

A person wearing a white t-shirt is shown from the back, performing a pull-up on a wooden bar. The person's arms are extended upwards, gripping the bar. The background is a blurred outdoor setting with trees and a wooden structure. The text "lankyfreak" is overlaid in the center of the image.

lankyfreak

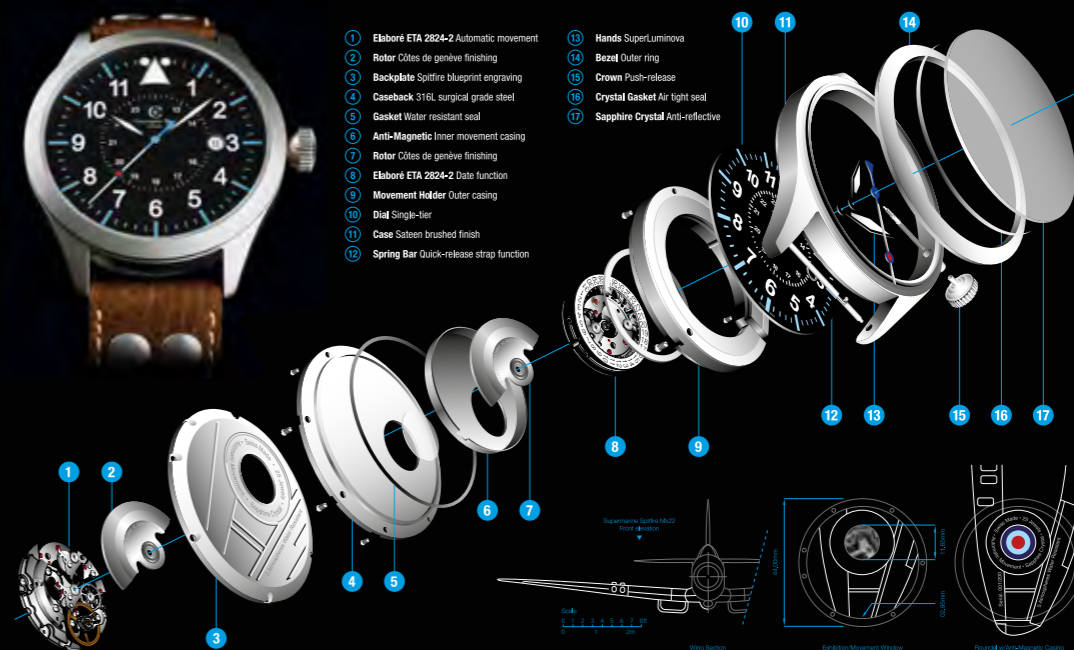
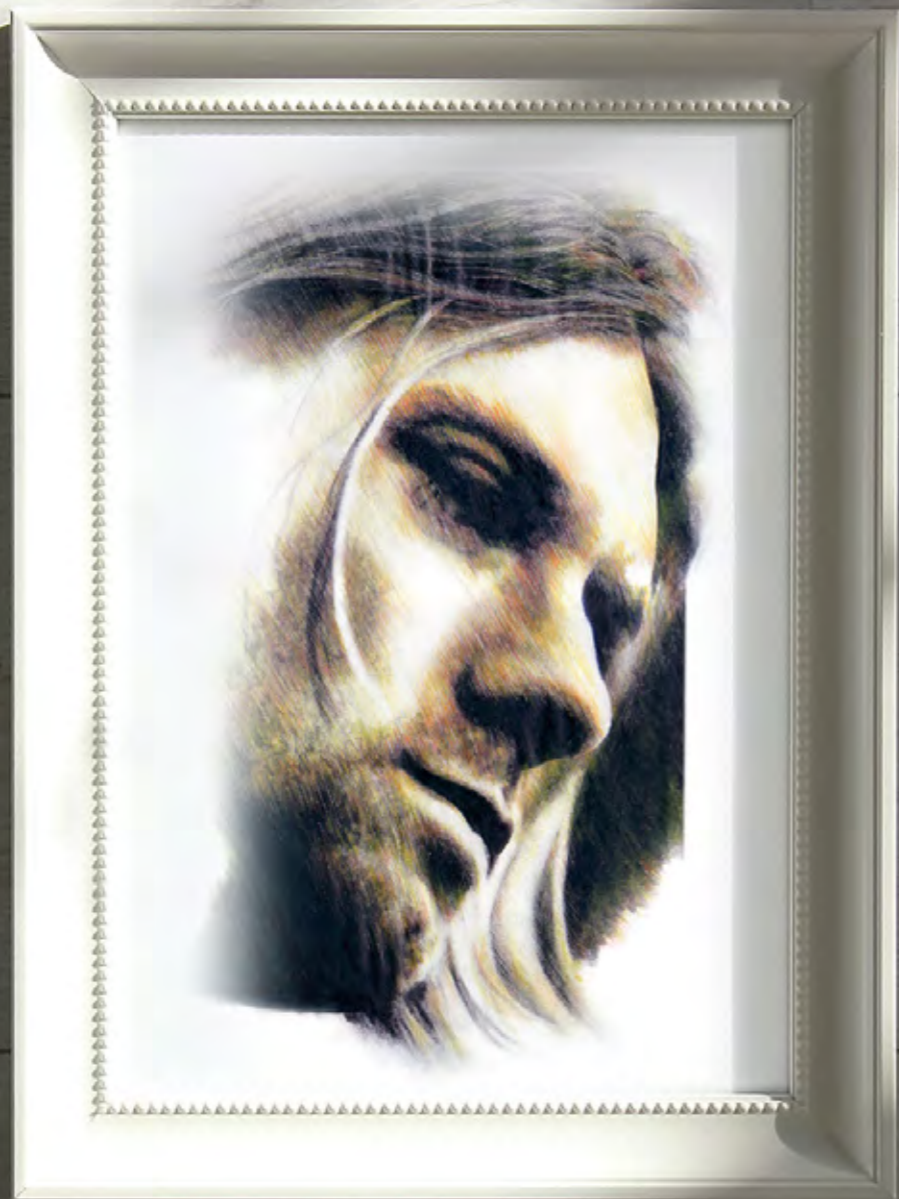
01

