

What do you think are the **essential, logistical and practical** requirements to set up a design studio/business?



Simon Manchipp
Someone



Sara Boris



Julian House
Adrian Talbot
Intro Design UK



Sam Winston



Tom Finn
Kristoffer Soelling
Regular Practice

- Clients are king
- 1 significant client preferably 3
- Cashflow can kill you
- Virtual agencies
- Accountant as soon as possible
- Make promises you can keep – Overdeliver

- Space
- Equipment
- Accountant
- Wary of spending
- Financial cushion
- Well surrounded by supporters – friends and peers

- Be a good designer
- Passionate
- People person / good listener
- Head for business (or someone who has!)
- Disguising your ego to work with clients enabling them to feel valued
- Listen to what clients want – even if it's not what's best!
- Lead them down paths
- Buy into your brand – existing and previous clients

- Dealing with the stress
- Studio space
- Physically making stuff?
- Skill swap – with other professionals
- Asking – Can I help you?
- Money is important
- Be honest with costings – realistic
- Respectful and transparent
- TRUST

- A computer
- Keep costs low
- How to find work
- Networking – Name dropping
- Website? Social media?
- See how others work



Tell us about your **first studio space**.
How did you find your first studio

1. Simon explains how he started up with four others after establishing themselves in an agency - Noone. To keep costs low, they worked from home or tried to find free spaces to work.

2. Sarah worked in a screen printing studio as part of a collective. A place where many artists and designers would come together to work independently. She discovered that, while it was great to learn from people, she also needed her own space and calm.

3. Intro started small with some influential clients before moving to larger businesses and gaining more clients. Children of the technological revolution, the pair recollect when computers were introduced, and how it was their knowledge of this which improved their employability.

4. Sam started his design life in a shared studio which he shared with his tutor. Working with lots of people enabled him to realise that there were niches in design where you could still make money. Ultimately, he continued what he enjoyed doing until he found his place in the market

5. The Regular Practice lads set up a space with friends and because of its location and price, it worked.

What is the **one piece of advice** you can offer about running a successful

“rethink all processes and continually add to a

“Network , handle criticism and manage expectations”

“Be true to yourself and what you enjoy”

“Trust yourself, perservere and work hard.”

“Don’t take no for an answer”





Aardman

How owners, Peter Lord and David Sproxton, made a plan for continued success and ethos for Aardman.

Both Lord and Sproxton entered the commercial world at an early age – selling hand drawn animations to the BBC. They are now responsible for an international group who create feature length films, adverts and video games. They also make millions in revenue from merchandise and licencing rights.

In 2018 the company expected to make £2.5million in profits and made the ultimate decision for a collaborative good. They decided to transfer the ownership of Aardman over to the employees. It was hoped, “it will encourage the team to come up with more creative ideas and ways of working once they have a stake in the company’s future.”

This is a really nice idea. The employees become even more

invested in the company because, if the company makes money, so do they. It also allows the business to continue with its core beliefs and ideals still in place.

It feels like Lord and Sproxton are looking to take a step back from their creation, but still want to see it succeed. Their hearts and souls have gone into this business and it’s easy to imagine why they don’t want it to end.

After creating an animated world of clay, the creators want their legacy to live on for many years to come. By sharing it with the people who have helped craft it, they believe the ‘voice, culture, references and humour will stand the test of time.

“If we sold Aardman [to a big studio] it would just become an asset on the balance sheet to be traded. They could say, let’s turn it all over to CGI and shoot it in Singapore.”

David Sproxton

The Designers Republic Reunited

The Designers Republic – a Graphic Design Studio based in Sheffield – has produced amazing designers who have gone on to start up their own businesses.

In the interview by Computer Arts in 2016 where some of these designers were reunited, it gave a great insight into their business minds.

From the initial conversation with the founder, Ian Anderson, it appears there was no real business model. It followed an 'organic' process in which new people were employed as the workloads increased. Not focussing on cash flows caused issues later on for them.

'Running business is tough' – Michael C Plaice

Making the transition from designer to business owner seemse to be a difficult process. You are all of a sudden expected to deal with employees and everything that goes with that – i.e. pay, sickness, holidays, human rights etc.

