

ONE HUNDRED GREAT CAREERS



FALMOUTH
UNIVERSITY

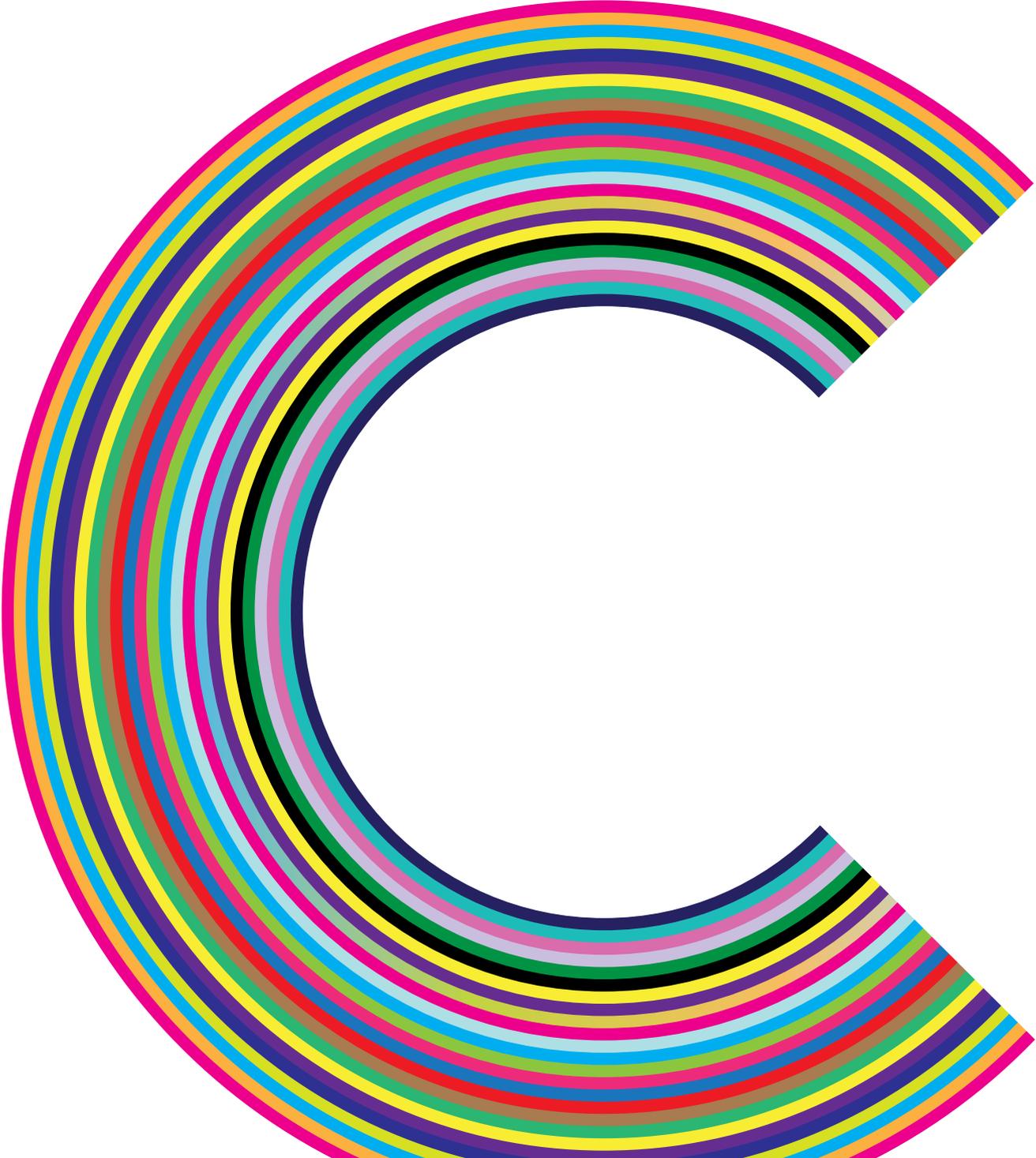
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WHERE CAN YOU FIND FALMOUTH GRADUATES?



INTRODUCTION

As a leading specialist multi-arts institution, Falmouth University flies its flag high – a key player on the national and international creative scene. Our vibrant community of thinkers, makers and doers works hand-in-hand with the creative industries to nurture our students; priming them to launch successful careers.

Which means we create some pretty special graduates; leading lights in all sorts of ways, who can be found in all sorts of places. From headline news to the change in your pocket, your television screen to your back garden, across the globe to running their own businesses in Cornwall – everywhere you look, Falmouth graduates are using their creative expertise to shape the world around us.

C profiles just some of Falmouth's graduate success stories – but there are many more stories to tell beyond those in these pages. This book is a taster of what studying with us can mean to our students. We hope you'll be as inspired as we are when you see where it has led them...

Professor Anne Carlisle
Rector & Chief Executive, Falmouth University

IN THE NEWS:

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1. TIM SHAW

BA(Hons) Fine Art

Described by art critic Brian Sewell as “a sculptor that can trounce the lot of them”, Falmouth graduate Tim Shaw has garnered accolades and awards worldwide for his work. Following his completion of the Kevin Armitage Fellowship – where he lived and worked in the famous sculptor’s house – 2009 saw the unveiling of his provocative five-metre-high sculpture, *Casting A Shadow on Democracy*, which the Financial Times heralded as “the most politically charged yet poetically resonant new work on show in London”. More recently he has created *The Drummer*, a commission for the Millennium Gallery, Cornwall. His work can also be seen on permanent display at the Eden Project.

“As students we were massively spoiled; tutors, facilities and resources were in abundance. I set out at 15 years old with a dream and because of experiences like Falmouth I have been able to make it happen. Cornwall gives you the space and peace to create something, studying here is a marvellous opportunity in a truly marvellous place.”

timshawsculptor.com

BASED IN
CORNWALL



IN THE NEWS:

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2. ALEX TURVEY

BA(Hons) Graphic Design

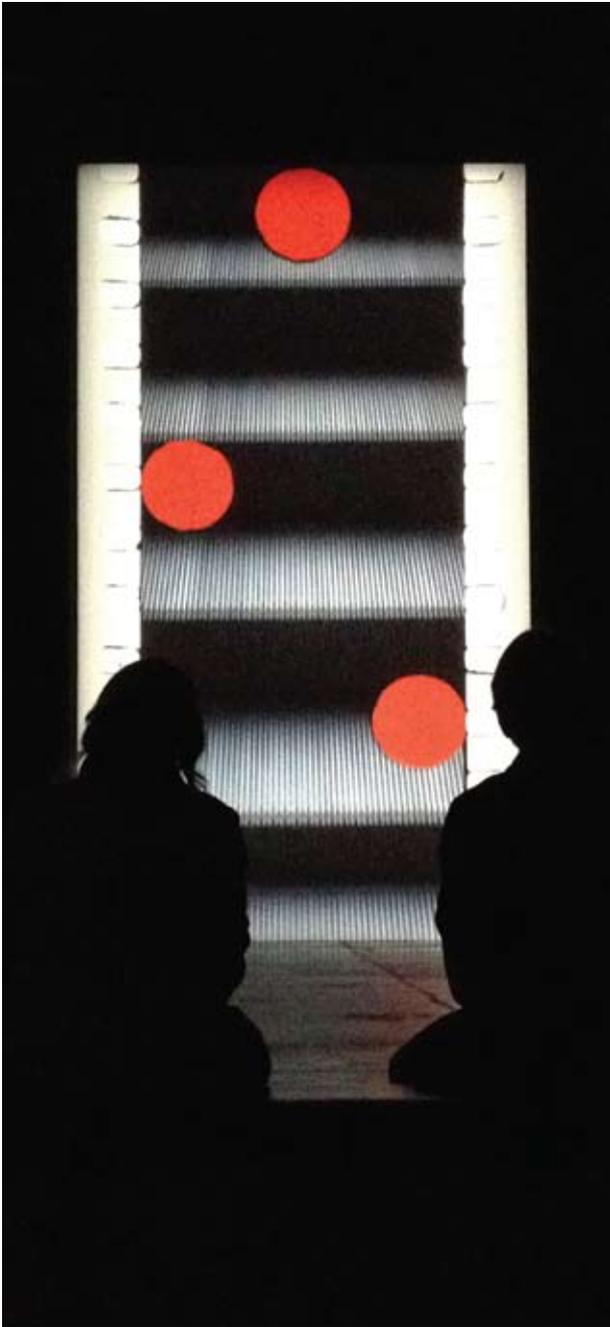
Hailed as one of the Independent's 15 creatives who will "define the future of the Arts in Britain," Alex's unique aesthetic was picked up by Channel 4 before he even graduated. Six years on, he's a highly sought after director and designer; his TV commercials and music videos for clients including Ash, Bright Eyes, Burberry, Daisy Lowe, Ford, Levi's, MTV, Nike, Oxfam, Shakira and Vice are making waves; and he's even sat on the jury for the prestigious D&AD Awards.

alexturvey.com





IN THE NEWS:



3. TACITA DEAN

BA(Hons) Fine Art

Graduating from Falmouth in 1988, and best known for her 16mm film installations which carry a sense of history, time and place, Tacita has regularly drawn on Cornwall as a source of inspiration. Her acclaimed film *Girl Stowaway* (1994) was based upon a photo of a young girl on a ship sailing from Australia to Falmouth in 1928, and her Turner Prize-nominated film, *Disappearance at Sea* (1996), was a portrait of the faked 'round-the-world' journey by amateur sailor, Donald Crowhurst. Cornwall also became the setting for her film *Banewl*, which documents the total eclipse of the sun in 1999. Tacita's work has been showcased in solo exhibitions worldwide, from ACCA in Melbourne to the Guggenheim in New York. Most recently, she has created a piece for the prestigious Unilever series, which was on display in Tate Modern's Turbine Hall in 2011.

tacitadean.net

IN THE NEWS:

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4. DANIELA CORAY

BA(Hons) Garden Design

Daniela graduated in 2010 and went on to complete the MA Art & Environment at Falmouth. She won the Gold Award and National Young Designer of the Year at the Royal Horticultural Society Tatton Park Flower Show last year. Daniela now runs her own landscape design practice in Falmouth, focusing on environmentally sustainable design and horticulture. Her work has appeared in the RHS magazine and the Daily Express, and she was also interviewed for BBC Radio 4's *Gardeners' Question Time*.

“The continued support of my tutors beyond completing my degree has had the biggest impact on my career, helping boost my confidence in entering the larger professional world of garden design. Their teaching style on the course helped me develop a strong personal design style, which has begun to define my career. Although I’ve adapted it to my own practice, the design process taught by the tutors has been one of the key aspects of the course that I’ve carried forward into my career.”

danielacoray.com

BASED IN
CORNWALL



BROAD HORIZONS

AT FALMOUTH, WE BELIEVE THAT TO BE A TRULY WORLD-CLASS ARTS INSTITUTION, YOU HAVE TO HAVE A TRULY GLOBAL OUTLOOK. AS TECHNOLOGICAL ADVANCEMENTS CONTINUE TO MAKE THE WORLD SMALLER, SO THE INDUSTRIES THAT WE PREPARE OUR STUDENTS TO ENTER BECOME INCREASINGLY INTERNATIONAL IN THEIR SCOPE.

