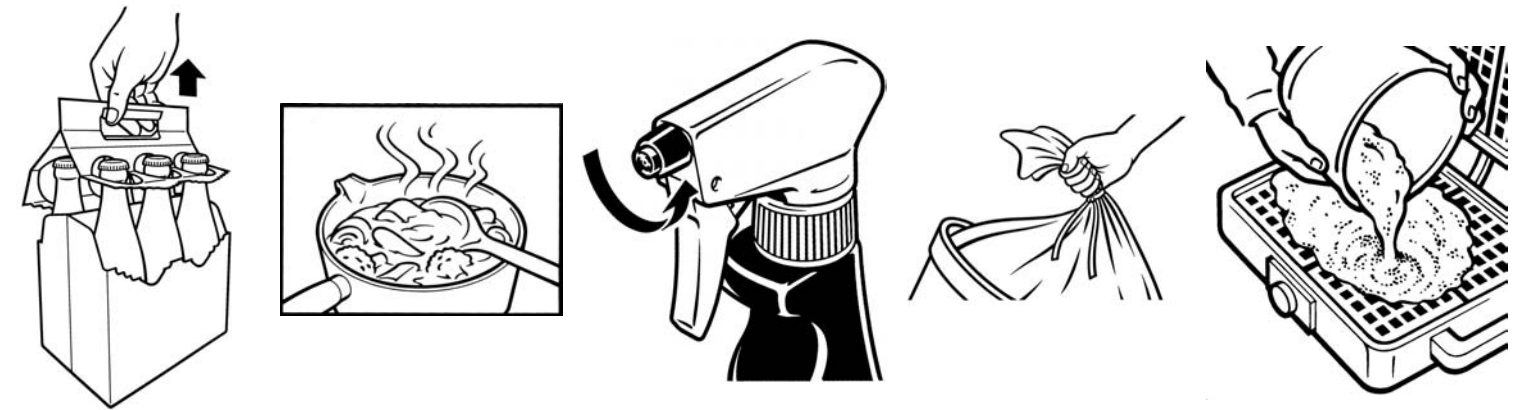
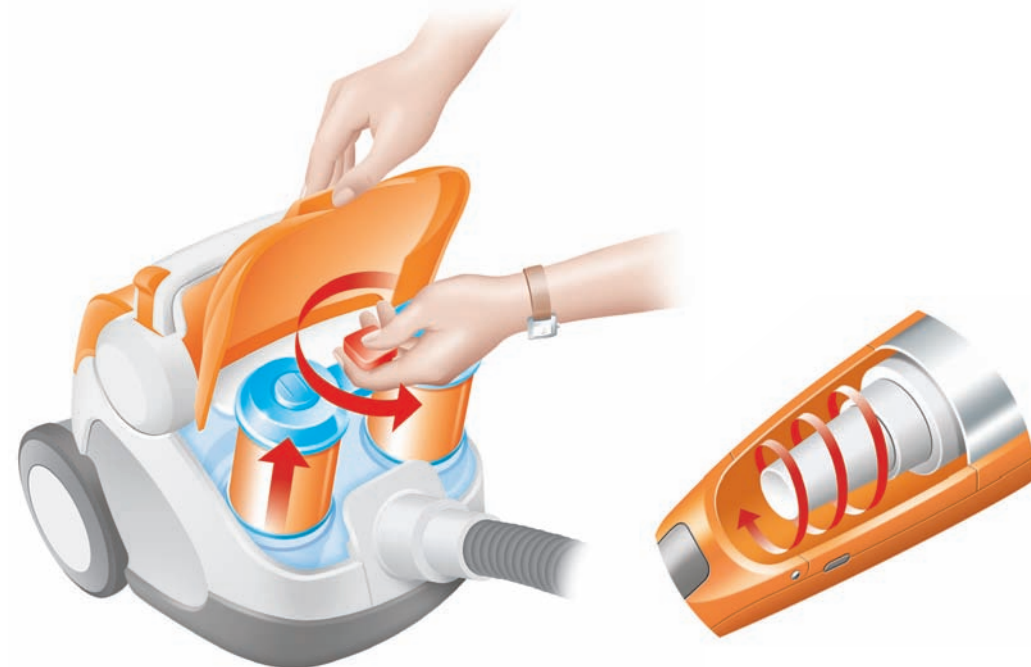
The guys have always delivered, with great style and a fair sense of humour; they understand budgets and have nailed every deadline.

It's for these reasons that we keep going back.

