

Dan Price Portfolio, 2019

Award-winning multi-disciplinary
art-director with over 12 years
industry experience.

With a professional career spanning art-direction, graphic design, video direction and editing and creative-direction, I thrive creating original, visually impactful work that fluidly merges disciplines and mediums, helping brands and clients deliver meaningful concepts and messages that get noticed.

I'm currently art director for Bompas & Parr (global leaders in multi-sensory experience design), having previously been lead-creative for experiential agency Jotta for five years and co-founding DDAANN Studio, a film, animation company.

SCOOP: A Wonderful Ice Cream World

-
*Immersive exhibition
Completed at Bompas & Parr*

Art direction
Graphic Design
Photography
Video
Production Management

SCOOP: A Wonderful Ice Cream World was a celebratory show that explored the past, present and future of ice cream and formed The British Museum of Food's first major exhibition.

I directed all graphics and imagery for event identity, promo key visuals and in-exhibition signage and collateral: 7 photo shoots, 6 videos, 120 signage elements, one newspaper and dozens of other shop and cafe elements.

Over 23,000 people visited SCOOP over the three month run of show and the media reach was over 800,000,000.

Key visuals

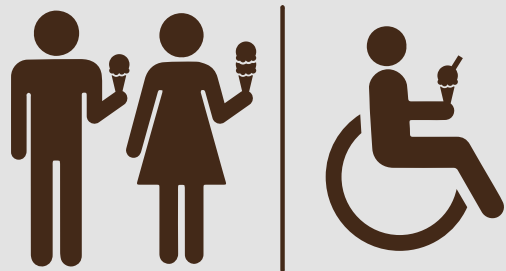


Signage samples

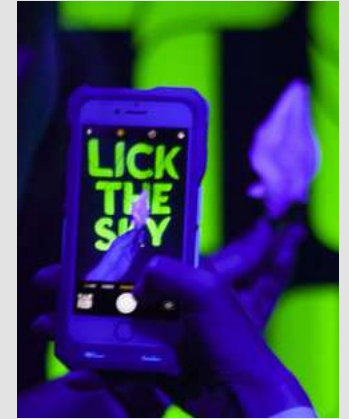
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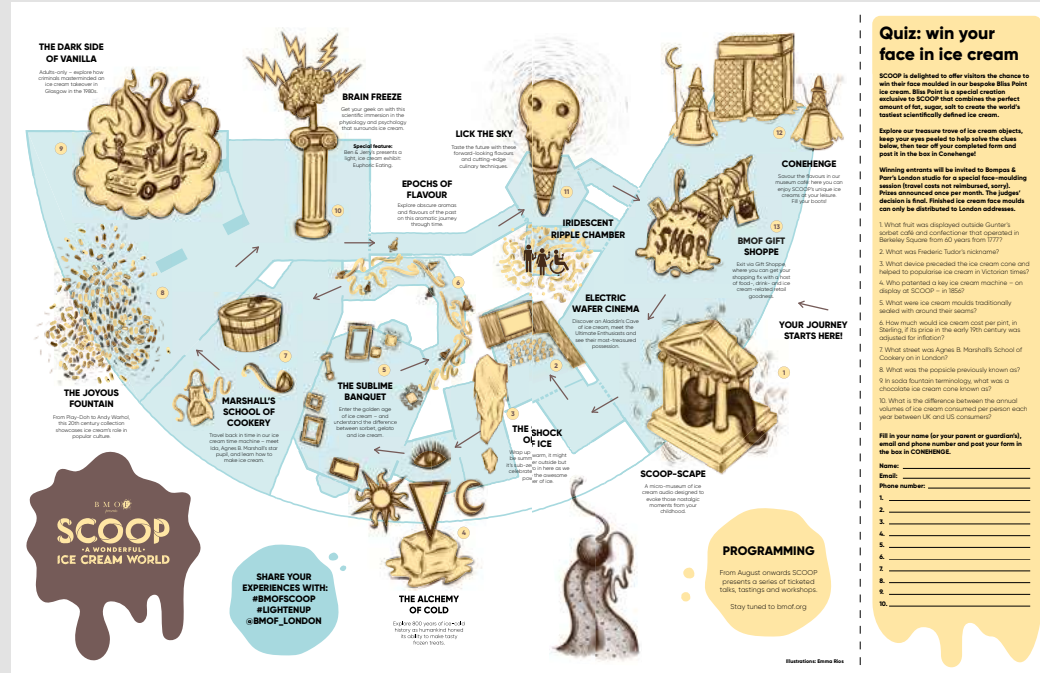
**ELECTRIC
WAFFER
CINEMA**
Collecting ice cream
with the Weirs