THINK GLOBAL

Being an international university with a global outlook can mean many things. As a specialist multi-arts institution with a proven record of providing highly-skilled, ambitious graduates who go on to play significant roles in the creative industries, it means offering them an opportunity to think globally during their studies.

Our diverse range of international contacts and partners means we can attract visiting lecturers from around the world, undertake collaborative research projects in Sri Lanka, Germany, Portugal and the Netherlands and give our students the chance to study abroad in the USA, Japan, Spain, Italy and many other countries. All of this helps us to prepare students for the possibilities ahead – a career abroad, working for a global company or embracing international markets.

AN INTERNATIONAL CAREER

Our international position also means making sure we attract students from around the world. Falmouth's diverse student population is testament to the quality of the institution, its courses, facilities and staff. But it's also a clear indication that we're responding successfully to the requirements of industries that now function globally, injecting our courses with real relevance to not just the UK's needs, but to those around the world.



Across the art world, I meet many inspirational figures who studied at Falmouth before me. It's like a special club which needs no explanation!

Louise Thomas,

Fine Art graduate now represented by Bischoff/Weiss, exhibiting across the world from Penzance to New York, Dubai, Brussels and London

AROUND THE WORLD

To look at where many of our graduates now ply their trade is to see the results of a student body embracing an international outlook. Angus Walker (p24), an MA Broadcast Journalism graduate, is now based in Beijing as the China correspondent for ITV News while award-winning writer Simon Van Booy (p98), whose debut novel *Love Begins in Winter* was published in 2011, now lives in New York and teaches at the School of Visual Arts (see AROUND THE WORLD on p16 for more examples). This can also be applied to our staff, many of whom have worked internationally, for example Guy Martin, associate lecturer in BA(Hons) Press & Editorial Photography, who was commissioned by the Wall Street Journal to cover the revolution in Egypt and the Arab Spring.

AROUND THE WORLD:

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5. NINA SAADA

MA International Journalism

A 2009 Falmouth graduate, Nina is now assignment editor and associate producer for NBC News. She has reported on a wide range of international stories for NBC and other networks, including her self-shot and edited video on child sacrifice in Uganda which she completed as part of her MA (and which was awarded the BJTC award for Best Documentary of 2008/09).

“The course was very vocational; we were encouraged to behave as industry professionals from day one. Everything was designed to prepare us for a professional working environment, from media law training to video editing and hostile environment training. I spent mine at NBC and it paved the way for my job there. If you want doors to open in international news then it’s definitely worth considering this course. The success rate of previous years shows how effective the MA is – every newsroom I’ve ever been in has had at least one Falmouth graduate in it!”

nbc.com/news-sports





6. METTE LARSON

BA(Hons) Performance Sportswear Design

Mette is a designer for pioneering Swedish performance sportswear company Houdini. During her time at Falmouth she created an innovative jacket design as a sustainable solution for reusing excess stock for Speedo.

houdinisportswear.com

7. SARAH BEETSON

BA(Hons) Illustration

Based in Australia since 2006, Sarah is a hugely successful artist and illustrator with an international roster of clients and exhibitions. She has created live drawings of Nick Cave; worked on projects for the likes of IKEA, the Wall Street Journal, Stella McCartney and Diesel Jeans; and her third solo exhibition, *YOU ARE NOT WHAT YOU EAT*, was a part of L'Oreal Melbourne Fashion Festival Cultural Events Programme 2010.

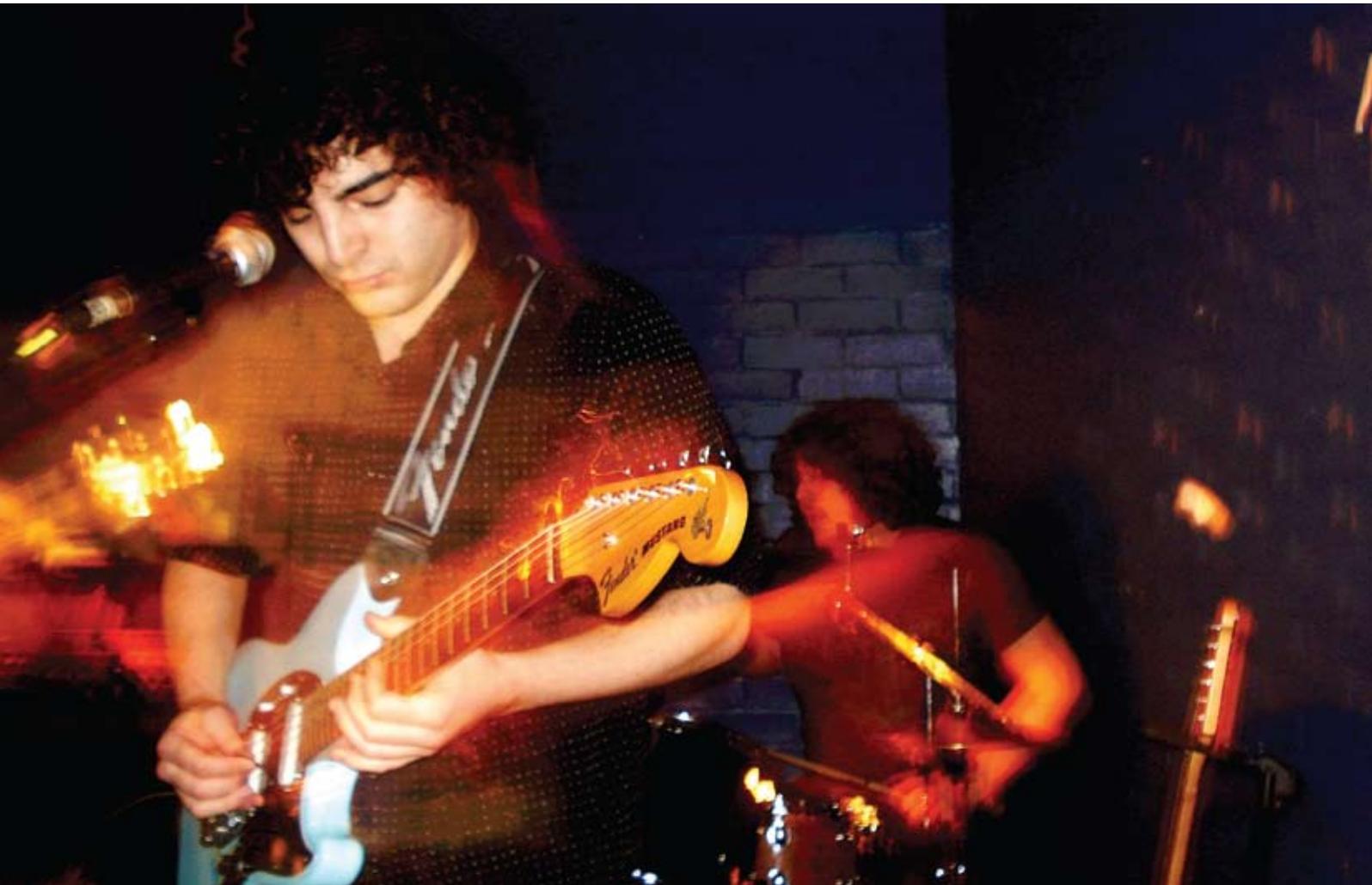
sarahbeetson.com

8. JONAS AARON

BA(Hons) Music

Jonas' band, Not Now Bernard, formed in 2006 while studying on the Music course. They have played at the Eden sessions and gigged worldwide, including a 14-date UK tour.

myspace.com/jonaswashere



9. ANDREW GADD

BA(Hons) Fine Art

Andrew is an internationally acclaimed artist having had five solo shows at Agnew's (one of the world's leading international art galleries), group exhibitions at the National Portrait Gallery and the Mall Gallery, and commercial shows in New York and Italy. His work can be found in the permanent collections of the Metropolitan Museum of Art, New York, and the Royal Academy – as well as in numerous important corporate and private collections.

“I became more confident with my style and approach and was really able to concentrate on my work. Falmouth did not push any house style, which is really important – you have to do your own thing or there won't be anything particular to distinguish your work when you leave.”

agnewsgallery.com





AROUND THE WORLD:

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10. STIAN PETERSHEIM

MA Television Production

Stian studied at Falmouth as an international student. One month after graduating from the postgraduate course he got a job in his home country of Norway as a cameraman on *The X Factor*.

falmouth.ac.uk/televisionproduction

11. SHREEVATSA NEVATIA

BA(Hons) English with Media Studies

Shreevatsa graduated in 2005 and is now a successful journalist back in New Delhi where he started his studies before coming to Falmouth. He has been a correspondent for the Hindustan Times, including reporting from conflicts in Afghanistan and Beirut, and now works for Outlook India magazine.

outlookindia.com

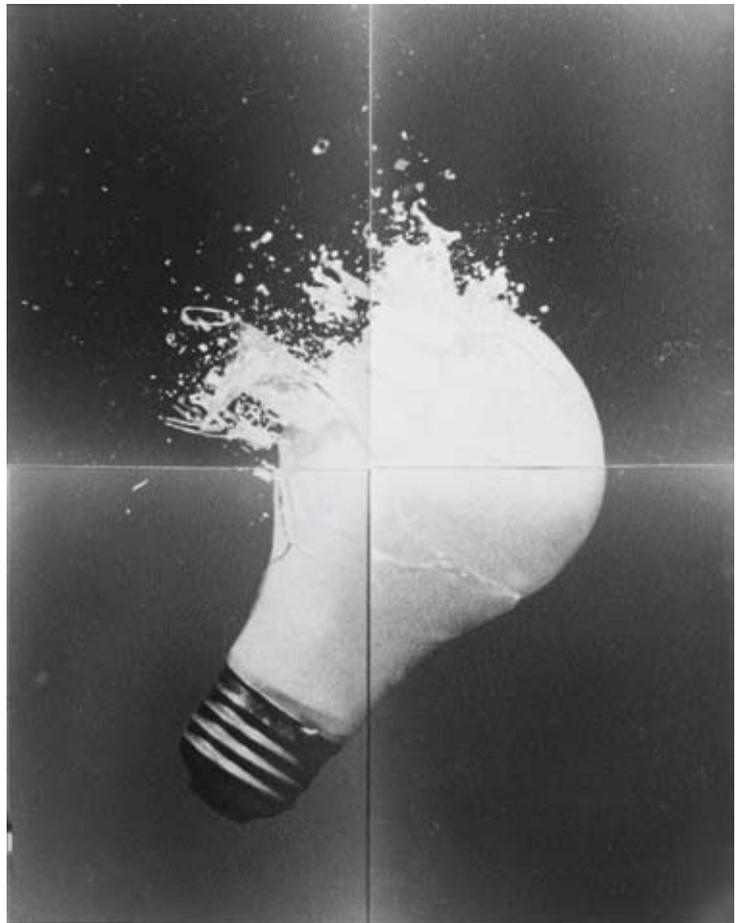
12. JOANNA BRYNIARSKA

BA(Hons) Fine Art

After graduating from Falmouth in 2004, Joanna was awarded a two-year Spike Island Graduate Fellowship. In 2009, she completed her Postgraduate Diploma at the Royal Academy Schools, London, and for the last two years she has lived and worked at the British School in Rome as the Sainsbury Scholar in Painting and Drawing.

postboxgallery.com/

JoannaBryniarska



Courtesy of Joanna Bryniarska and Post Box Gallery

AROUND THE WORLD:

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13. ANGUS WALKER

MA Broadcast Journalism

Now based in Beijing, Angus is the China correspondent for ITV News. Previously UK editor, his wealth of experience includes breaking many exclusives – from the Glasgow terror attack to the Baby P case. He was shortlisted for Royal Television Society Television Journalist of the Year in 2010, following a number of exclusives such as the first telephone contact with the Chandlers after their capture by Somali pirates.