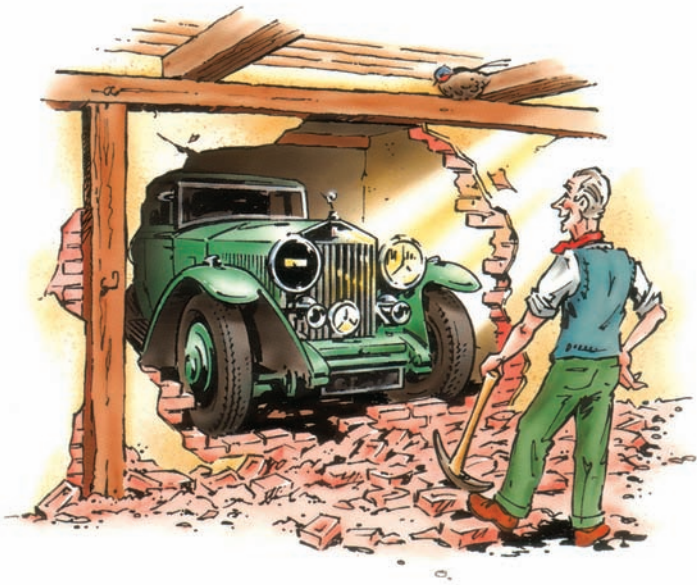
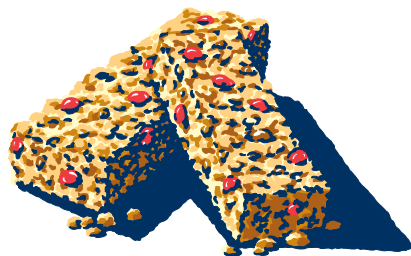
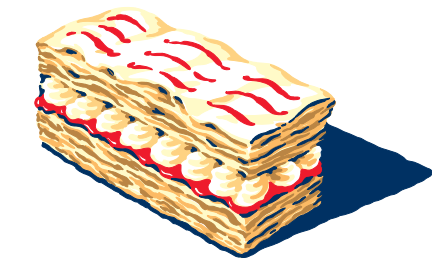
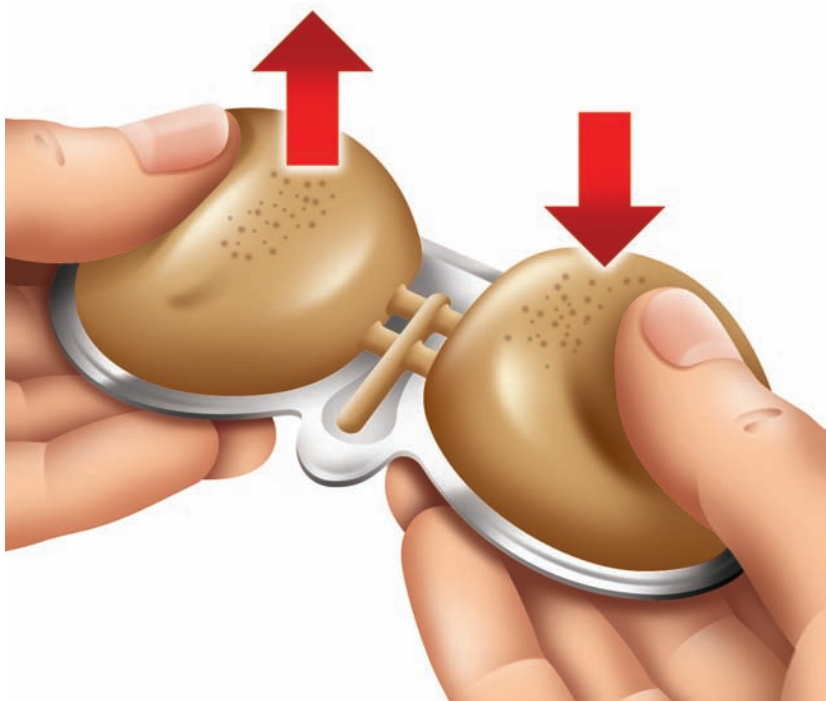
Thanks Colin and James.

West One Arts have also extended the definition of Central London to excesses that even Ken Livingston would be proud of!

Tony Enoch,  
Creative Partner,  
Nude Brand Creation



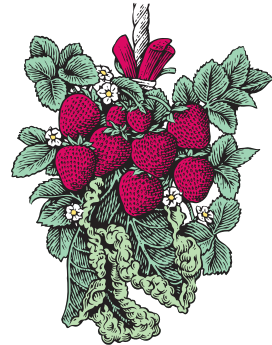
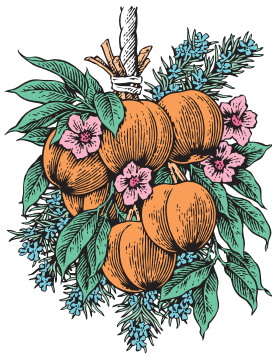
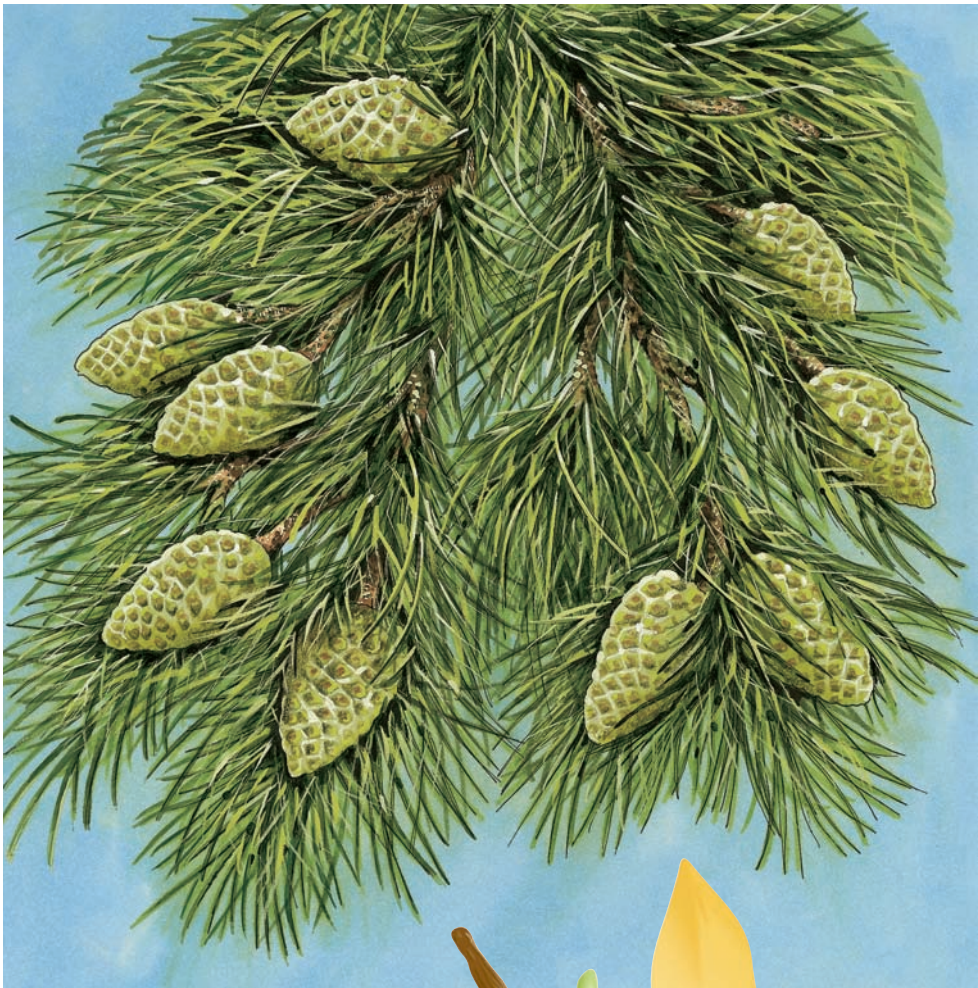
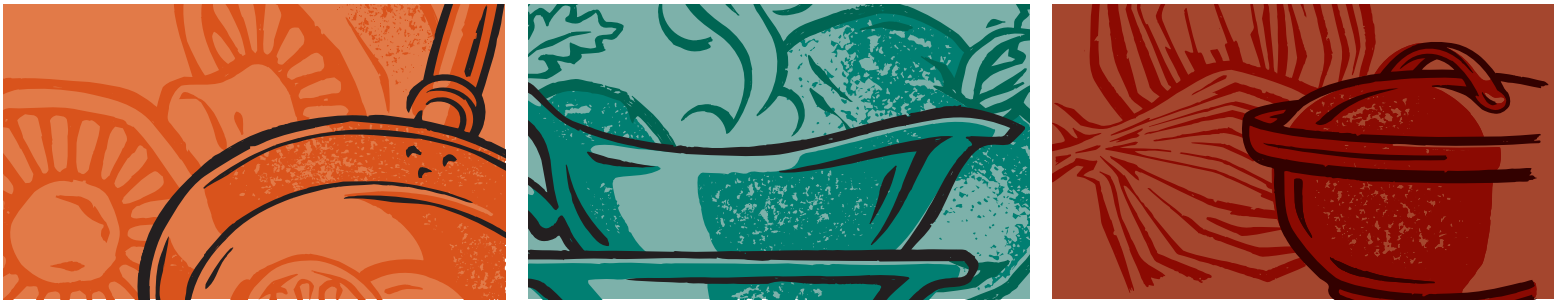