CONEHENGE



Scoop newspaper given to guests



Website



Sony Xperia

Live product launch production

-

Completed at Jotta

Concept

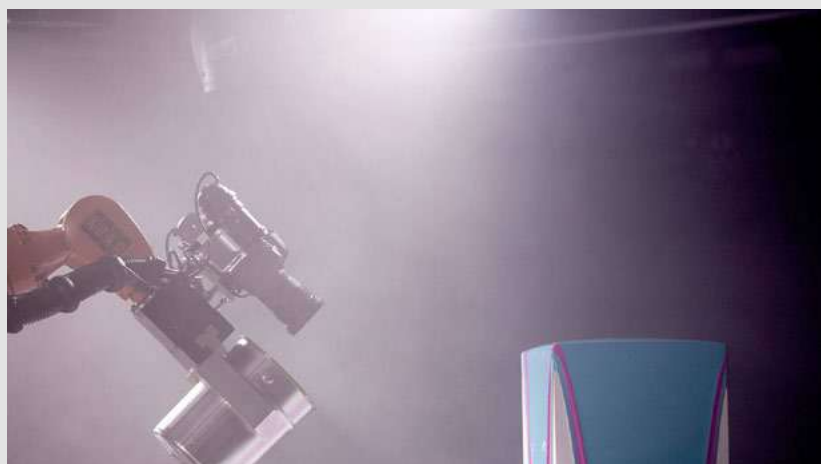
Art direction

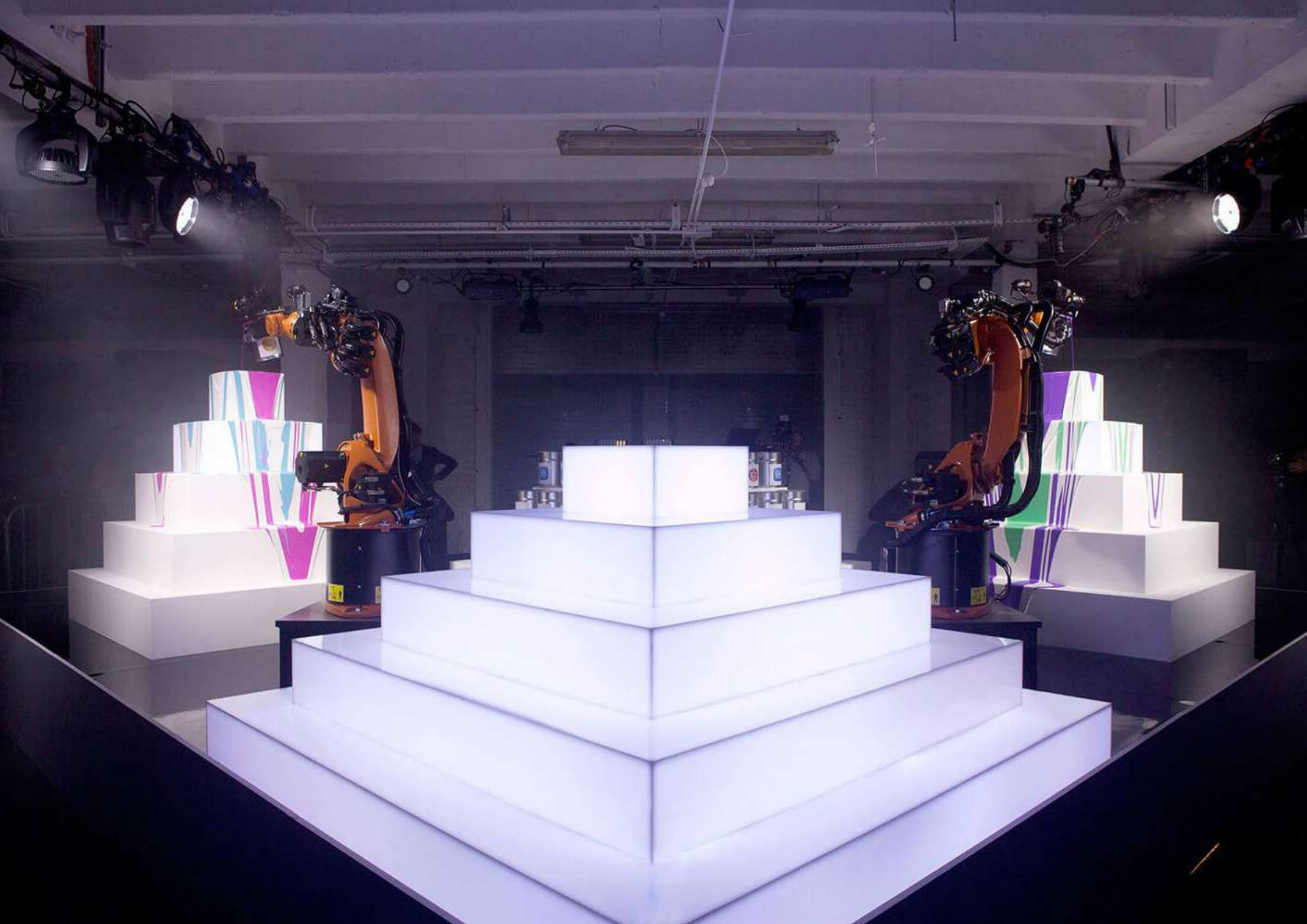
Robot choreography

To launch Sony's flagship Xperia Z smartphone, a spectacular event was devised to bring to life Sony's long standing heritage in colour.

In front of a crowd of 600 journalists, bloggers and consumers an austere white gallery space was brought to life with colour in a live performance using two industrial robots, a

myriad of lighting effects and over 200 litres of paint. Developed in just 6 weeks, this audacious showcase created a buzz for the brand in places it had never before been seen.





The Grand, York

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Identity & branding

Completed at Bompas & Parr

New logo and secondary mark

Art direction

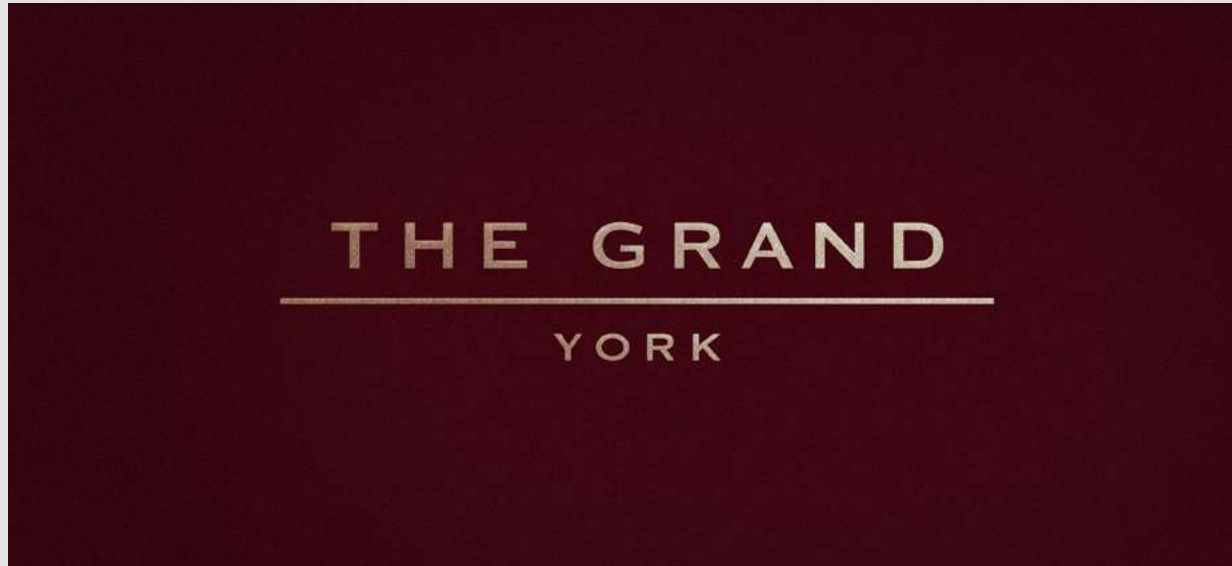
Graphic design

Production management

Full rebrand of York's best five star luxury hotel The Grand, York. The brand was dated and corporate-looking; we allowed the new brand to confidently exude its

five-star offering but also to have a real personality inspired by its Edwardian connections to North England Railway.