“The professionalism of Falmouth’s staff made an impression on me from the very first day; I immediately felt like I’d got myself into something that was really going to benefit me. I became instantly aware of the diplomacy and powers of persuasion that are required the day I had to talk to the local naval base and ask them for access – the same principles still apply, whether it’s RNAS Culdrose or Downing Street. Falmouth gave me huge confidence to pursue a career in a profession I’d always wanted to do – when I graduated, I felt like a broadcast journalist.”

blog.itv.com/news/anguswalker



ECONOMIC ENERGY

CORNWALL IS HOME TO A DYNAMIC MIX OF CULTURE, ENTREPRENEURIALISM AND TECHNOLOGICAL INNOVATION, OFFERING CREATIVE GRADUATES HUGE OPPORTUNITIES TO TURN SKILLS AND IDEAS INTO VIABLE CAREERS. FROM SETTING UP THEIR OWN BUSINESSES OR JOINING COLLECTIVES, TO DRIVING DEVELOPMENT PROJECTS OR COLLABORATING WITH INTERNATIONAL COMPANIES, FALMOUTH GRADUATES ARE PERFECTLY PLACED TO THRIVE AT WORK.

10 ways that Cornwall and the South West provide great conditions for growing successful careers...

SECOND LARGEST CREATIVE INDUSTRIES SECTOR

1. The South West has the second largest creative industries sector outside London and is home to some of the most innovative and successful media companies in the UK

£10 BILLION

2. The UK's creative exports from the South West amount to over £10 billion

£132 MILLION

3. £132m is being invested into Next Generation Broadband in Cornwall, set to make the region one of the fastest and best connected in Europe

4. Self-employment levels are significantly higher in Cornwall, at 15.2% of the working age population, compared to 9.1% for Great Britain – confirming the county as a hotbed of innovation and enterprise

OVER £25 MILLION INVESTED

5. Over £25 million has been invested* into groundbreaking new business collaboration, research, technology and study facilities in the Academy for Innovation & Research (AIR), Tremough Innovation Centre and The Exchange

* with over £10 million generously funded by the European Union.

£712 MILLION

6. Cornwall and the Isles of Scilly are benefiting from around £712 million of funding through Convergence, the European economic regeneration programme focusing investment on economic development work, increasing opportunities and up-skilling the workforce

7. Over 470 renewable energy schemes in the South West, including becoming Britain's first marine energy park, make it the front-running region in one of the UK's fastest growing business sectors



8. One of the four guiding principles of the economic development strategy for Cornwall and the Isles of Scilly 2007–2021 is to make the region “a business-friendly area that provides the right environment for ambitious entrepreneurs and business people”

5 MILLION TOURISTS

9. Cornwall is Britain's most visited county, attracting five million tourists each year

170 GRADUATE JOBS

10. Combined Universities in Cornwall's graduate placement programme Unlocking Cornish Potential (UCP) supports growing Cornish businesses and early stage graduates, creating around 170 graduate jobs every year

IN CORNWALL:

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14. CHARLOTTE WADSWORTH

BA(Hons) Digital Animation

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CORNWALL**

In Charlotte's third year at Falmouth she was given an industry mentor and as a result secured a five-week internship at animation company, Spider Eye. When it finished she was offered a position as a production coordinator. She is now assistant producer at Spider Eye, working on *Horrid Henry* for CITV and *Jungle Junction* for Disney, which is shown internationally.

spider-eye.com



Still from *Jungle Junction*

15. ELLIE MAY

BA(Hons) Public Relations

Communications manager Ellie works for the Merlin Project, the fundraising arm of the Cornwall Multiple Sclerosis Therapy Centre. Through corporate events and profile-raising, she increases awareness of and support for the project's valuable work across the region.
merlinproject.org.uk

16. AMY RUTHERFORD

BA(Hons) English with Media Studies

Working in the hub of Cornwall Council's democratic services, Amy supports Cornwall's councillors to serve the public, from organising meetings and recording decisions to advising the chairman on procedural matters.
cornwall.gov.uk

17. ALISTAIR GELL

MA Broadcast Journalism

Head of news for one of Cornwall's leading radio stations, Alistair is responsible for all news coverage at Pirate FM – deciding what, when and how stories are broken and covered by the station.
piratefm.co.uk





18. ANTHONY GREENWOOD

BA(Hons) 3D Design

After working for a company that delivered participatory design solutions for Microsoft and Motorola in 2003, Anthony set up participatory design consultancy service Terrain. His consultancy worked with local authorities, communities and schools on projects like the design of Truro skatepark, a £450,000 investment for the city. In 2007 he joined fledgling business Cloud Nine, a low carbon living construction company, which creates flat-pack sustainable housing. Continuing to help Cloud Nine grow, he currently designs products and develops the marketing direction for the business.

“The great thing about Falmouth is that you’re not restricted in any way; the staff were very supportive so you knew you could go off on any tangent you wanted, which made it very interesting. I developed my understanding and interest in participatory design during my time at the University, and wouldn’t be doing what I am now without it.”

cloudnine-living.com

IN CORNWALL:

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20. KATHRYN TYLER

BA(Hons) Graphic Design

Kathryn is a renowned interior designer with a focus on sustainable, creative thinking. Her episode of *Grand Designs* – which followed her design and build her home in Falmouth – captured the imaginations of millions of Channel 4 viewers in 2010 and has led to a surge of new national clients. In her second year at Falmouth, Kathryn took up an internship assisting the interiors editor at Wallpaper* magazine, which fuelled her passion for furniture and architecture and saw her turn her attention towards the world of interiors. On graduation, Kathryn set up Absolute Design's interior department before establishing her own business, Linea Studios, in 2004.

“Falmouth is a very connected and supportive network of people and the tutors really nurtured us as individuals. After my internship at Wallpaper*, I realised I wanted to study a different area of design altogether. Jon Unwin [programme leader for BA(Hons) Graphic Design] was incredibly supportive, actively encouraging me to see the value of what I had learned so far and helping me adapt my studies to suit my future needs.”

linea-studio.co.uk

BASED IN
CORNWALL



ON THE STAGE:

34

21. KLAUS KRUSE

BA(Hons) Theatre

An award-winning director, scenographer, performer and poet, Klaus works with audience immersive theatre and installations. He is co-founder of Living Structures, a critically acclaimed, multidisciplinary collective that creates visual, physical and musical performances within large-scale structures. The collective has toured extensively in England and Europe, including performing at the Edinburgh Fringe Festival, and had residencies at Battersea Arts Centre, Shunt and The Pleasance.

“The course challenged many of my preconceived ideas and opened up new ways of thinking and working, giving me the confidence to commit to being an artist and furthering my professional practice. The cross-disciplinary approach provides a lively pool of collaborators and generates lots of networking opportunities. Most of my current collaborators are contacts and friends I made as a student. The University has continued to support me, my company and many of its graduates in our progress towards a sustainable professional performance practice.”

livingstructures.co.uk



ON THE STAGE:

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22. BEATRICE JARVIS

BA(Hons) Choreography

Beatrice is a London-based choreographer and curator. Focusing on urban studies during her degree, her work continues to explore urban landscape and social interaction. She has exhibited in Berlin and the South of France, and is currently undertaking a research studentship at Goldsmiths funded by the Arts Council.

beatricejarvis.wordpress.com



23. ELAINE RUTH WHITE

PG Dip Professional Writing

An established playwright and librettist, Elaine's monologues and plays have been broadcast by the BBC, commissioned by the English Touring Opera and longlisted for the Bruntwood Prize.

[danceandtheatrecornwall.co.uk/
elaine-ruth-white](http://danceandtheatrecornwall.co.uk/elaine-ruth-white)

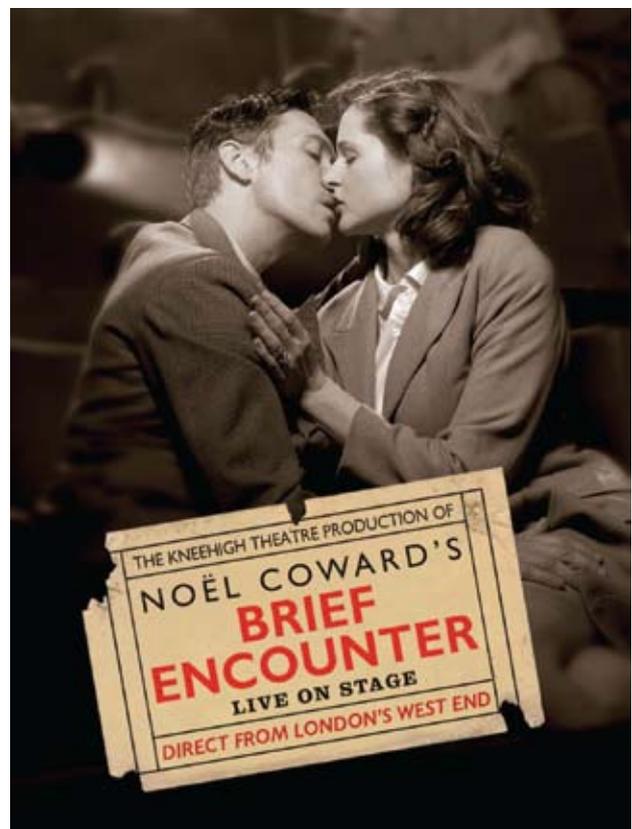
**BASED IN
CORNWALL**

24. SIMON HARVEY

BA(Hons) Theatre

Actor, director and producer Simon has been constantly in demand since graduating in 1997. He's artistic director of Cornwall-based o-region, directing and acting in the company's productions including *One Darke Night*, *Laughing Gas* and *Superstition Mountain*. Simon has also been assistant director on Kneehigh's international touring productions including *The Red Shoes* and *Brief Encounter*, and has produced two feature films, *The Rabbit* and *Midnight Drives*.

o-region.co.uk



ON THE STAGE:

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25 & 26. GREGG WHELAN

BA(Hons) Performance Writing

& GARY WINTERS

BA(Hons) Visual Performance

Co-founders of acclaimed performance group Lone Twin, Gregg and Gary met and started working together during their final year at the University, where their performance of Gregg's final degree piece, *On Everest*, attracted considerable attention. Since then Lone Twin has grown to encompass a theatre production company and a community projects arm, producing an ever-diverse range of works for stage, studio and public spaces. The company is in demand worldwide, with offices in the US and the UK.

"We were constantly made aware of the need to engage the industry in our work, so invited the right people to see our final show. Ultimately our final University degree show was instrumental in the formation of Lone Twin."

lonetwin.com

27. REBECCA D'ANDREA

BA(Hons) Choreography

Since graduating, Rebecca has been working internationally in dance productions, films, music videos and community projects. She performed her final year project *Dresshead* in Turin, Italy, as part of the Inside-Off festival and has since been invited to Alexandria, Egypt to take part in the Creative Forum of Independent Theatre.

myspace.com/rebecca_dandrea



ON SCREEN:

40

28. SIMON HAWTIN

MA Television Production

Head of development at Touch Productions, Simon devises and pitches brand new documentary ideas to broadcasters worldwide, including Animal Planet, BBC, Channel 4, Discovery, National Geographic and Sky. Touch is recognised internationally for its work, winning awards – including BAFTAs and Emmys – and widespread critical acclaim.