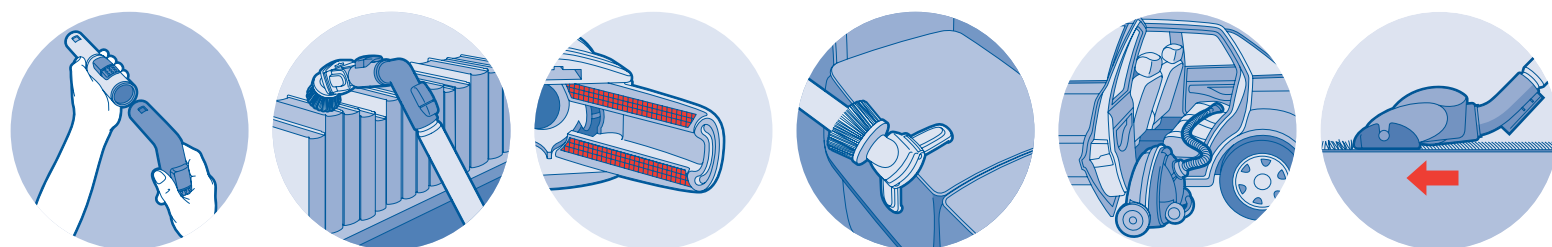
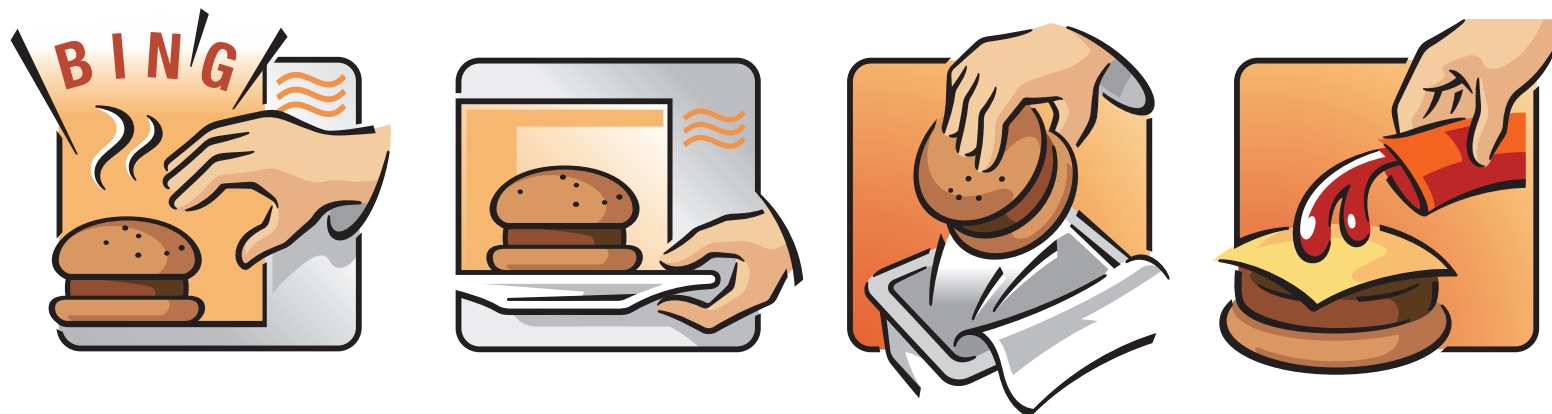