NER / Edwardian inspiration



Exterior signage



Marketing pack



Guest welcome pack



ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890£?!



Paradise Now

-
Pop-up event
Completed at Bompas & Parr

Art direction
Graphic design
Production management

Identity and signage system designed to fit into and compliment the existing pink cube-based structure.

Teal-tinted acrylic was chosen to be highly visible against the pink, and the metal gabions created repetition of the grids used throughout the 3D design.



Power Plant 2018 Gala

Art direction

Graphic design

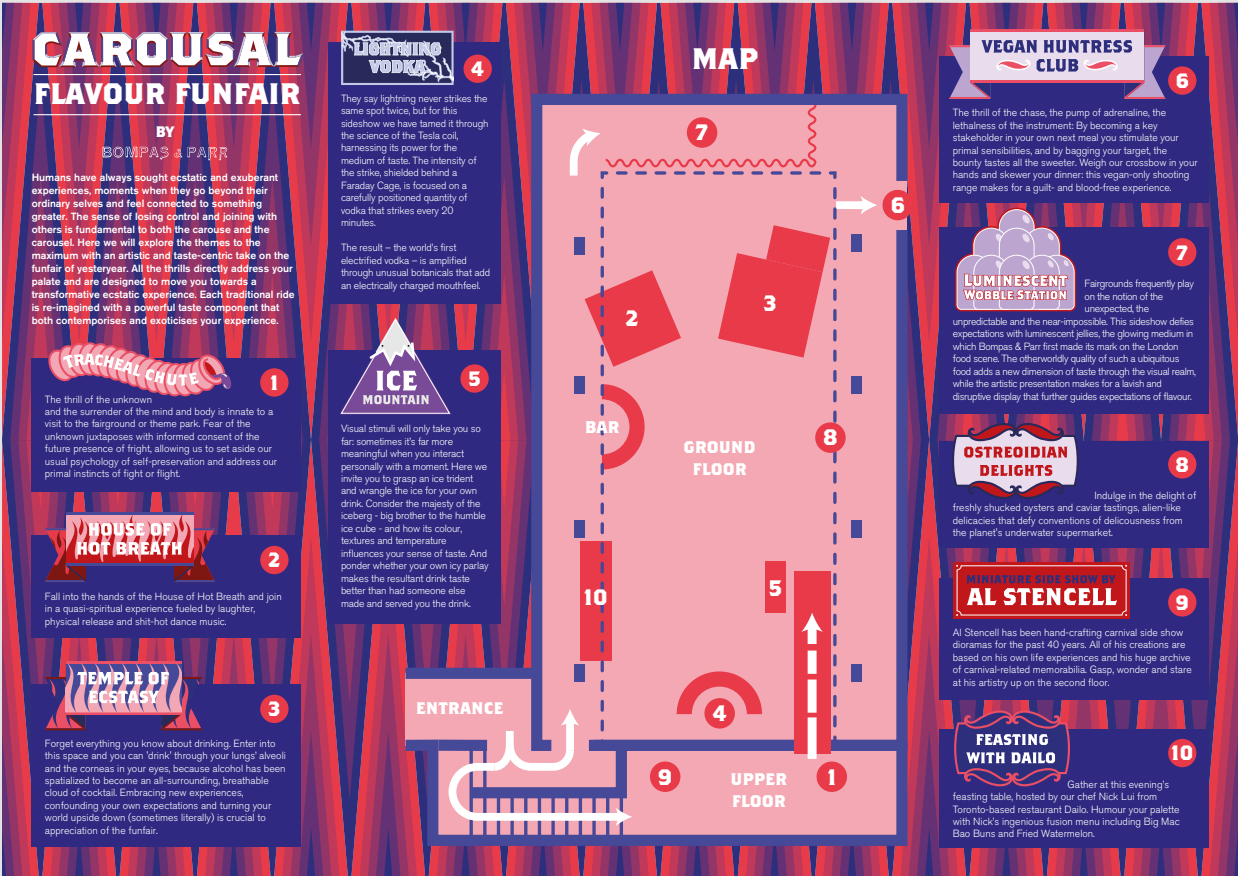
Live event

Completed at Bompas & Parr

Guest map

Power Plant Toronto's 2018 Gala was themed "Carousel" and had a range of wild interactive food-based stations for guests to indulge in. Full event identity,

collateral and signage was required, including a giant CNC-cut mouth entrance complete with moving eyes!