“My experience at Falmouth set me up for working in the ‘real world’. I left with a really good skill set. I see lots of work experience people now who have done other kinds of degrees and while they’re bright and want to work in TV, they can’t shoot, they can’t edit and they don’t really know what the building blocks of a programme are. When I graduated, I was able to walk into an entry-level job and say ‘here are a number of films I’ve shot and edited’. Falmouth did that. It enabled me to hit the ground running.”

touchproductions.co.uk



29. PETE JORDI WOOD

BA(Hons) Digital Animation

Recent graduate Pete is making a real name for himself in film and television. In 2010 he took part in Channel 4's Coming Up scheme, an academy for new writers and directors of TV drama. His half-hour film *I Don't Care* was screened as part of the Channel 4 New Talent season, and since then has been shown at the Edinburgh International Film Festival, was an official selection for the Soho Rushes Film Festival and has been distributed internationally. Pete is currently under commission to write a short film for BBC 2, and has recently co-created a new Cornwall-based drama series produced by Company Pictures (*Shameless*, *Skins*) for E4. He's currently developing three more television drama series for Company Pictures and Endor Productions, and lives in Bristol.

falmouth.ac.uk/digitalanimation



30. MARTIN CONWAY

MA Television Production

Since graduating in 2002, Martin has progressed within television production from a runner to a researcher to his current role as a producer/director on BBC TV's *The Apprentice*.

“In the current environment, a course like Falmouth is even more worthwhile. There are so many people who want to work in television and if you've got that foundation and those skills it might just make you stand out when someone is going through hundreds of CVs. Falmouth is recognised in the industry; it has become a brand name.”

bbc.co.uk/apprentice

31. JOSH COOPER

BA(Hons) Film

A film assistant at Rankin photography, Josh has worked on numerous projects, including editing the webisodes for the Dazed and Confused 20th anniversary issue and contributing to hungertv.com, Rankin's latest digital project.

rankin.co.uk

hungertv.com

32. LUCY CATHERINE

BA(Hons) Theatre

A 1993 graduate, Lucy has written extensively for stage, television, film and radio. A former writer in residence at the Bristol Old Vic, her writing credits also include BBC TV's *Casualty* and *Being Human*.

falmouth.ac.uk/theatre

IN GALLERIES:

44

33. JOE DOLDON

BA(Hons) Fine Art

Joe graduated in 2008, going straight on to exhibit at Bloomberg New Contemporaries and the Liverpool Biennale that year. His recent solo show at Christ's Hospital marked the end of a successful artist's residency at the school. A winner of the Royal British Society of Sculptors Bursary award in 2009 and shortlisted for Saatchi's 'Best of British', Joe has also just won the prestigious Title Art Prize 2011 – awarded to exciting contemporary artists in the early stages of their career.

“Falmouth was brilliant in helping me build a strong portfolio of work from which I've managed to gain many opportunities. The staff – who are all artists in their own right – assist you, not only with technical problems, but also conceptually. There were also some great lectures from professional artists. It was an inspiring and active environment, which really spurred everyone on. I think if I'd studied anywhere else my practice wouldn't be as strong as it is now.”

joedoldon.co.uk





34. HEW LOCKE

BA(Hons) Fine Art

Hew is an internationally renowned artist who has exhibited at Tate Britain, the V&A and the Museum of Art & Design in New York. His piece *Sikandar* was shortlisted for the Fourth Plinth in Trafalgar Square. In 2000 he was awarded both a Paul Hamlyn award and an EASTinternational award. His work has also been showcased in the British Art Show, acclaimed as “one of the most important landmarks in defining current trends and new directions in contemporary British art.”

“My work is all around particular ideas of Britishness, which was something that I started examining in Falmouth. I still have good friends in Falmouth and good contacts from my course, and there’s not one person I speak to that doesn’t see Falmouth as being a seminal experience in their lives. It is basically the most beautiful and unique University in Britain.”

hewlocke.net

35. CHARLOTTE JACKMAN

BA(Hons) Fine Art

Since Charlotte graduated in June this year her work, which explores live performance and alternative methods of documentation, has been exhibited across the South West and at galleries and festivals in London. Her work *The Daily Fiction* was screened as part of *Square Eyes 4: Mumbai*, a collaboration of film curators from Cornwall and Mumbai, India.

falmouth.ac.uk/fineart



36. ALASDAIR LINDSAY

BA(Hons) Fine Art

Alasdair is a leading light of the Cornish art scene with solo exhibitions and work featured regularly in galleries across the county, London and further afield. His paintings and prints were commissioned for permanent display on the Cunard Liner Queen Mary II and in 2004 he won second prize in the Hunting Art Prize.

alasdairlindsay.com



IN GALLERIES:

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37. LOUISE THOMAS

BA(Hons) Fine Art

Soon after graduating in 2007, Louise was a finalist in New Sensations, organised by the Saatchi Gallery and Channel 4. While at Falmouth, she was awarded the Ferdynand Zweig Scholarship to travel to Italy. Louise has also completed an NES Artist residency in Iceland and a Florence Trust residency in Islington. She's signed to Bischoff Weiss and has exhibited in galleries across the world, including in London, Brussels, Dubai and New York.

bischoffweiss.com

38. JEMMA WESTING

BA(Hons) Illustration

Jemma graduated in 2010 and works as a book designer for Dorling Kindersley in London, creating book layouts and interactive features for their upcoming books. She also does freelance work for UK and international clients, and has produced a pop-up project for Quarto Books' new *Encyclopaedia on Paper Crafting Techniques*.

“The professional practice on the course was fantastic. I learned how to conduct myself professionally with clients; all about tax and self-employment; working with an agent and the different kinds of work illustrators are approached for. I also learned to present my ideas confidently; justifying the rationale, objectives and budget for projects. Falmouth encourages you to research and inform your ideas, which helps contextualise what you do. You need to be able to do this in front of many people in the industry and convince them your ideas are worth spending money on. I now have faith in what I do – it's a great feeling!”

jemmawesting.com



ON THE COVER:

52

39. LEVI PINFOLD

BA(Hons) Illustration

Since graduating in 2006, Levi has carved a career as a successful freelance illustrator. He has worked in narrative contexts for clients including Oxford University Press, Candlewick Press and Traveler Education Service, and has seen his illustrated children's books *Black Dog* and *Django* published to critical acclaim.

falmouth.ac.uk/illustration

40. JOHN AGGS

BA(Hons) Illustration

John has used the skills he learnt on BA(Hons) Illustration to plot his path to success. Proud of meticulously learning the craft's rules and then breaking them, he's worked with Philip Pullman on the comic series *The DFC* for Random House, and had his own comic strip *Robot Girl* run in the Guardian family section. On top of that, he came first in Tokyopop's Rising Stars of Manga competition, and has worked on the promotion for the videogame *Crysis 2*.

falmouth.ac.uk/illustration

41. JETHRO MACEY

BA(Hons) 3D Design

Multi-award-winning product designer Jethro has recently been ranked as one of five emerging design talents in the Hospital Club 100 list of most influential people in the creative and media industries. He runs his own design practice, working to both commission and self-directed briefs for clients including Liberty, Urban Outfitters, Heathrow Terminal 5 and the Design Museum.

jethromacey.com

42. ISOLDE JASPARD MANDY

BA(Hons) Textile Design

Isolde graduated in 2010 and now works for global bespoke rug and fabric company Vanderhurd. She secured an internship for the company through a Falmouth contact while still on the course and went on to work in their London and New York offices. Isolde currently works as design assistant to company owner Christine Vanderhurd who has been a pioneer in contemporary textiles for over 30 years.

vanderhurd.com



CREATIVE CAPITAL

THE CREATIVE INDUSTRIES ARE A GENUINE SUCCESS STORY, FUELLING ECONOMIC GROWTH AND OFFERING EXCITING OPPORTUNITIES. AT FALMOUTH, WE WORK HARD TO CULTIVATE EXACTLY THE KIND OF GRADUATES DEMANDED BY THESE INDUSTRIES TO ENSURE THEIR DEVELOPMENT AND PRODUCTIVITY CONTINUES.

THE IMPORTANCE OF EDUCATION

When it comes to producing and nurturing creative talent, Britain has always punched well above its weight. Its rich tradition in the creative industries has produced pioneers, innovators and tastemakers of global significance. So with the great opportunities that the creative industries offer – and the speed in which they continue to develop – the need to hone your craft and develop game-changing ideas has never been so important.

The University's role in developing credible, highly skilled and entrepreneurial graduates is a vital one. Falmouth provides a stimulating environment, exposing its students to new technologies, the power of collaboration and real industry insight and connections. Mirroring the advances within the various creative industry sectors, Falmouth is continually investing, growing and refining. The result is high specification, industry-standard facilities and a forward-looking portfolio of courses delivered by staff who are not just experts on the creative industries, but also active participants within it.

1.5 MILLION

More than 1.5 million people currently work in the UK's creative industries.

GROWING UP

The UK's creative industries continue to evolve at break-neck speed; this rapidly growing economic sector is now larger than the UK's financial services industry. The numbers make for compelling evidence – 1.5 million currently employed in the creative industries; and an estimated 180,000 businesses in effect by 2013, creating 150,000 new jobs and contributing as much as £85 billion of added value to the economy. In uncertain economic times, the creative industries are still proving to be as exciting and progressive as ever before.



The creative industries are home to a lot of talent. But the talent isn't just found in the creative urges of our directors, producers, artists and computer games developers. There's talent too amongst those who commercialise products and turn ideas into financial returns, and into jobs.

Dame Helen Alexander,
Deputy President of the CBI

THE BEST OF BRITISH

It's no coincidence that the creator of the World Wide Web and the designer of the iconic iPod are both British. The UK has long fostered a culture of experimentation and excellence that has become deeply embedded within both its creative industries and its specialist creative institutions like Falmouth. Combine this with an entrepreneurial bent, and an environment in which this is encouraged to grow, and you get an innovative industry full of opportunity and growth. Just browse the future potential in these pages and you may just spot the next Paul Smith, Aardman Animation or Damien Hirst...

43. MARY EDWARDS

BA(Hons) Textile Design

Mary graduated from Falmouth in 2009 and is now a junior designer for Mulberry Home & Threads at GP & Baker. She's currently working on collections for 2012 and 2013.

“The course taught me everything from how to dye a piece of yarn to how to operate as a freelance designer. The skills I learned at Falmouth carry through into my day-to-day work, from painting and colour work to digital printing and detail. The knowledge of design software I built up has come in handy when I need to create quick and simple motif designs, while the drawing workshops and sketchbook development have been very valuable, as drawing is key in my design work now. Also, the professional practice lectures were geared towards the industry and life after university, which was so beneficial as it gave me an insight into what is expected in the professional world.”

mulberryhome.com



44. TOM RAFFIELD

BA(Hons) 3D Design

Pioneer of a new steam bending technique to shape wood in his third year at UCF, Tom graduated in 2005. He then set up Sixixis with two fellow graduates, winning a Laurent Perrier Design Award in 2008. Based in Cornwall, he now runs his own award-winning lighting and furniture design company, with clients including Brad Pitt, Tommy Hilfiger and Liberty. Tom's designs can be seen all over the world – from Stockholm to Dubai, Chicago to Spain – and his work has been featured in books by Taschen, Thames & Hudson and Bloomsbury (amongst many others).