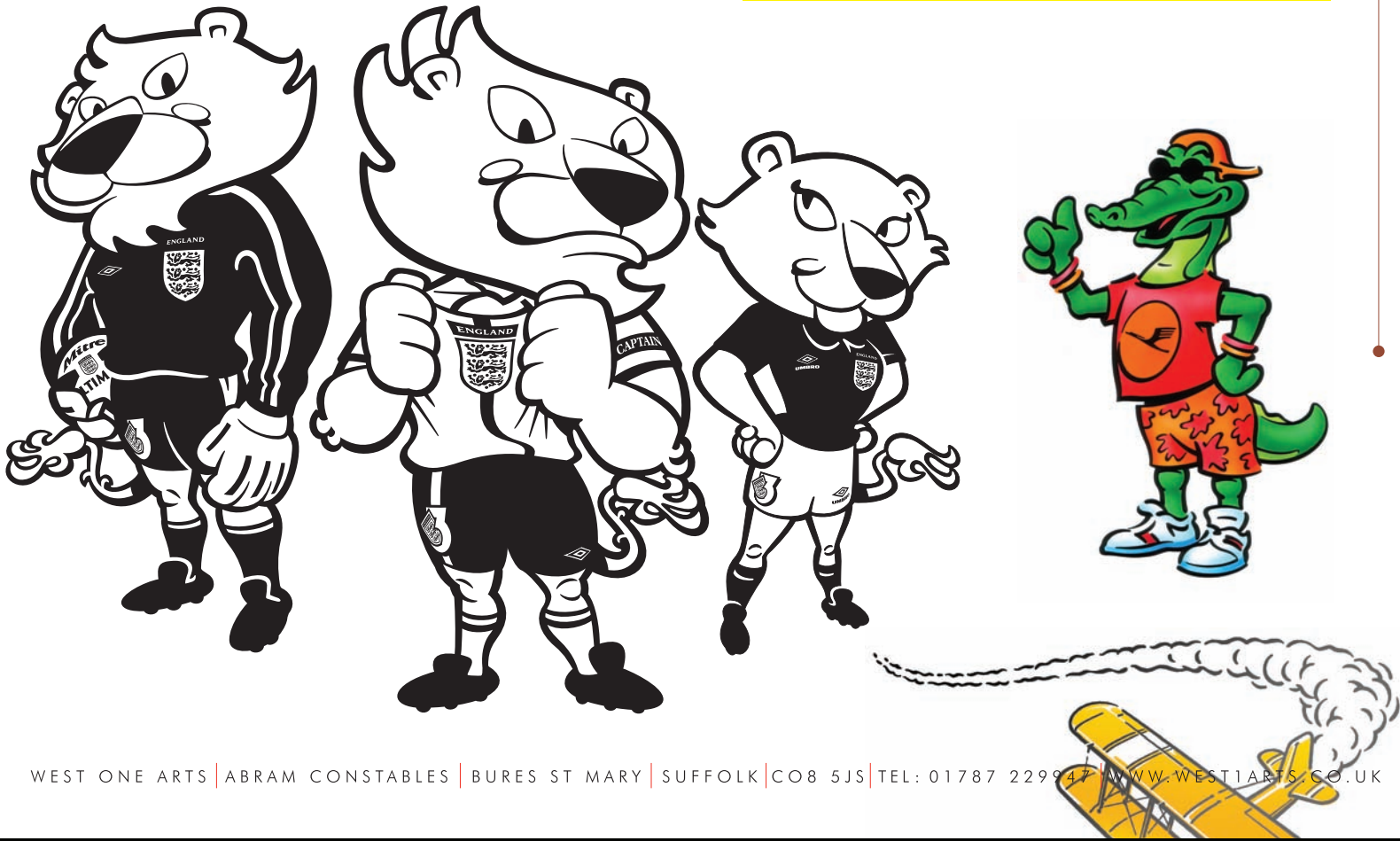


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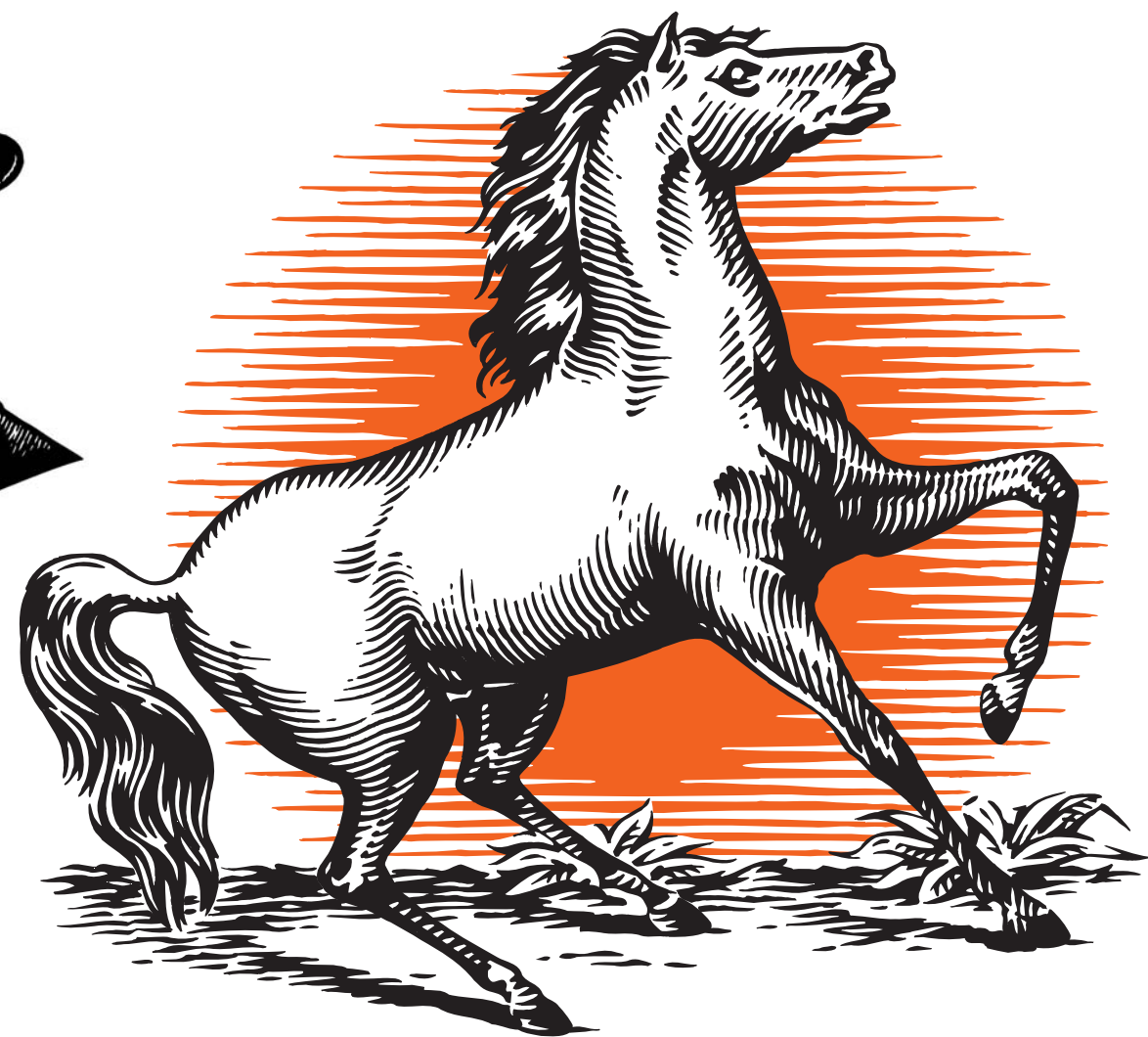
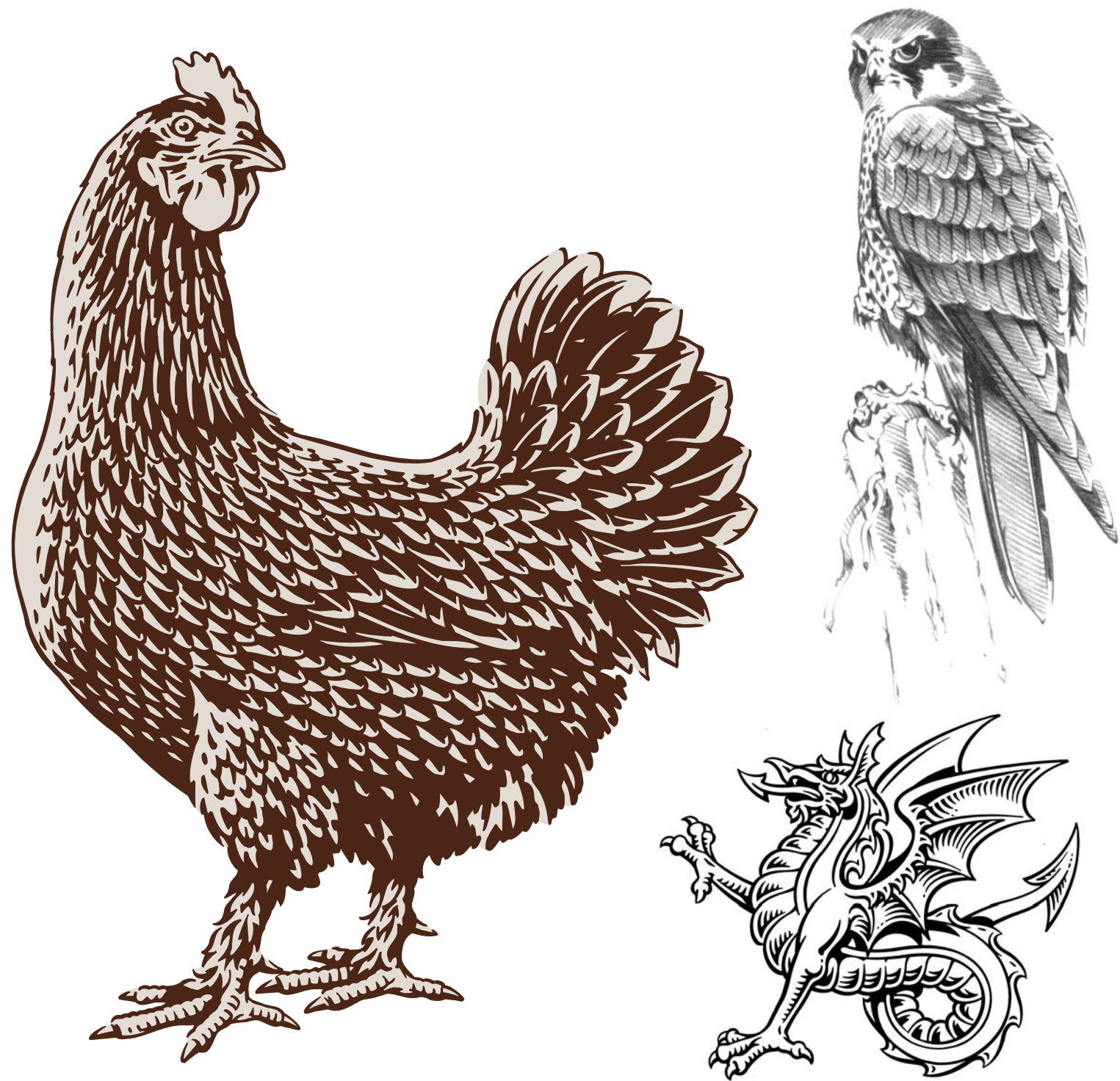


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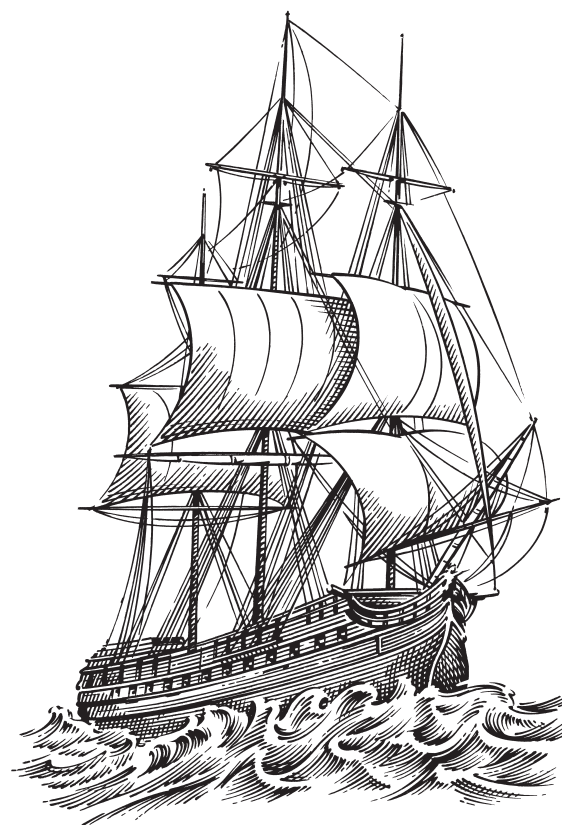












## From tiny acorns...

Way back in 1966, I remember being asked to look at the final year's College work of two young students who were looking for positions in the world of Advertising and Design. Studying their portfolios which contained wonderful detailed technical line illustrations and hand drawn lettering examples, their College work showed these two young men to be really talented. Colin Frewin, forceful and confident – John Creed, quieter and more studious, both determined to be employed together. Even then the bond between them was strong.

I recommended them to a Technical Agency who worked for the Ford Motor Company. Both were given full time employment and started to hone their skills on line work and colour illustrations for the Car and Truck product range's sales literature.