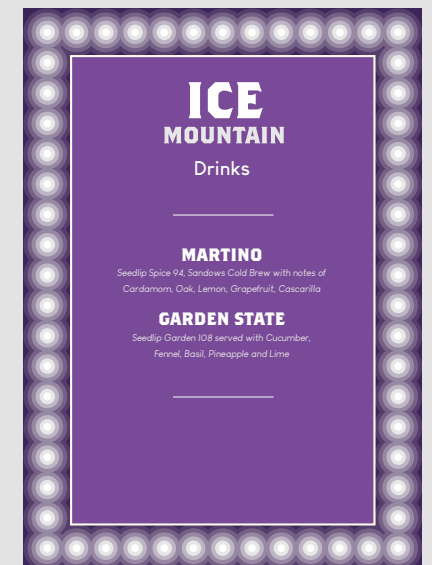
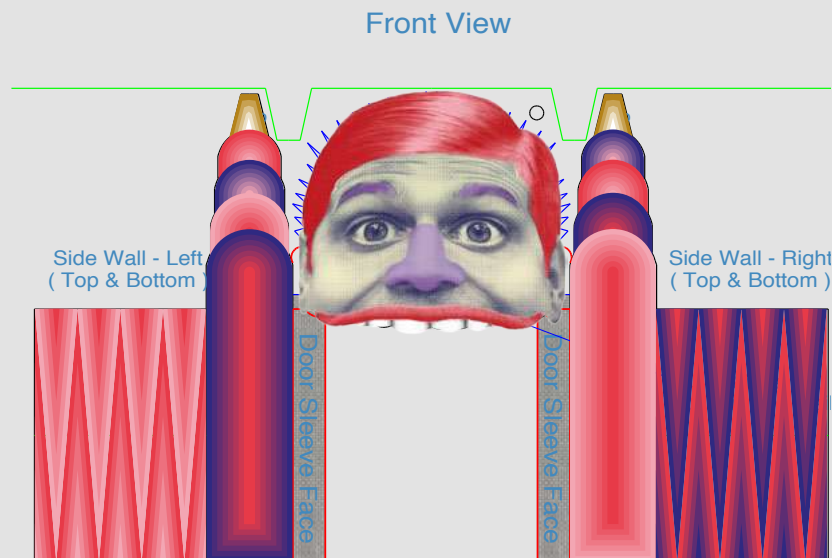


FEASTING WITH DAILO
Menu
POMELO BETEL LEAVES Lime Leaf, Lemongrass, Shallot, Nut Crumble Coconut Caramel Dressing
FRIED WINTER MELON & HOUSE CURED PORK BELLY Pickled Honey Mushrooms, Shrimp Ross, Shitake-Infused Black Vinegar
PUMPKIN DUMPLINGS Soy Brown Butter Sauce, Black truffles, 'White Rabbit Candy' Glaze, Peppa Crumble
BIG MAC BAO TOWER A two-kilo steamed bun that tastes magically like its fast-food namesake!
ROASTED FIVE SPICE ONTARIO SUCKLING PIG Miso Mustard Seed, XO Sauce, Asian Pickle, Star Anise, Cinnamon, Szechuan Pepper corn
CURRIED GARLIC CUCUMBER Fried Garlic, Shallot, Chili, Cumin, Turmeric, Garam Masala, Coconut Milk



Logo

CAROUSEL



Lost Lagoon

-

Experiential event

Completed at Bompas & Parr

Art direction
Graphic design
Photography

A project still in development, this shows how the concept for the key visual starts from sketches

and references which strongly inform how the final image is realised in the studio.

Concept development

Final key visual and logo

Key Visual 1: Colossal Vessels - Preferred route

Here we hero the drink and give a sense of the immersive journey by sailing through colossal tankards, cups, flagons and goblets.

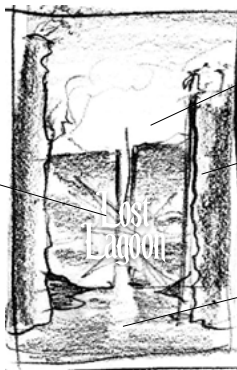
This would be shot in miniature, using real vessels against a rear-projected backdrop, on reflective shallow water.



The viewer looks through multiple cliffs at the alluring lagoon beyond...



Sun flaring through between furthest cliff faces, backlighting "Lost Lagoon"



Sunset with volcano backdrop

Cliff faces left & right, waterfall on right

Lagoon water rippling, reflecting scene above



Shoot as a miniature with haze, digitally composited. 'Airbrush' style treatment/grade



British Museum of Food

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Identity

Completed at Bompas & Parr

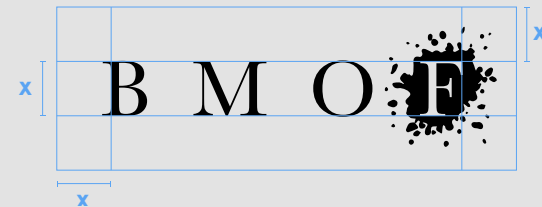
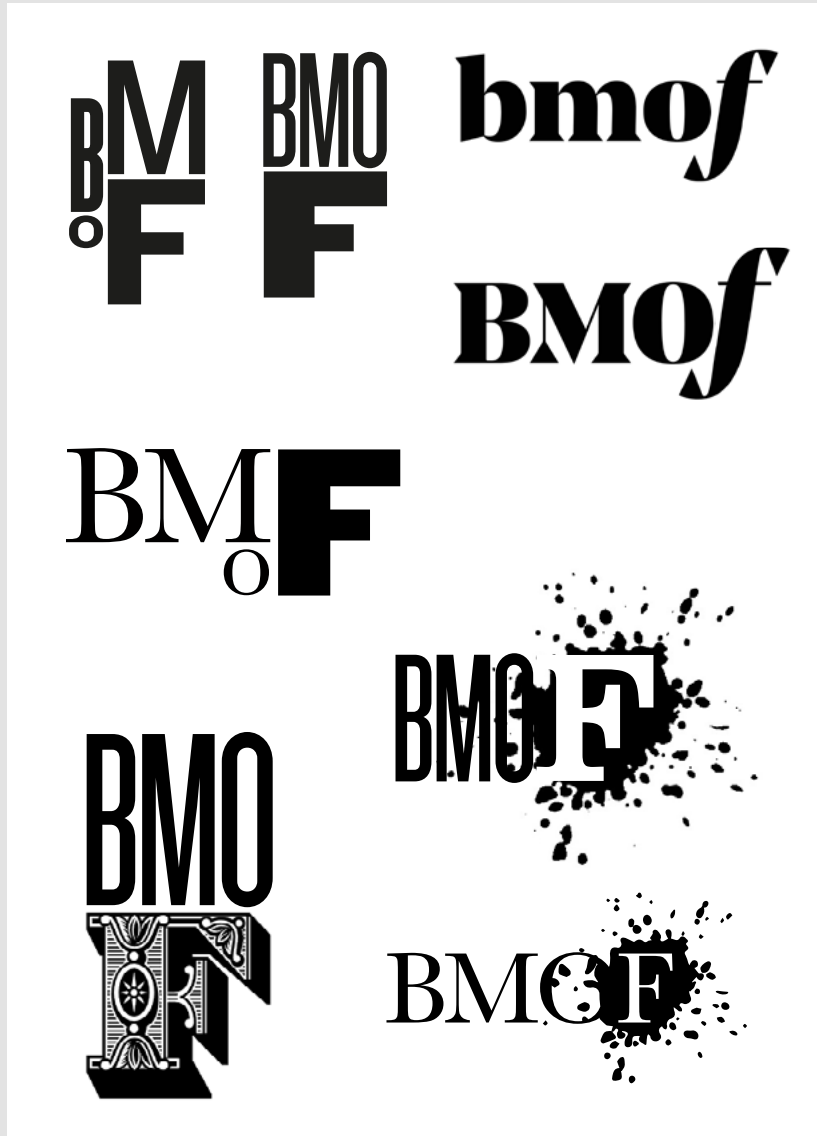
Development