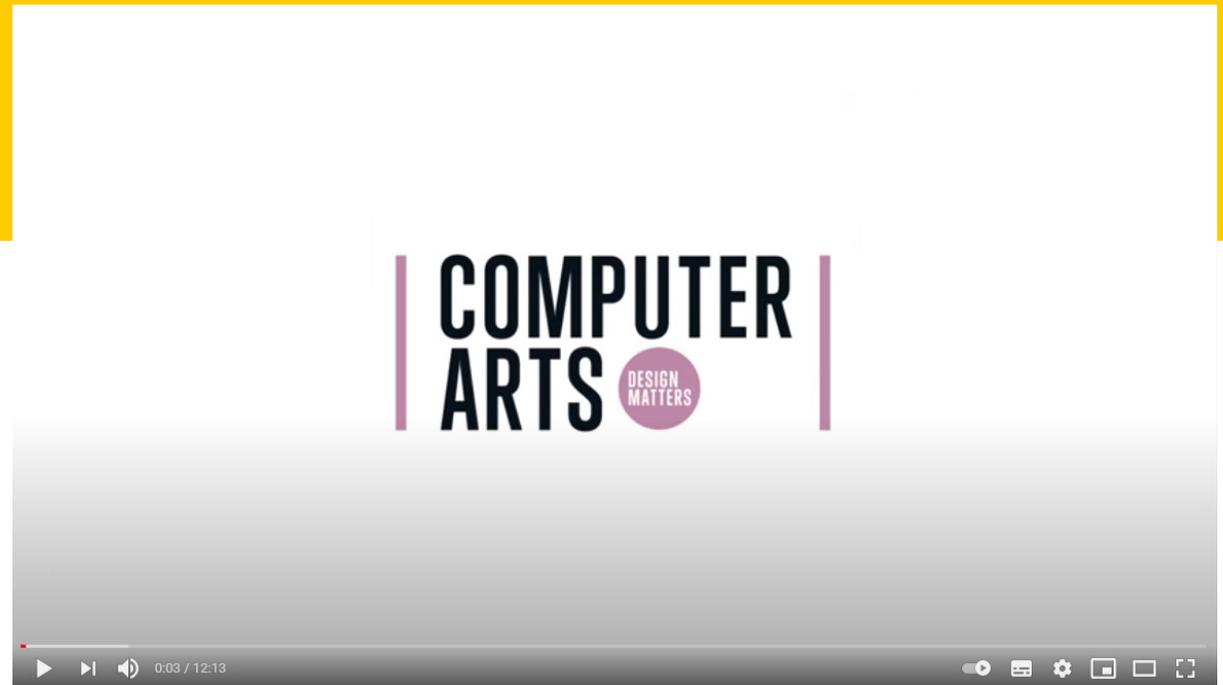
Matt Pyke, now from Univesal Eveything, highlighted the importance of a business case and that with one in place it allows your 'creative work to thrive more'. He also talk about being fallable and not knowing eveything he needed to create what he wanted. By employing variously skilled people under his management, he was able to get the results he had hoped for.

Money ≠ Happiness

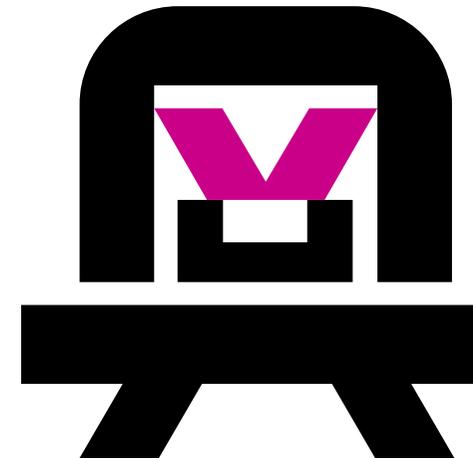
It sounds like you can either build an empire, in which you are unlikely to be happy, because of just saying yes to everyone – or – you can define who you are, what you represent and your core values and stick within these realms. This will allow you to curate a team who shares these beliefs and provides a stronger holistic approach.

Like attracts Like – Do what you like and you will get more work in that field.

Biggest question for me is – Can you really afford to say 'no' when starting out in business?



“The two most successful years I had financially were the two most miserable.”



Who are 'ya?



INTRO



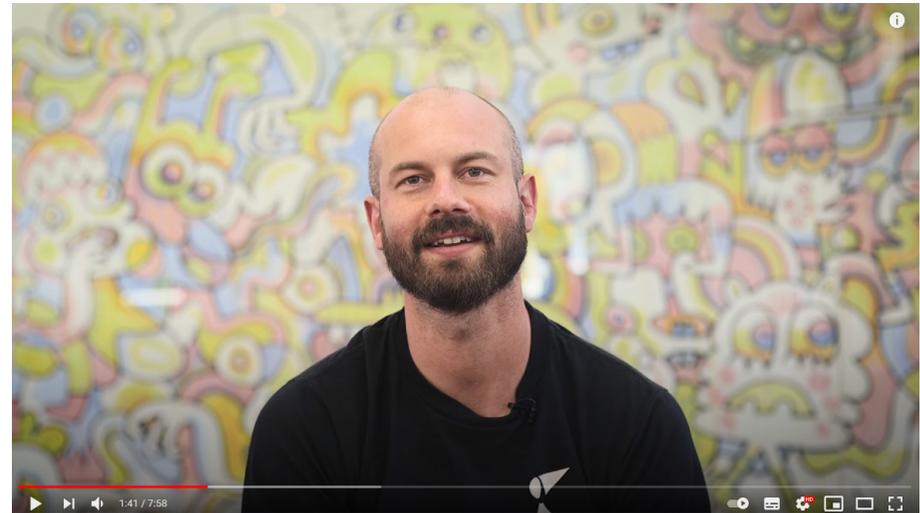
RP

Change
Strategic
Worldwide
Inventive
People
Bespoke
Big ideas
Beautiful

Independent
Ground-breaking
Holistic
Multi-medium
Award winning

Language
Visual
Different
Approaches
Exhibited Works

Helpful
Ambitious
Considered
Visual
Forward Thinking
Progressive
Benefits
Discover Design



Universal Everything



International
Pop-culture
Hyper-creative
Strategic
Problem Solving
Ambitious
Story
Voice
Ideas

Remote-working
Collective
Digital Artists
Experienced
Future Makers

New Ideas
Holistic
Big or Small
Uncover Bigger
Picture
Strategic
Considered
Recognising
Value

Global
Contemporary
Culturally
Reflective
Core Values
Good Design
Evolve Culture
Transdisciplinary
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Culture
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Heart
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Values
Passion
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Personal
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