Then, eighteen months later, Colin telephoned to ask could we arrange a meeting. They wanted to talk about working for themselves and would I give them work? No problem there! During the meeting, I asked them did they have premises and furniture. 'Yes, we have found a studio at the top of a building with great light', said Colin with enthusiasm '....but no equipment' said John quietly. I showed them two drawing desks in my studio that they could have, providing they arranged the transport. The rest is history.

Over the next 30 years, all projects handled by Colin and John for clients of West One Arts, were created on those two desks. It seemed that nothing they were asked to produce could defeat them. Back in the 70's, long before the days of hi-tech Macs, Colin and John between them produced more than 2,500 line drawings for a tool catalogue in four months for my Agency. Every illustration drawn with wonderful consistency of linework on CS 10 art board.

I feel privileged to have been around at the birth of West One Arts, working with them on so many different projects over the past 40 years. Ten years ago, Colin's son, James, joined the fold and will carry into the future the creative excellence that will always be the hallmark of West One Arts.

John Stadden







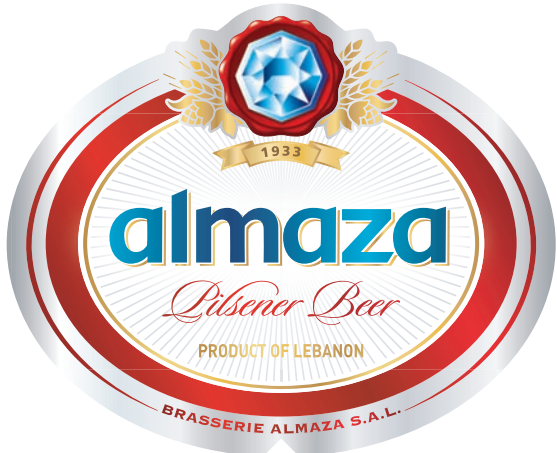
## BRAND DEVELOPMENT

For West One Arts, the evolution of a particular Brand Identity encompasses many phases; from first stage sketches through to master digital artwork. The Identity may have to be implemented across a diverse range of media situations such as stationery, literature, consumer products, vehicle and architectural livery, signage and television and may also include secondary elements such as straplines, descriptors, etc.

The projects usually come to us after some thought-time has already been applied. It could be that we have to work up a selection of ideas from a verbal brief or conversely, take an identity which is already in 'good order' and refine it for reproduction. A case in point is our developments from sketches, through intermediate stages, to final logostyle artwork of the Silverstone/Brands Hatch Identity which in 2002 won us our seventh D&AD award, this time with Carter Wong Tomlin.



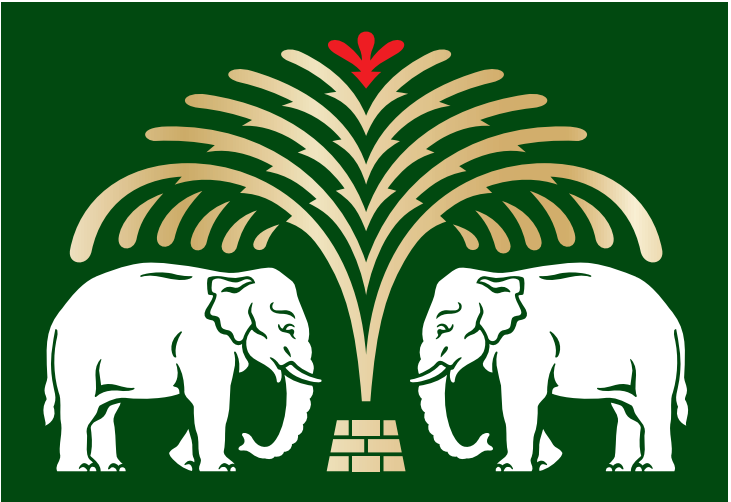
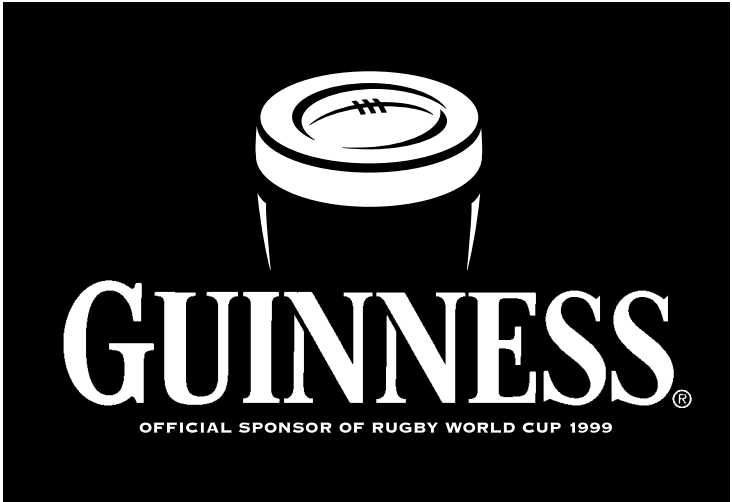




Grant's











*I have had the pleasure of working with West One Arts since they were actually in W1! The important part of their name is however, the 'Arts' bit. Understanding their craft to create visual images that we all like. Impressions of colour, light, form, texture and space, correct in both proportion and composition prove that West One Arts are always right for 'the finished article.' I don't know much about Suffolk though!*