Art direction
Graphic design

Logo devised for the British Museum of Food (BMOF "Bee-Moff"), a new cultural institution that celebrates food launched by Bompas & Parr in 2018.

The brief was to evoke a sense of a well established institution like the V&A or the British Museum, but have a distinct modern twist.

Final logo



B R I T I S H
M U S E U M
O F
F O O D

Food Film Festival

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Live event

Completed at Bompas & Parr

Art direction

Graphic design

Photography

Logo with laurels



Social content



Animated titles



Key visual photography

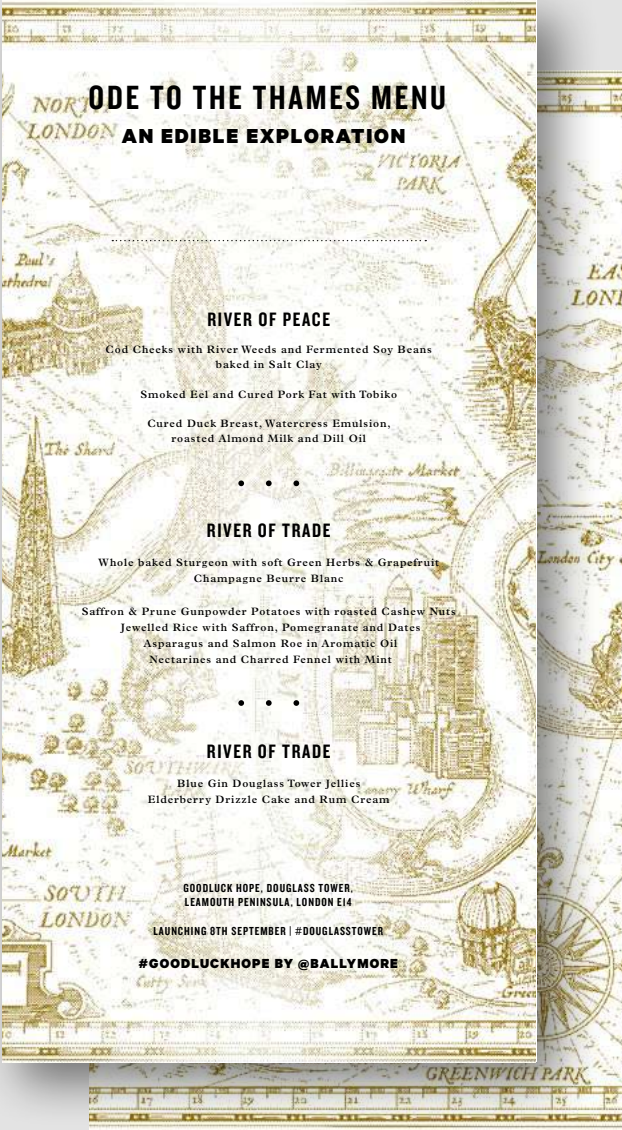


Goodluck Hope

Graphic design

Event collateral
Completed at Bompas & Parr

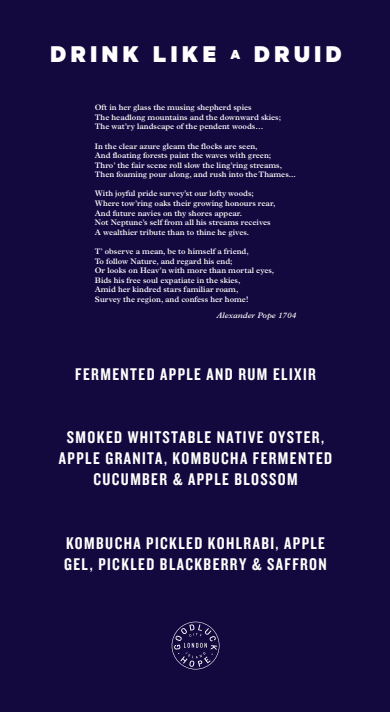
Menu design



Menu design and signage for a special “influencer” dinner as part of Ballymore and Goodluck Hope’s promotional campaign for their new luxury property development.

Menus were risograph printed on hand made paper to add to the tactile experience.

Signage



Four Realms

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Largescale live activation

Completed at Bompas & Parr

Art direction

Graphic design

Westfield Shepherd's Bush partnered with Disney for their 2018 Christmas activation: a live Nutcracker-inspired experience for all ages. A visual identity was required that was suitably enchanting!