“Most of what I now create is based on the techniques and designs I developed at Falmouth, which have formed an integral part of my business today. The Chaise Longue no.4 was developed at Falmouth and has become my signature piece, being sold to clients throughout the world and becoming recognised as one of the most iconic designs in wood of the 21st century. Falmouth gave me the help, support and knowledge to approach design in a completely new and exciting way – as well as the skills and experience to set up my own creative enterprise straight after finishing.”

tomraffield.com

**BASED IN
CORNWALL**



45. JAMES KAMO

BA(Hons) Performance Sportswear Design

International student James returned to his native California after graduating in 2011 and began working for surf, skate and clothing brand Hurley International in Costa Mesa. Since joining the surf industry giant, which is owned by Nike, he's presented new product prototypes on stage in front of over 200 people – including CEOs, chairmen and vice presidents from Hurley and Nike – and won an iPad for the best idea. James has also designed bespoke wetsuits for pro surfer Brett Simpson.

“Despite Performance Sportswear being a new course when I joined, I knew that Falmouth had a great reputation for illustration, graphic design and photography – all of which I'm really into. Because the course is so specialised, it's helped me a great deal in terms of people wanting to give me work. Two surf companies in California were very impressed with the fact that I was studying sportswear design in England and gave me some paid freelance work during the summer while I was still on the course.”

hurley.com

scosurfing.com



IN THE WATER:

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46. LIZZIE BLACKWELL

BA(Hons) Performance Sportswear Design

Graduating from Performance Sportswear Design in 2011, Lizzie was attracted to Falmouth because of the unique nature of the course and its outstanding fashion facilities. Thanks to the skills she learned through her degree, she now works as a designer at Pendennis Superyachts, designing the high-end interiors of luxury boats.

pendennis.com

47. DAVID FORSYTH

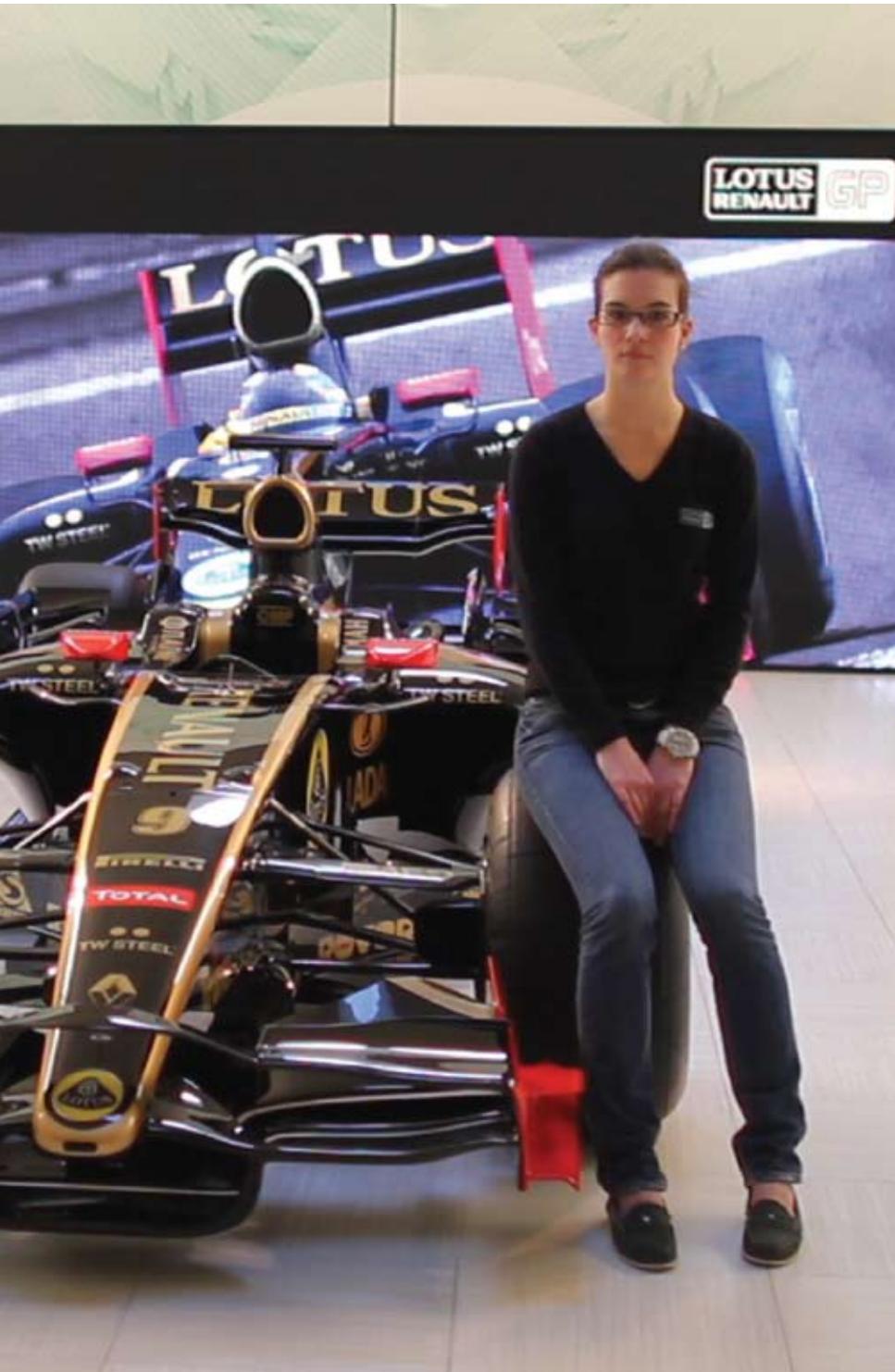
BA(Hons) 3D Design

David is founder of Driftwood, a successful wooden surfboard design company. He recently created a surfboard out of a washed up log, which featured in a surf art expo in France, on the Quiksilver Pro surfing tour.

driftwoodsrfboards.co.uk

**BASED IN
CORNWALL**





48. BRIONY ALLEN

BA(Hons) 3D Design

Briony works as a junior graphic designer for British Formula One racing team Lotus Renault GP. She works with a small team of designers to input on designs for corporate and graphic identities including race car livery, clothing, merchandise and all other race team elements – both trackside and throughout the company.

lotusrenaultgp.com

ON THE ROAD:

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49. ALEX BRINNEN

BA(Hons) 3D Design

Alex is one half of Cornish skateboard company Faltown, a small business with global recognition and a roster of clients from America and Europe to Japan, Brazil, Iceland and Algeria. Faltown is currently in the running for a Cornwall Sustainability Award 2011 for their innovative 100% recycled 'EcoCarve' skateboard, created in partnership with leading environmental pressure group Surfers Against Sewage. Along with a thriving online presence and plans to further boost distribution Stateside, Faltown released its debut DVD *The Art of Going Sideways* to rave reviews in the skateboarding press.

"I loved my time doing 3D Design at Falmouth. One of the great things about the course was the freedom to play with materials, ideas and processes in the amazing facilities there. We did all the prototyping for our designs when we were at uni, and although we've constantly tweaked and evolved them over the years, we've based all our future designs on the information, research and design process we learned at UCF."

faltownskateboards.com

BASED IN
CORNWALL



50. SOPHIE HAWKINS

BA(Hons) Fashion Design

While at Falmouth, Sophie specialised in functional menswear and won the Co-operative Bank's ethical award for her final collection of builder's clothing. She also completed an internship with Finisterre, a pioneering ethical outdoor clothing company based in St Agnes, Cornwall. Sophie now works as a junior marketing manager for iconic UK shoe brand Clarks Originals.

"The course helped me understand the way I work, so I could plan my time to design and make my entire collection. It also encouraged market research and strong consumer understanding, giving me ample experience in speaking the industry language, presenting ideas to industry professionals and creating effective research reports, which are all essential for my job."

clarks.co.uk



51. SARAH HAINES

BA(Hons) Fashion Design

Sarah works as an assistant designer for Brit Womenswear at Burberry. While still at Falmouth, she worked on an internship with Luella Bartley on her Spring/Summer 2011 Collection shown at London Fashion Week in September 2010.

uk.burberry.com

52. ABI FAY

BA(Hons) Performance Sportswear Design

While she was still on the course at Falmouth, Abi secured a placement at the headquarters of sportswear retail giant Decathlon in the south of France. She now works as a junior garment technologist at popular urban clothing brand Superdry.

superdry.com

53. NIK YOUNG

BA(Hons) Music

Nik has co-written with Madonna on songs featured in her *Drowned World Tour 2001* in support of her seventh and eighth studio albums, *Ray of Light* and *Music*.

falmouth.ac.uk/music

54. CHRIS ELLIOTT

BA(Hons) Music

Chris has worked on the music score for Baz Luhrmann's Oscar-winning film *Moulin Rouge*, arrangements for multi-platinum albums Adele's *21* and Amy Winehouse's *Back To Black*, as well as Mark Ronson's hit album *Version*. He also wrote the acclaimed RTS-nominated score for BAFTA-winning documentary series *Britain at War in Colour*.

chriselliottmusic.com



ON THE AIRWAVES:

70

55. NICK RADFORD

BA(Hons) Illustration

Under the name Frootful, Nick works as a successful musician and illustrator signed to Freestyle Records and Folio Illustration agency. His debut album *Colours* in 2011 was album of the week on Jazz FM and has had airplay worldwide. He also plays with Lack of Afro and did a live session for BBC6 Music's *Craig Charles Funk and Soul Show* in the BBC's legendary Maida Vale studios.

frootful.co.uk

BASED IN
CORNWALL





MARVIN GAYE

56. MATT KERR

BA(Hons) Music

Matt is a renowned producer and musician, going by the name of MaJiKer, who has co-written and co-produced albums with the French singer Camille, appeared on *Later...With Jools Holland* and toured across the world. Film auteur Ken Russell, interviewing MaJiKer for a feature piece in the Sunday Times, described his music as “modern, unusual, unique, abstract and compelling”.

“For me, the course was all about the people, the resources and trying to broaden your view on music. It’s very magical to be there and to know that you’re only there really to work on art. I mean, that’s a luxury – most people don’t have that, even if you’re a professional artist. And now I’ve come out the other side I can appreciate it even more, and I realise that stuff I touched on during my degree, it’s still informing my work. I can specifically find things on Camille’s albums that have come straight from the University.”

majiker.com



IN OUR POCKETS:

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57. NATASHA RATCLIFFE

BA(Hons) Fine Art

Since graduating in 2004, Natasha has established herself as a force to be reckoned with in the world of medal and coin design. Her work has been exhibited internationally, displayed in the British Museum and might even turn up in your pocket – her Olympic 50p piece designs were selected from over 30,000 entrants, then made into legal tender by the Royal Mint, to celebrate the 2012 London Games.