Nick Hanson  
Creative Director  
Holmes & Marchant

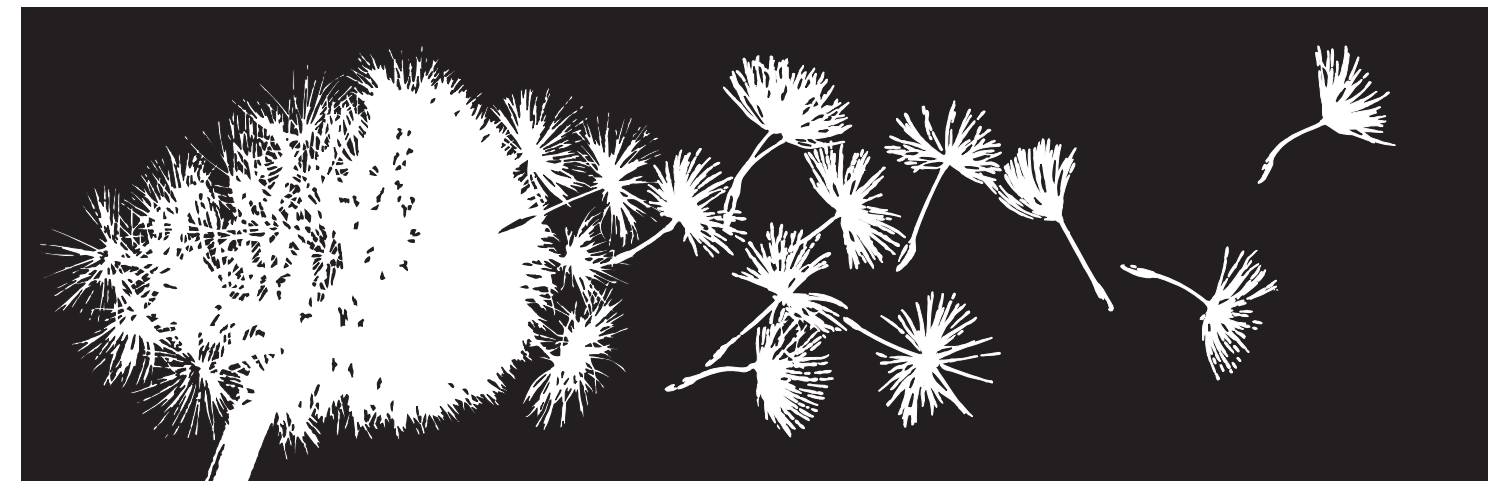




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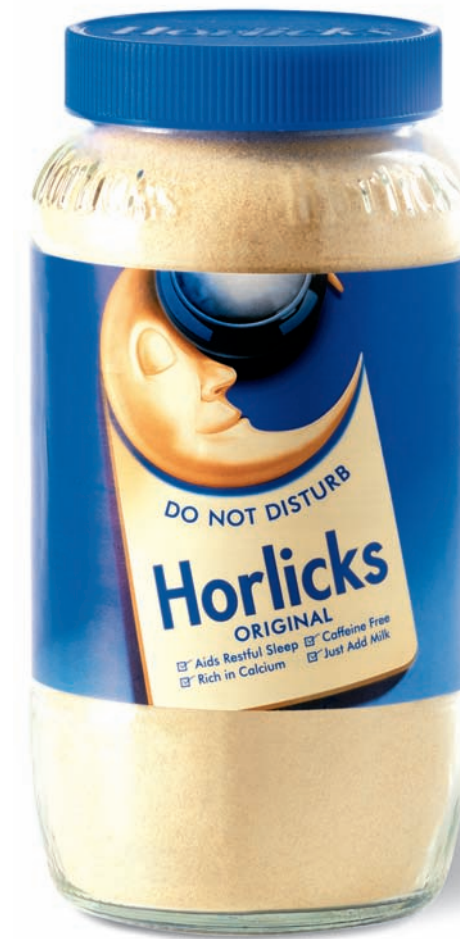
CARTE  
D'OR







spiritice®



Horlicks



BLACK  
GOLD







AMARO FELSINA  
BUTON

Stylers

Sparkling Medium the

Garlic

Wholegrain

Made to an authentic recipe  
& perfect with  
cold meats & cheese

Wafers de Ananás





# FREMANTLEMEDIA



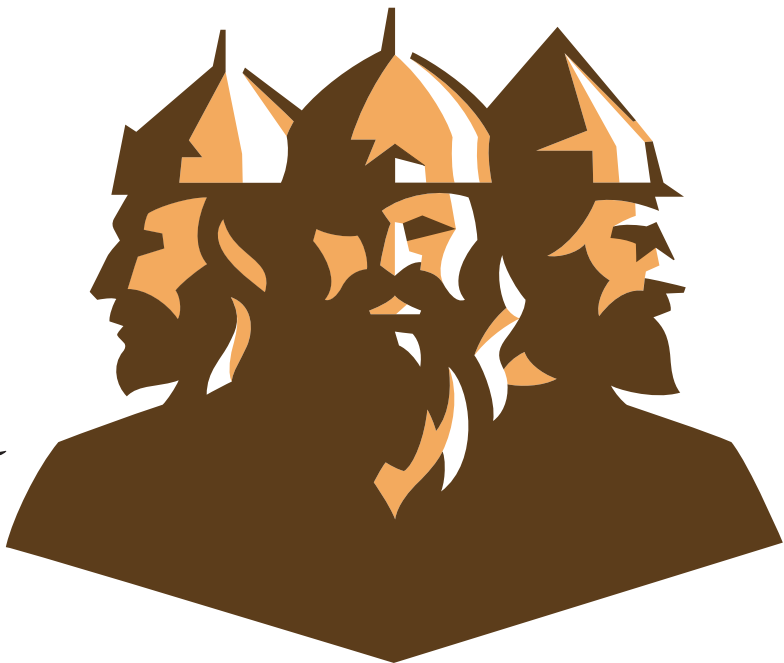
At Michael Peters & Partners, my old boss Glenn Tutssel, in times of need, which in a studio the size of the Ark Royal was hourly, would shout 'just send it over to Colin'. From type kerning, to logo refinement, to full-on mock ups, Colin was always there. Graphic design and communication has changed dramatically since those MP&P days, but now more than ever we need Colin's (West One Arts) touch of magic. At WMH I still hear people shout, 'send it to Colin', or Colin's son James. West One Arts were, and still are the master Craftsmen in finishing.

Garrick Hamm  
Deputy President D&AD  
Creative Director  
Williams Murray Hamm





tempo



West One Arts have been a solid source of support for me throughout my career. They are craftsmen of the very highest standard, creating beautiful artwork that hits the brief every time. Quite often having to turn a piece of artwork around very quickly, there is never any compromise in terms of quality. A definite support for years to come.

Mark Girvan  
Design Director,  
Pearlfisher





With thanks to all our valued clients, past and present.....