Development



Development

THE
FOUR
REALMS
AT CHRISTMAS

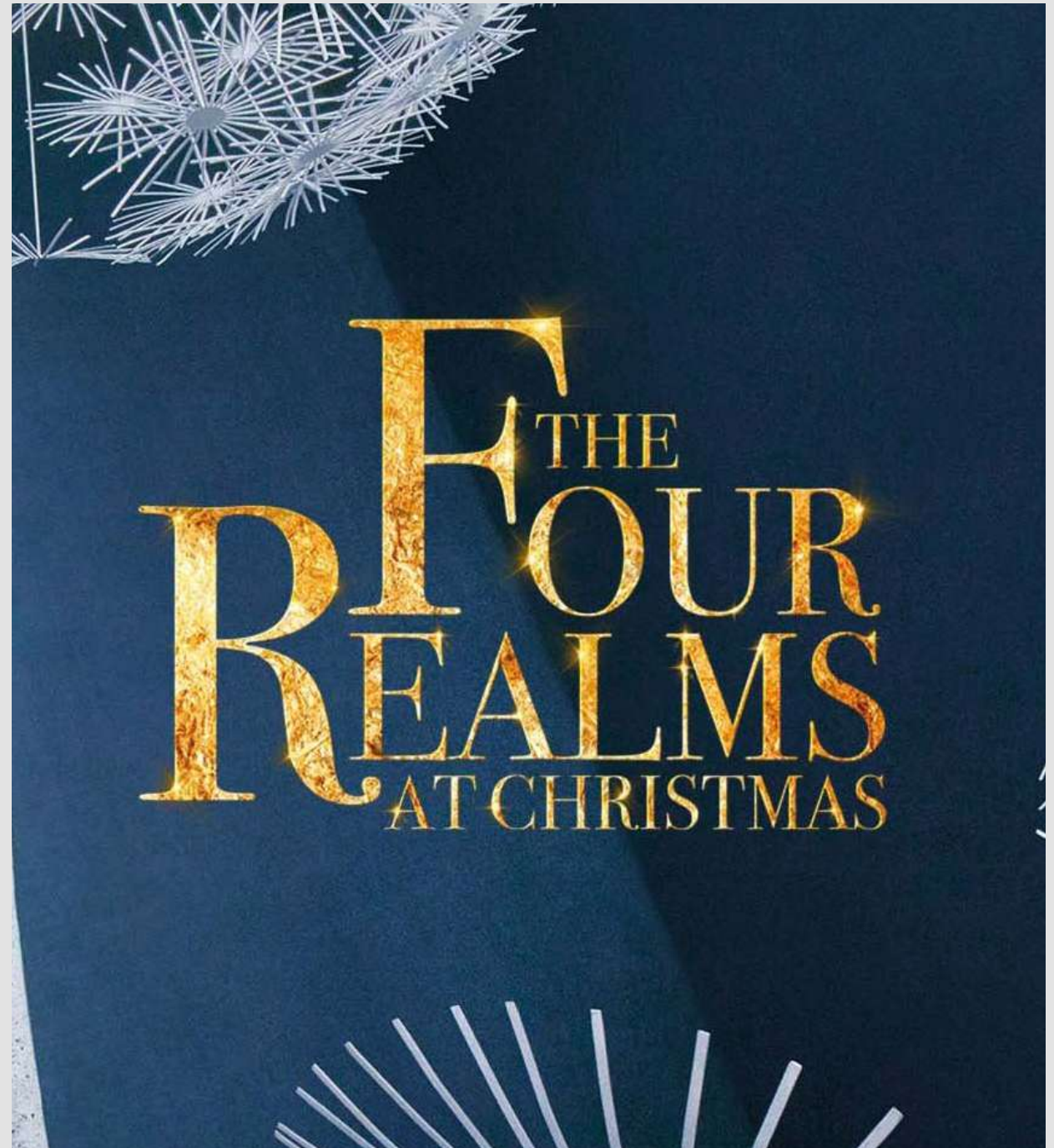
THE
FOUR REALMS
AT CHRISTMAS

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Final logo



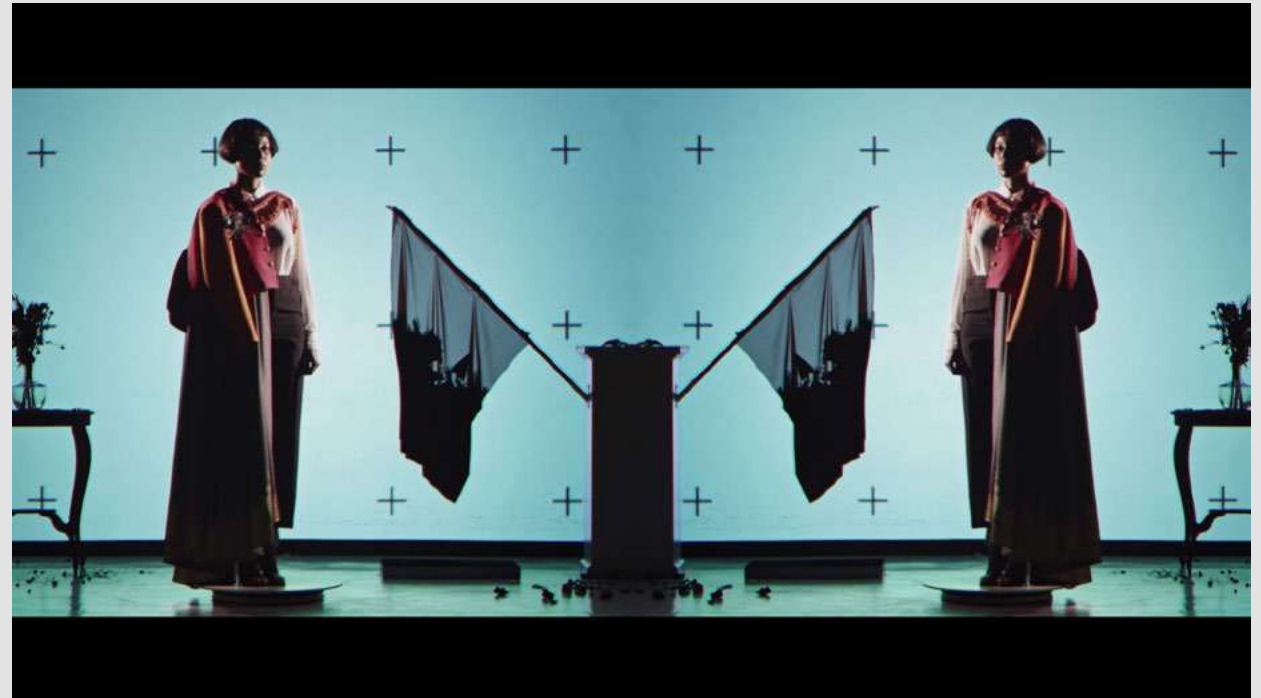
VV Brown "The Apple"