Illustration

Overview

Lifestyle fine art/pencil, pen/ink portraits, caricatures and 2D technical drawing for integration in print and digitally published media... posters, flyers, magazines, books, teaching materials alongside private commission.





- 1 Elabore ETA 2824-2 Automatic movement
- 2 Rotor Côtes de Genève finishing
- 3 Backplate Spitfire blueprint engraving
- 4 Caseback 316L surgical grade steel
- 5 Gasket Water resistant seal
- 6 Anti-Magnetic inner movement casing
- 7 Rotor Côtes de Genève finishing
- 8 Elabore ETA 2824-2 Date function
- 9 Movement Holder Outer casing
- 10 Dial Single-tier
- 11 Case Saten brushed finish
- 12 Spring Bar Quick-release strap function
- 13 Hands Super-Luminova
- 14 Bezel Outer ring
- 15 Crown Push-release
- 16 Crystal Gasket Air tight seal
- 17 Sapphire Crystal Anti-reflective

Illustration

Above and opposite. Commissioned artworks of the singer, songwriter and Nirvana frontman Kurt Cobain and the revolutionary BMW i8 Coupé.

Exploded view of the Christopher Ward C8 Pilot, showcasing the Spitfire engraved backplate alongside the aviation blueprint and the anti-magnetic roundel placement.



Illustration

Above and opposite. Pathology infographic.
 Commissioned artwork of American actor and producer Richard Gere.
 Rogue Angel 'Open for Deliverance' logo, marketing and interior design
 for a Budapest-style ruin club based in Liverpool.
 The 'Father's Day Massacre' email campaign a homage to Frank Miller's
 Sin City for watchmakers Christopher Ward.