20/20 Design	Brian Martin Associates	Decimal Arts	Globe Transfer	Lambie Nairn	Nova Arts	RTZ Computers	The Observer Magazine
Abbott Mead Vickers	Brian Norman Associates	Deluxe	Good Company	Landor Associates	Nude Brand Creation	Rural Community Council of Essex	The Osborne Group
Ace International	Brown KSDP	Derek Forsyth Ltd	GPT Communication Systems	Landsdowne Euro	Ogilvy Benson Mather	Safeway Plc	The Oyster Group
Acumen Marketing	Buck & Hickman	Design Alternatives	Graphics Ltd	Laurence Lassalle	Oldacres	Sainsbury's Plc	The Partners
Ad Artwork	Buddy Creative	Design Bridge	Greenway Harrison	Le Bon Studios	Osborne Pike	Salescraft	The Paternoster Partnership
Adams Orwell Williams	Burocreative	Design Eye	Grenvil Associates	Leahy Brand Design	Overlay Studios	Sampson Tyrrell	The Redcliffe Partnership
Addison	Button Design	Design House	Haines & Haines	Les Millard Associates	P.A Design	Seigelgale	The Tyrell Company
Adwork	C Force	Design Network	Haines McGregor	Lewis Moberly	Packaging Networks Ltd	Seymour Powell	The Van Shop
Agood Studios	Cambridge University Press	Design Works	Halyard Marine	Leywood Technical	Parceline	Shaw Nicholls Associates	The Vard Partnership (Eire)
Alan Grey Design	Camouflage	Dewe Rogerson	Harrison Smith Associates	List Management	Pat Perchal	Sime Darby	The Welsh Whisky Company
Alan International	Campbell Lumgair	Dialog	Hawkeye Studios	Lloyd Ferguson Hawkins	Paul Mullins Ltd	Simmer Ltd	Thought
Alan Kent Design	Campbell Rigg Associates	Directional Design	H.B Maynard & Co	Lloyd Northover	Pearlfisher	Simon Turner & Associates	Tiger Creative Solutions
Albermarle	Carr Kamas	Dix	H.C.P (USSR)	Lock Pettersen	Pearlfisher (New York)	Slim Barrett	Tor Pettersen & Partners
Allardyce Hampshire	Carter Wong Tomlin	Dixon & Co	Here	Loden Audio	Pemberton & Whiteford	Smith & Co.	Totem Design
Allingham Kyte	Castle, Chappell & Partners	Dorland Advertising	Holmes & Marchant	London Design Partnership	Perception	Smith & Milton	TravelPlus
Alloy Fastenings	CCI	Dragon International	Howard Nederland BV (Holland)	Ludden Taylor	Peritronic	South Publications	Treehurst Properties
Apollo Arts	Centrum Graphics	Duckworth Turner	HQ Concepts	Luke Collins	Peter Barrow Associates	Springpoint	Triprint
A.R.L Marketing	Charles Garner	Easy Garments Ltd	HSAG	M & C Saatchi	Peter Hampshire Photography	St Bartholemew's Hospital	Troupe
Art & Industry	Checkland Kindleysides	Economist Publications	Hudson Fuggle	Macdonald Publishing	Philips of Holland	St Christopher's Place Association	True Advertising
Asphaltic Ltd	CIS	Eden Design	I.B.M	Magnathern	Photo Services Ltd	Stadden Hughes	Tutssels
Avatar Creative	C.J Nicholl	Elephants Can't Jump	Identica	Market Planning	P.I Design International	Stapleton Marketing	Tutssel, St John, Lambie Nairn
Avis	CL City	Enterprise IG	Impulse	Mathews Daniel	P.I Global	Stern & Co	Turnaround Studios
BAC Windows	Coley Porter Bell	Enterprise IG (Paris)	Incotes Ltd	Maurice & Company	PKL	Stuart Reid Design	Turner Easdate
Badge Consultants	Collet Dickenson Pearce	Equus Print	Innovate	McAvoy Wreford Bayley	Plan Advertising	Studio Collins International	Turquoise
Bagshawe Leahy	Computer Products Ltd	Ergo	Intercon International	Mead Carney	Plunkett & Coombes	Studio Valbonne	Value Computing
Barrow Parkhill	Combined Graphics	Fanfare	iSentry	Meadow Creative Limited	Prima Design	Strata Graphics	Vanilla Active
Bartlett Ray & Jarvis	Condor	Fennimore Field	J & A Artwork	Medi-Line Advertising	Primary Contact	Streets Direct	Visual Techniques
Bateson & Stott	Connell, May & Stephenson	F.G.A	John Blackburn & Partners	Michael Peters & Partners	Print@work	Sunday Times Magazine	Vogt & Gliddon
BBC TV	Conran Associates	First Universal Products	John Dower Associates	Mike Rhodes Design	Promotel	Sundowner	Volac Ltd
B.B.D.O	Corporate & Commercial Printing	Force 4 Chandlery	John Gowers	Mills, Hughes & Partners	Rapier Arts	Supaglide	Volvo DAF (Holland)
Bill Horton Design	Countdown	Ford A.V.O	John Marks Design	Mima	Red Pictures Limited	Talking Pictures	Wagstaffs
Birmingham Airport	Covent Garden Design	Ford Of Europe	Jones Knowles Ritchie	Mitchell Anderson	Reuters	Tayburn	Walker Izard
Bloom	C.PA	Fortnum & Mason	Jordan Samuals	Mitchell Beazley Publishing	Richard Ellis	Taylor James	Wallminster
Blue Marlin	Crain Communications	Four 1V	June Schneider Design	Mosquito	Richard Lealan Design	Technical Art Group	Web Imps
BMP	Cronin & Company	Gain Retail Systems	Justwood	MSM	Robert Maude Ltd	Terry Trott Photography	Wickens Tutt Southgate
Boldface	Crowdale	Garland Compton	JVDA (Belgium)	Multi Screen	Robinson Associates	The American Cigarette Company	Williams Murray Hamm
Box Complex Ltd	D4 Design	Gary Bryan Studios	Ken McCreith Design	Nationcrest	Ron Norton & Associates	The Charities Trust	XMPR
B.PA	D.PB Spottiswood	Gavin Williams Associates	Kent & Sendall	New Level	Roundel Productions	The Domain Group	Yontone
Breathe Design Limited	Datapro	G.B.M	KMP	New Litho Arts	Roy Walker Associates	The Evolution Group	Ziggurat
Brewer Jones	David Davies Ltd		Kono Design	Newell & Sorrell	Roy Williams Graphics	The Gaslight Club	Zulver & Co

.....and apologies to any we may have missed.





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