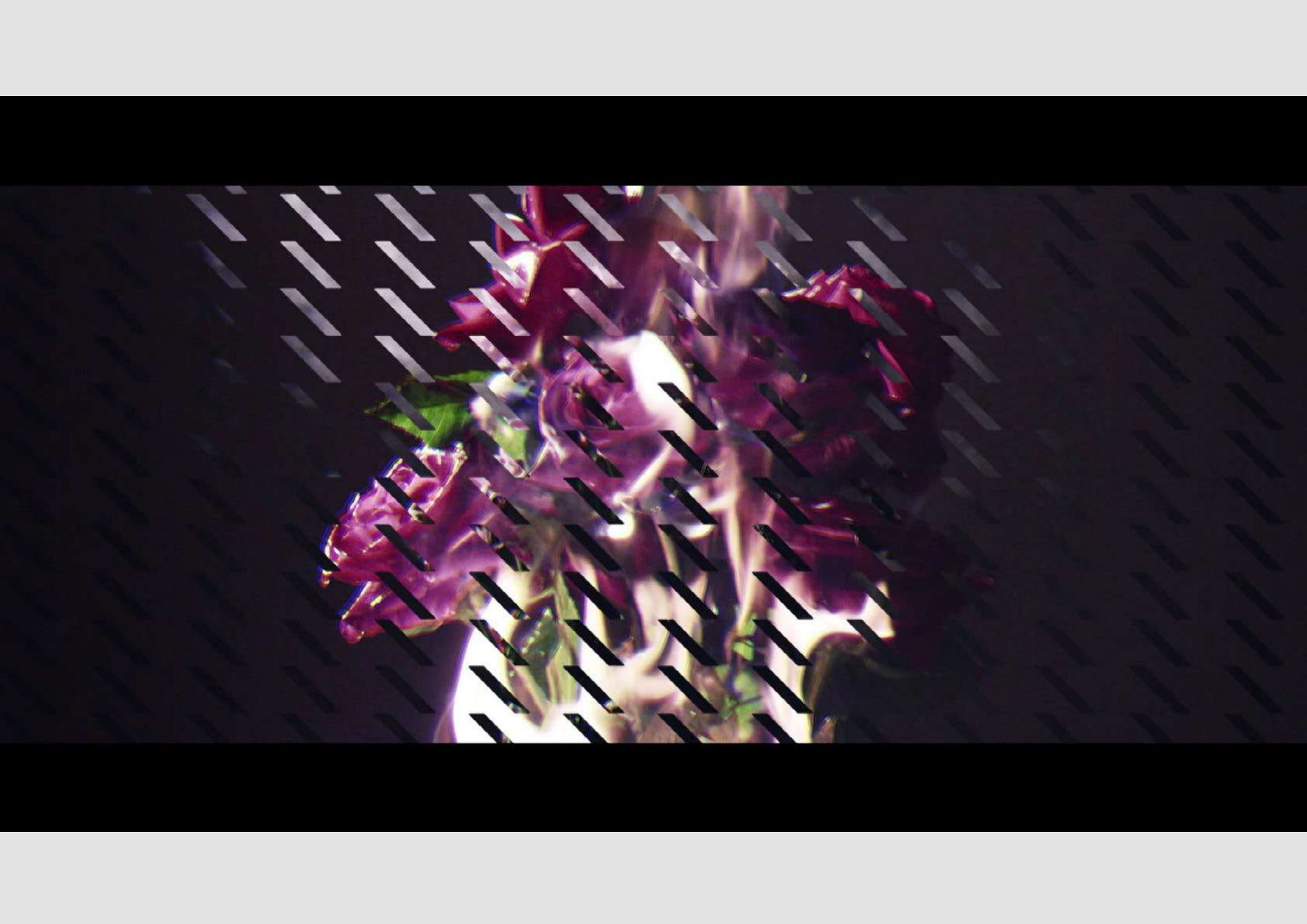
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Music video
Independent

Video direction
Editing
Production design

Official music video for VV Brown's track "Lazarus". Visually inspired by 2001: A Space Odyssey, the video plays with ideas around digital destruction and reversal of death.





Absolut / Dazed

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*Interactive Exhibition
Completed at Jotta*

**Art direction,
exhibition design
& installation**

Exhibition sponsored by Absolut as part of a Dazed event. Charting the history of 'zine culture in the UK and looking to the future with a custom designed interactive console that printed tagged social media entries on an obsolete dot-matrix printer.



Historic Royal Palaces

Activity book, outdoor installations
Independent

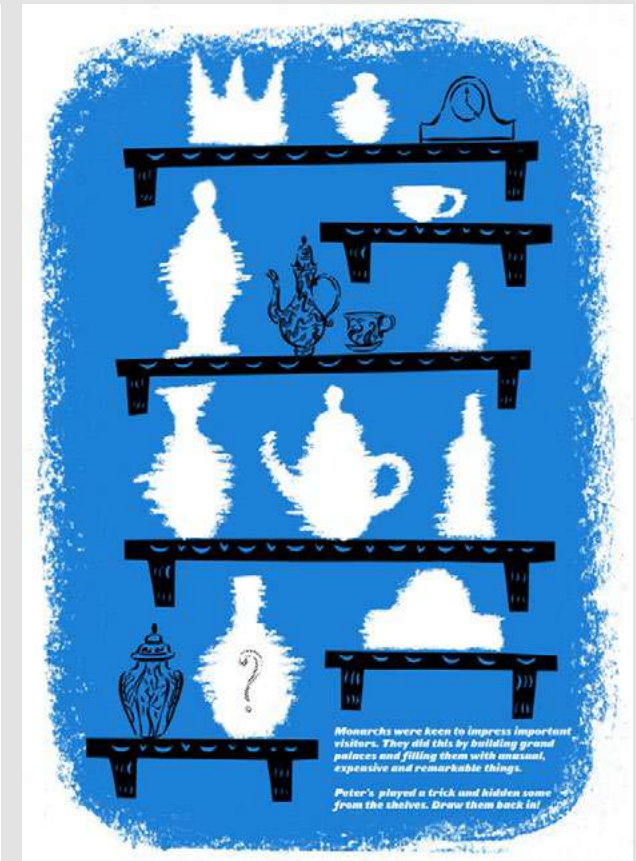
Art direction
Graphic design
Production management



Activity book made for Historic Royal Palaces in collaboration with illustrator Emma Rios which helped children understand the rich history of Kensington Palace.