“The access to facilities, equipment and knowledge from across so many departments, was invaluable. I used darkrooms from the Photography department, tools and resources from 3D Design, and of course the Fine Art workshops. The technicians’ knowledge was also invaluable; they were skilled in so many areas that they could approach problems in ways I wouldn’t have even considered. This was crucial in helping me develop my technical skills. I learned casting techniques, modelling skills and foundry work which I still use today.”

natasharatcliffe.co.uk

BASED IN
CORNWALL



IN OUR POCKETS:

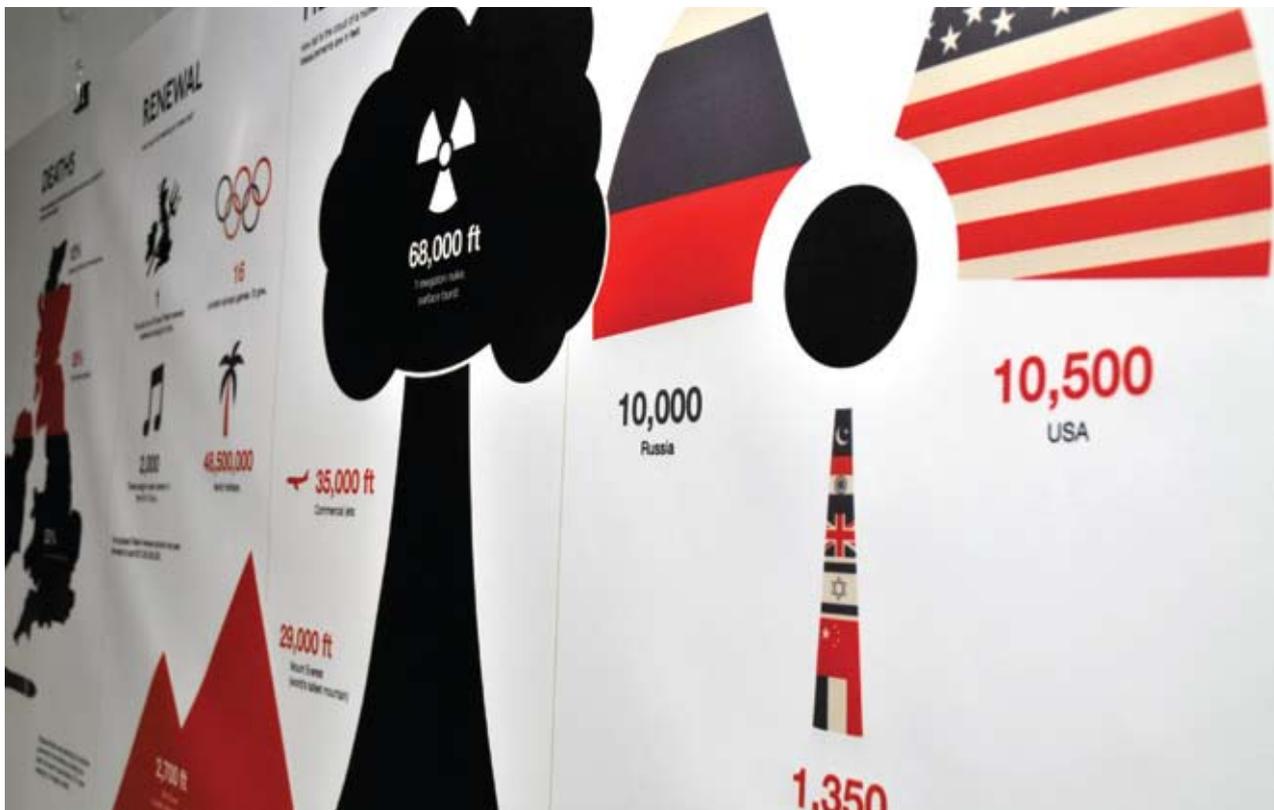
76

58. MATTHEW TURNBULL

BA(Hons) Graphic Design

Matt graduated in 2010 and, after winning the D&AD Nokia interactive design competition for his NHS mobile phone interface design, he's currently working as a visual interaction designer at Nokia.

mattturnbulldesign.com



59. STACEY PENNEY

BA(Hons) Performance Sportswear Design

After winning the Finisterre Award in 2010 for her final year collection of bejewelled wetsuits, Stacey secured a job as a design assistant for acclaimed sports brand Sweaty Betty.

sweatybetty.com



60. LILY RICE

BA(Hons) Performance Sportswear Design

Lily currently works as a designer for major UK sportswear brand Umbro. Since graduating in 2010 she's been involved with concept development for Adidas, the official clothing brand for London 2012, and won a 'Build your own jacket with GORE-TEX® and Mammut' competition. As part of the prize, Lily and the three other winners were flown to the companies' bases in Italy and Switzerland respectively, to see their designs go through the production process. Lily has also been listed in Drapers magazine's 'Next Generation'.

"The course at Falmouth is unique. It allows you to push the boundaries and expectations of yourself. It's a great environment to learn in and a real emphasis is put on preparing you for the real working world. The wide range of industry experts we had contact with has also proved beneficial. They're willing not only to share knowledge and give advice, but also provide contacts and opportunities."

lilyrice.co.uk



JUST THE JOB

PRODUCING HIGHLY CREATIVE, EMPLOYABLE AND ENTREPRENEURIAL GRADUATES IS ONE OF OUR TOP PRIORITIES. AS THESE PAGES SHOW, FALMOUTH UNIVERSITY IS A LEADING PRODUCER OF GRADUATE TALENT FOR THE CREATIVE INDUSTRIES AND WE WORK HARD TO ENSURE WE EQUIP OUR GRADUATES WITH THE SKILLS NEEDED TO MAKE VALUABLE CONTRIBUTIONS TO THEIR RESPECTIVE FIELDS. ON TOP OF THE PROFESSIONAL PRACTICE ELEMENTS OF EACH COURSE, WE OFFER A RANGE OF EXCITING OPPORTUNITIES AND SUPPORT TO MAKE THE TRANSITION INTO THE WORLD OF WORK AS FAST AND SMOOTH AS POSSIBLE.

AIR: FUTURE THINKING

Our new Academy for Innovation & Research (AIR) heralds the beginning of an exciting new era in the University's relationship with business, opening up a wealth of new opportunities for our students to engage with local, national and international companies. AIR:

- Provides expertise and powerful networks to cultivate graduate business start-ups and enterprise
- Runs industry-leading events to stimulate new thinking about how to continue to innovate the UK's design and media industries
- Delivers an integrated programme of multidisciplinary live projects with businesses, investors and potential partners
- Accelerates the growth of the creative industries in Cornwall – boosting employment opportunities in the region

air.falmouth.ac.uk

FIVE TIMES MORE

Falmouth University has five times the national average of self-employed graduates.

CAREER BUILDING FROM THE GET GO

Falmouth's BA(Hons) Illustration and BA(Hons) Press & Editorial Photography run The Agency and Cartel Photos, two separate professional agencies which both offer their students the chance of real industry work and experience before and after they graduate. Set up in 2010 and 2011 respectively, these agencies are housed within the University itself to match local and national client commissions with talented students and graduates.

theagencyfalmouth.com cartelphotos.com



THE CARTEL WAS DESIGNED TO ASSIST, SUPPORT, ENCOURAGE AND REPRESENT FALMOUTH GRADUATES AS THEY ESTABLISH THEIR CAREERS. FALMOUTH WHOLLY LOOKS AFTER INDEPENDENT FREELANCE PHOTOGRAPHERS AND ENSURES RECOGNITION OF THE VALUE AND QUALITY OF THEIR WORK LOCALLY, NATIONALLY AND INTERNATIONALLY.

Ashley Granger,

Cartel Photos manager and BA(Hons) Press & Editorial Photography graduate

ARE YOU EXPERIENCED?

Work placements are an integral component of most of Falmouth's courses and – thanks to our staff's connections – the possibilities are endless. Three recent examples include:

- BA(Hons) Film: Cannes International Film Festival, the International Screenwriters' Festival, Working Title, Rankin/Dazed and Confused, Encounters Film Festival, Warner Brothers, BBC, Channel Four and Empire
- BA(Hons) Fashion Design: BBC, Christopher Kane, Christopher Raeburn, Elle magazine (India), Jonathan Saunders, Maison Martin Margiela (Paris), Marios Schwab, Seasalt and Todd Lynn (London)
- BA(Hons) Choreography: Internships with Jerwood Space (London) and close links with dance institutions, companies and artists including Cscape, Plymouth Youth Dance, The Works, The Arts, The Arts at Dartington and Youth Dance Cornwall

61. STEVE PACE

BA(Hons) Photography

Photography graduate and conflict photographer Steve is producing work for press agencies and a wide range of publications worldwide including the New York Times and Time magazine. He's also a member of The Collective for the new iPad magazine Latitude and one of his images was named among the most prolific news photos of 2010 by the Wall Street Journal.

pacephotography.net

62. KATE PETERS

BA(Hons) Photography

Since graduating in 2002, Kate has shot the likes of Coldplay, Laura Marling and Julian Assange for an impressive range of clients including Sunday Times, FT Magazine, Independent New Review, Guardian Weekend, Monacle, Time magazine and Telegraph magazine. Her work has also featured in exhibitions across the UK, in Europe and New York.

katepeters.co.uk



63. SPENCER MURPHY

BA(Hons) Photography

Spencer is an award-winning photographer with an impressive portfolio of work for publications and exhibitions from London to the US. He's achieved recognition through several awards – most notably the National Portrait Gallery Photographic (now Taylor Wessing) Portrait Award, which he achieved in 2006, 2008 and 2009.

spencermurphy.com

64. TOM DYMOND

BA(Hons) Press & Editorial Photography

A 2010 graduate, Tom now works for a leading sports agency – a job he secured after an internship straight after graduation. He’s now their youngest staff photographer and the youngest to be accredited to shoot top-league football. Recent projects have included shooting the promotional photos for David Walliams’ Comic Relief Thames River swim, as well as a host of freelance fashion and sports shoots.

“The most valuable aspect for me was the level of professional expertise the tutors brought to the course. The focus was definitely on becoming a professional photographer. I had the world-renowned music photographer Gered Mankowitz as my studio technician and mentor. Within the first year I had work from magazines and by the time we left, I had a portfolio of published, paid work. The photography facilities at Falmouth are unbelievably top-notch – better than most of the studios I hire out in London now! Falmouth really helped prepare me to jump into the professional arena with confidence.”

tomdymond.co.uk



IN FRONT OF THE CAMERA:

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65. AZI FARNI

BA(Hons) Broadcasting

Azi is a television producer and reporter who has worked on World Cup 2006, Football Italia and World Rally Championship. She is currently a MotoGP pit-lane reporter for the BBC.

@AziFarni





66. HUGH PYM

MA Broadcast Journalism

A renowned financial and political journalist and published author, Hugh began his career in the late 1980s as a BBC radio journalist and then became producer of *Business Daily* at Channel 4. Throughout the 1990s he was a correspondent with ITN, and also worked as a freelance broadcaster with Sky Television. He was a BBC special correspondent covering economics until 2008 and is currently BBC Chief Economics Correspondent.

“I learned a lot in my time at Falmouth about the craft of broadcast journalism. It opened doors which got me going in my media career. I am delighted to see it develop as a national centre of excellence in broadcasting and other media.”

@BBCHughPym



67. KIRSTY HEMMING

MA Broadcast Journalism

Kirsty kickstarted her career as an investigative journalist when she got a job on an ITV current affairs programme before she even finished her course. She's gone on to be a producer at ITN and won a string of awards including Best Television Journalist at the South West Media Awards. Kirsty is currently producer for the BBC's *Inside Out West* and managing director at Boxing Bear Films.

boxingbearfilms.com

68. TOBY DERHAM

MA Creative Advertising

A 2009 graduate, Toby is now a creative at Grey, one of London's most innovative advertising agencies whose clients include Sony, Hugo Boss and Honda. He has also worked for M&C Saatchi, King & Tuke and Mother.

grey.co.uk

69. PETER CROTHERS

MA Creative Advertising

Since graduating in 2009, Peter has worked as a copywriter and creative at a range of agencies – including LIDA, VCCP Blue and HMDG – for brands such as Mini, Sky, Cosmopolitan magazine, BMW and Santander.

petercrothers.wordpress.com

70. JAMES HODSON

MA Creative Advertising

James is a copywriter at Agency Republic, winner of Digital Agency of the Year five times. He has worked on accounts for the likes of Playstation, Smirnoff, O2 and Nivea.

agencyrepublic.com

71. RICHARD DAVIES

BA(Hons) Graphic Design

Rich currently works in London for Bartle Bogle Hegarty (BBH) – one of the world’s leading advertising agencies, whose clients include Google, Johnnie Walker and Burberry.

“I’m really thankful that we had the time to experiment on the course – I don’t think you can fully appreciate the importance of that until you’re working in a client-driven industry. When you’re studying you’re so keen to jump the gun and get going in the industry, but one of the great things about the course is that they held you back and made sure you had a solid grasp of the fundamentals of the ideas and design process first. Then in the third year, they introduced lots of professional practice, including setting up competition briefs. It’s great just knowing you have the core background skills, including studying the history of graphic design. The many things I learned at Falmouth enable me able to talk about my design work in a far more complete way.”

bartleboglehegarty.com



BEHIND THE SCENES:

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72. FRANK BRIFFA

BA(Hons) Film

Since graduating, Frank has worked as third assistant director on several films, television programmes and commercials, including the TV series *Game Of Thrones* starring Sean Bean.

falmouth.ac.uk/film

73. FIONA GALLAGHER

BA(Hons) Film

Fiona works as an art department assistant on the upcoming *Sinbad*, a 13-part series starring Sophie Okonedo and Timothy Spall to be shown on Sky 1 HD in 2012.

falmouth.ac.uk/film

BEHIND THE SCENES:

94

74. REUBEN LLOYD PACK

BA(Hons) Film

Reuben is a runner at Double Negative, Europe's largest visual effects production house for the film industry and winner of both the Oscar and BAFTA for its work on *Inception*. dneg.com





Still from the film *Inception*

75. LUCILLE SUTHERLAND

BA(Hons) Film

Lucille graduated from Falmouth in 2011 and now works as a development assistant at Warp Films, the BAFTA-winning independent British production company responsible for groundbreaking films like *This is England* (2006), *Four Lions* (2010), *Submarine* (2010) and *Tyrannosaur* (2011).

“I live, eat and breathe film, so being on the course surrounded by like-minded people was great. I made sure I was part of any production going on, to get as much experience as possible. Through the course I learned about screenwriting, journalism, film analysis and criticism; all things that I go back to every day at work. When Mary Burke (senior producer at Warp Films) gave a guest lecture at Falmouth, I made myself a goal that by 30 I would work for Warp. Shortly after, the University sorted me out with an internship there and I got to help on a TV pilot for them. I followed that with a second internship and a couple of weeks of paid work, before being offered a full-time job.”

warp.net/films



Still from Warp Films' *Submarine*

IN PRINT:

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76. SIMON VAN BOOY

BA(Hons) Writing

A writer and essayist, Simon won the world's richest and most prestigious short story prize, the £30,000 Frank O'Connor award for his second collection of short stories, *Love Begins in Winter*. In 2011 his debut novel, *Everything Beautiful Began After*, was published by Harper Perennial. He currently lives in New York, where he teaches at the School of Visual Arts.

simonvanbooy.com



BASED IN
CORNWALL

77. CAROLINE PEDLER

MA Illustration: Authorial Practice

Caroline's client list includes Marks & Spencer, Hallmark and Readers' Digest. Her illustrations have featured in almost 40 children's book titles, published in over ten different languages and include a number of bestsellers. She also produces artwork for record covers – including winning a platinum award for her artwork for Angus & Julia Stone – and exhibits her paintings both in Cornwall and further afield.

carolinepedler.co.uk

78. CHELSEY FLOOD

BA(Hons) English with Media Studies

A rising star in the literary world, since graduating in 2004 Chelsey has been published in numerous short story journals and magazines. In 2010 she won a coveted place on the University of East Anglia MA Creative Writing course where an extract from her novel won the Curtis Brown Award. She went on to win a 2011 Arvon/Jerwood mentorship place and secured funding from the Arts Council to complete her first novel, *Infinite Sky*, which is being published by Simon & Schuster in 2013 as part of a two-book deal.

cjflood.blogspot.com

79. SARAH OLIVER

MA Professional Writing

A professional entertainment journalist and blogger with eight books to her name and hundreds of red carpets and film premieres under her belt, Sarah attributes her success to her time studying professional writing at Falmouth.

“The course was all about making a living from writing; we were encouraged to be professionals from day one. When I decided to write a biography on Robert Pattinson, the course leader helped me secure an agent and within a month I had a book deal. I love the buzz of walking into Waterstone’s and seeing my books on the shelves. I can’t stress how the course changed my life. I am a journalist and an author now and that’s all I ever wanted to be. My MA was the best investment I’ve ever made.”

lawagency.co.uk



Completely
Official Glee

AVZ

READ SLIDES

PATTON OSWALD
AVZ

PATTON OSWALD
AVZ

80. JOE BARNES

BA(Hons) Journalism

Editor of FHM, Joe Barnes graduated from Falmouth in 2008. Responsible for deciding what goes in every issue of the magazine, reinventing its profile and speaking to younger readers as well as the current readership, he uses skills he learned at Falmouth every day.

“My time at Falmouth was completely brilliant. I learned loads from amazing tutors who gave me the confidence to see I wasn’t just studying journalism – I was preparing to be a journalist. While at Falmouth, I did work experience at FRONT magazine, which was hugely valuable and led to a job when I left. Being taught by people who actually worked in journalism was important, because we found out what it was really like in the industry. I still find myself using what I learned at Falmouth ten years later and now, when I have new staff, I’m able to impart some of that knowledge I learned on the course.”

fhm.com



IN THE PRESS:

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81. OWEN DAVEY

BA(Hons) Illustration

A successful freelance illustrator since his graduation in 2009, Owen has received commissions from the Guardian, the New York Times, the Big Issue, Jamie Magazine, BBC, Orange and many more. His debut children's book, *Foxly's Feast*, was published in 2010 and received a Macmillan Book Prize award and a 3X3 Magazine award. *Knight Night*, his second children's book, was published in 2011.

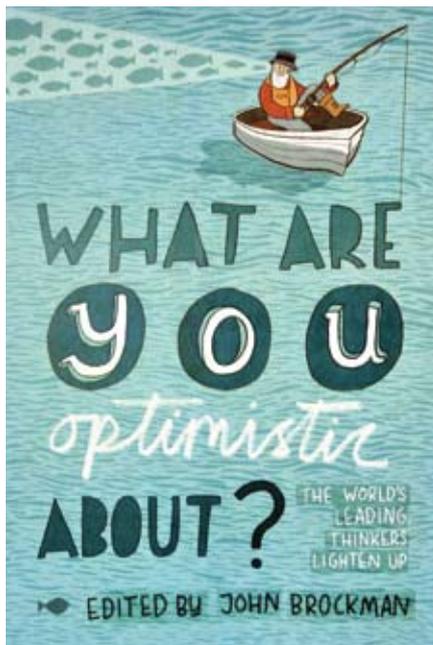
owendavey.com

82. CHRIS SAYER

BA(Hons) Journalism

Less than year after graduating, Chris became a staff writer at FRONT magazine, where he now plans and writes a variety of features, including interviewing musicians, sports stars and celebrities.

frontarmy.com





CREATIVE MINDS

A CREATIVE DEGREE WILL TAKE YOU A LONG WAY – EVEN IF IT'S IN A DIFFERENT DIRECTION THAN YOU ORIGINALLY EXPECTED. FINE ART GRADUATES MIGHT END UP RUNNING MULTINATIONAL COMPANIES; PHOTOGRAPHERS MIGHT START INNOVATIVE SOCIAL ENTERPRISES... BUT ONE THING'S FOR SURE: THE VISION, IMAGINATION, DRIVE AND LATERAL THINKING HONED BY A CREATIVE DEGREE WILL SET YOU APART AND SET YOU UP TO ACHIEVE THE EXTRAORDINARY.

As a specialist multi-arts institution, Falmouth has embraced the creative industries in a way that's the envy of many other institutions. We've cultivated partnerships and thriving working relationships with some of the world's leading brands – from Virgin to Burberry, Yamaha to the Tate. Our students are as at home presenting concepts to international clients via video conference as they are crafting beautiful objects with their hands.

But, essential as they are, it's not just the direct practical skills, working relationships and industry insights that fuel our students' and graduates' success. The creative processes, problem-solving, upstream thinking, risk-taking and collaboration that are inherent in the Falmouth approach is priceless too.

Our students emerge savvy and entrepreneurial; theoretically, creatively and practically informed about the world beyond the campus; ambitious and hungry for the possibilities that can be unleashed through creative thinking; and confident, courageous and tenacious enough to turn their ideas to reality.

Just like the real world, they work in multidisciplinary teams – playing to each other’s strengths to spark ideas that really fly. They learn to communicate their ideas with confidence, articulate complex concepts, find original angles and conceive bold new ideas that turn conventional thinking on its head.

Whether they go on to work in the same discipline as their degree or use it as the launchpad for an entirely different career, their creative minds certainly make for inspiring futures...