Printed on a risograph press, the design took full use of the bright inks and print overlays giving a result that looked screenprinted. Elements from the book were

then CNC cut from aluminium and installed in the garden at Kensington Palace.



Historic Royal Palaces

-
Activity book, doll's house
Independent

Art direction
Graphic design
3D design
Photography
Production management

Activity book made for Historic Royal Palaces in collaboration with illustrator Emma Rios and patients from Royal London Hospital Children's Ward. In a special workshop in the ward,

patients crafted their own historic costumes and were invited to have their photo taken. These photos formed the basis of a paper-cut-style activity book which could be used to create

enchancing rooms for a bespoke Kensington Palace doll's house.



Georgians liked a feast
draw your favourite
food here...

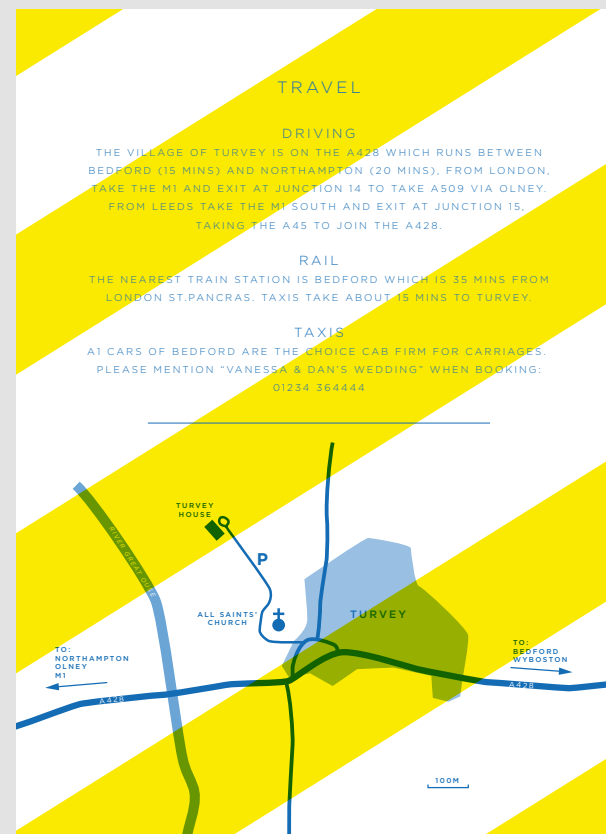
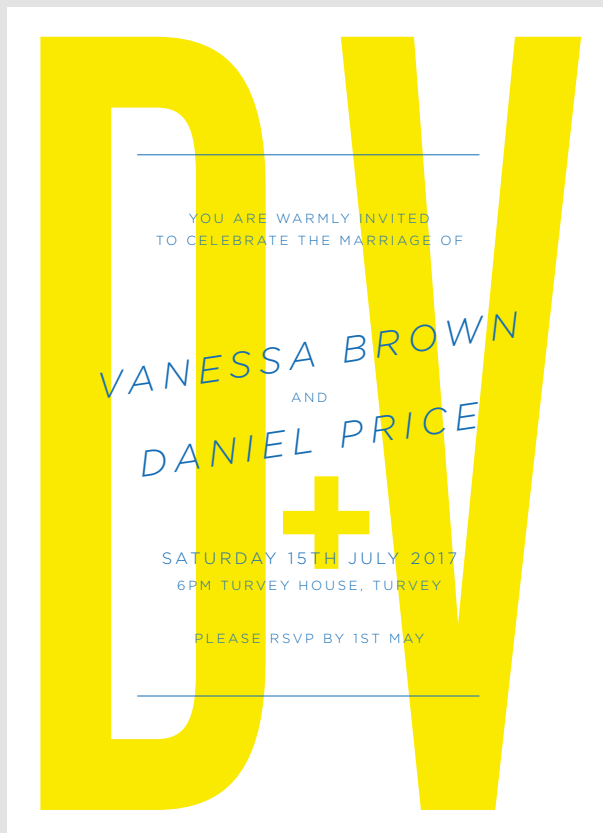
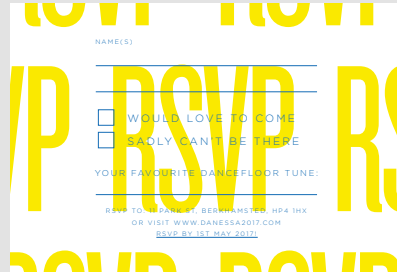


Dan & Ness's Wedding

-
Stationery, props
Independent

Art direction,
Graphic Design,
Installation

Graphic design and branding for my wedding. Both creative people, we wanted a fun but consistent theme across all the touch points giving a very considered feel to the day. Wedding stationery, props and food packaging.



Unilever

-

Online commercial

Completed at DDAANN Studio

Art direction

Cinematography,
animation and compositing

Series of three stop-motion animations for Unilever promoting the health benefits of margarine. Real food was brought to life wreaking havoc across miniature landscapes that were specially designed and built.





Oritsé “Kill it Off”

-

Music video
Independent

Art direction

Video direction & editing

Rear-projected and post-
production animation

Official music video for unreleased track “Kill it Off” by Oritsé.

This was designed as a surreal journey through the artist’s mind as he deals with a damaging relationship, captured in “one take”. The creative and technical challenge was to create all the surreal effects in-camera through use of a spectacular ballroom venue and synchronised rear-projected animations.



Behind the scenes showing
rear-projection setup.





Thank you

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