MBA CREATIVE LEADERSHIP

Launching in September 2012, Falmouth’s new MBA offers an exciting opportunity for leading creatives to become creative leaders. Helping senior creative professionals and business owners develop innovative approaches to increasing sales, marketing their business and conceiving pioneering, effective and highly profitable business strategies, it promises to help expand creative businesses locally, nationally and internationally. Find out more at falmouth.ac.uk

IN THEIR OWN BUSINESS:

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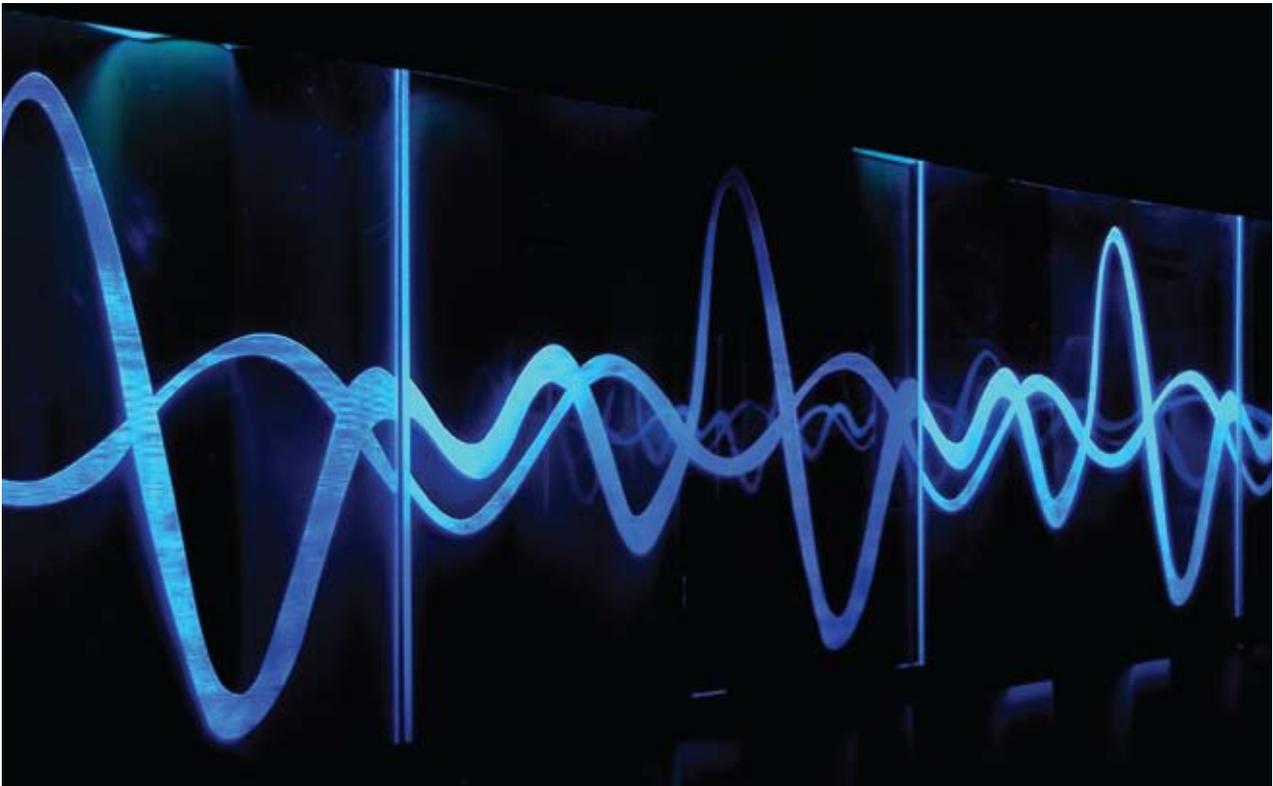
83. ELEANOR BELL

BA(Hons) Contemporary Crafts

Eleanor runs Eleanor Bell Design Solutions, specialising in sculpture, lighting design and electrical installation. A fully-trained electrician, she won an Unlocking Cornish Potential Exciting Future award in 2011 for her new business.

eleanorbell.co.uk

BASED IN
CORNWALL



84 & 85. ROSS IMMS & ALEX ROWSE

BA(Hons) Graphic Design

A-Side Studio is a Falmouth-based design studio with a global reach. Set up by Ross and Alex in 2003, their business has grown to become an internationally successful agency with clients in Los Angeles, New York, Japan, London and Cornwall – including MTV, Ford, Random House, Sony, Uniqlo, Origin Coffee and Fifteen Cornwall. Their work has also featured in numerous publications including the Los Logos books, Computer Arts magazine and the Sunday Times.

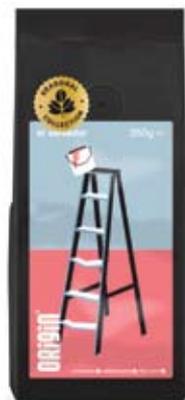
a-sidestudio.co.uk

86. RICHARD CHILD

BA(Hons) 3D Design

Technical director Richard co-founded Hymid R&D in 2011, where he designs and develops independent living products and services such as the magnetic crutch clips he created while at Falmouth.

hymidrandd.co.uk



87. JENNY WELWERT GIL

BA(Hons) Fashion Design

Jenny is an independent designer and founder of ethical, fair trade fashion label EntreMares, which is driven by finding sustainable solutions to some of the problems in the fashion industry. Her final collection for Falmouth in 2010 was awarded the Co-operative Bank's prize for the most ethical collection and featured designs that used fish skin leather Jenny had sourced from a small village in the Amazon. During her time at Falmouth, Jenny was awarded the Ferdynand Zweig memorial scholarship, a travel bursary, which enabled her to undertake a project with BA(Hons) Photography student Toby Coulson investigating cotton production in India.

"The course gives you in-depth knowledge of the fashion industry, and is taught by people who have experienced it firsthand. During the three years you learn about everything from wetsuit seams, setting up a website and most importantly, how to find your own handwriting as a designer."

jennywelwert.com



IN THEIR OWN BUSINESS:

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88. HUGO BUGG

BA(Hons) Garden Design

Soon after graduating in 2008, Hugo founded his garden design business. He has since gone on to become the RHS Young Designer of the year 2010 and has won Gold medals at both the Hampton Court Flower Show and the RHS London Plant and Design Show.

“In terms of designing to a brief and learning to present ideas well, the course was great. I had a full-time job within a week of graduating!”

hugobugg.com

BASED IN
CORNWALL



89. JIM ENNIS

BA(Hons) Dance & Drama

Jim is the founder of Earthfall, a radical contemporary dance company who have won several awards for their live performance and film work, including the BAFTA Cymru Award for Best Short Film.

earthfall.org.uk

90. IAN HARTLEY

BA(Hons) Music

An experienced music producer and teacher, Ian now runs Beats Music Academy, a venture that provides specialist vocational education workshops and courses for students of all ages who wish to enter the music industry. He has also worked as a session musician and producer of music for TV and video games in Japan, Asia and the UK.

beatsmusicacademy.com

91. BEN CRIDLAND

BA(Hons) Graphic Design

Ben works as a graphic designer for Dyson at their global headquarters in Malmesbury. In 2010 he was selected from over 2,000 students to receive one of only 27 prestigious Design & Art Direction (D&AD) Best New Blood awards. Ben was also an Emerge finalist in 2010, chosen by Domenic Lippa of Pentagram to design a poster to be shown on the London Underground and at an exhibition of emerging talents.

“Choosing to study at Falmouth was one of the best decisions I’ve made. When trying to decide which Graphic Design course to do, people always recommended Falmouth – and they were right. The course was filled with variety and opportunities and the tutors’ doors were always open. They encouraged us to be in every day and created a real-world design studio atmosphere. Often it was the little conversations we had in the corridor or over a coffee that triggered ideas and accelerated my imagination. To be among peers and friends, to be able to bounce ideas and share opinions is something I really benefited from.”

bencridland.com

IN BIG COMPANIES:

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92. STACEY DIX

BA(Hons) 3D Design

Stacey joined Hamleys straight after graduating in 2007, after winning a D&AD prize for her response to a brief set by the world-famous toy store. Hamleys created a special role for her, employing her as the first in-house designer in their 250-year history. Since then, she's launched numerous toy collections for the company, including many sustainable designs.

“Working with highly enthusiastic and creative individuals throughout my three years at Falmouth was the key to my progress as a designer. The course allowed me to challenge preconceptions of toy design. By studying the nature of play and gaining key insights into how children interact, explore and discover the world, I was able to produce strong sustainable design theories. Falmouth taught me the fundamentals of design and has successfully directed me into my ideal career as a toy designer with one of the world’s most iconic toy retailers.”

hamleys.com



WHERE YOU MIGHT NOT EXPECT TO SEE THEM:

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CORNWALL

93. CHLOE LUXFORD

BA(Hons) Illustration

As soon as she graduated, Chloe was snapped up to work at publisher Dorling Kindersley after receiving four job offers in paper engineering, her specialist area of interest. She now works in the exhibitions department at the British Museum.

falmouth.ac.uk/illustration

94. MAREN HALLENGA

BA(Hons) Garden Design

A former award-winning garden designer, Maren is now the fundraising and communications manager of Coppafeel! – a nationally acclaimed breast cancer awareness charity she co-founded after her twin sister developed the disease.

coppafeel.org



95. MARCUS DAVEY

BA(Hons) Music

Marcus is the chief executive and artistic director of The Roundhouse, a London performing arts venue, studio and charity for young people. He's also a board member of both the Arts Council London and the Olympic Park Public Realm Commissioning Committee, and a former chair of the Hackney Youth Orchestras.

roundhouse.org.uk

96. MICK JACKSON

BA(Hons) Theatre

The current writer-in-residence at London's Science Museum, Mick is the author of five books, including *The Underground Man*, his 1998 Booker Prize-shortlisted debut novel, and a number of screenplays, including *Roman Road*, which was broadcast on ITV and starred Alan Davies.

mickjackson.com

WHERE YOU MIGHT NOT EXPECT TO SEE THEM:

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97. ALEX RANDALL

MA Professional Writing

Fusing conceptual stories with beautiful physical designs, Alex is now an acclaimed lighting designer. She has exhibited all over the world and has clients in London, New York and Dubai including Ted Baker and Liberty. Her first book, in collaboration with the photographer Claire Rosen, is published this year.

alexrandall.co.uk

98. MARTIN HOLLAND

BA(Hons) Marine & Natural History Photography

Martin is a socio-eco entrepreneur, explorer, and multimedia professional and the founder and executive director of The Heart of Borneo Project, a charity focused on conserving the largest standing virgin rainforest in south east Asia through research expeditions, community projects, educational activities and awareness raising. He's also executive director of Explore 21, a non-profit social enterprise that uses expeditions to promote innovation and sustainability in young people around the world.

heartofborneo.org



99. KATE SICCOLO

BA(Hons) English with Media Studies

Working for the Intercom Trust charity as their first anti-bullying and homophobia officer, Kate visits schools working with pupils and staff to encourage inclusion and integration and the development of policies and procedures. She also delivers workshops and writes schemes of work, which are being delivered across the UK.

“I draw upon skills gained during my degree every day. My course gave me the ability to research and formulate an argument and correctly reference and source materials. It also taught me how to plan and deliver presentations and gave me the theoretical grounding to converse with the academics and students that I meet daily.”

theintercomtrust.org.uk

WHERE YOU MIGHT NOT EXPECT TO SEE THEM:

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100. JAMES DANCE

BA(Hons) Film

James runs a successful independent café bar in Falmouth. After spotting a gap in the market for a venue that could attract customers throughout the day, and year round, James came up with the concept for Loading, a retro gaming café with coffee and cocktails. He's made promotional inroads with international games publishers and maintained his close connections with film by sponsoring and helping to judge Cornwall Film Festival's best student film category in 2010.

"My degree course helped me become independent for the first time and become more focused in what I wanted to be doing. It also helped me cover and appreciate a number of topics I never would have looked into. I'm just an independent start-up, but I'm looking to move into film production and get a company set up further down the line."

drinkrelaxplay.co.uk

BASED IN
CORNWALL



RELAX

PLAY

LOADING

LOADING



Coffee
Snacks
Games
Wi-Fi
LOADING

PLEASE NOTE:

The profiles in this book are edited excerpts from interviews and correspondence which took place between 2008 and 2011, and/or researched from information in the public domain. Our graduates' careers continue to progress at an impressive pace, so the individuals featured here may have more up-to-date successes than the examples given in this publication, which is intended to offer a flavour of the direction they take after graduation rather than a current CV.

Some of the graduates featured in this publication originally studied at Dartington College of Arts, which merged with Falmouth in 2008.

CREATIVE MINDS INSPIRING FUTURES

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