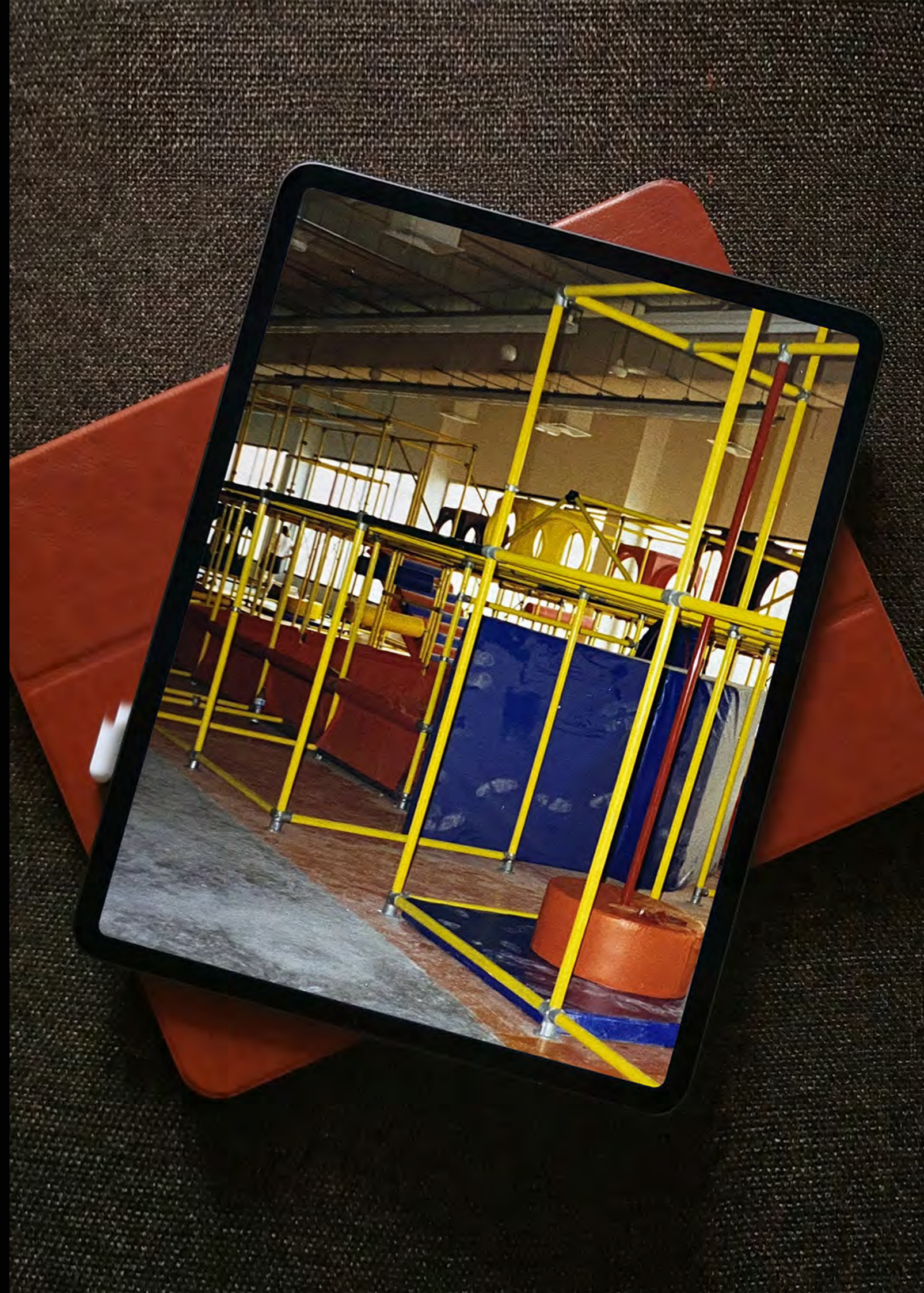
02

Design for Play International

Playmakers

Developing working pipe frame drawings and three-dimensional interpretations of indoor and outdoor children's play environments, mural artistry and on-site theming. Creating initial concept drawings through to presentation, manufacture, pre-site assembly and on-site installation in the UK and overseas.

Clients: Burger King (Kuwait), Al Futtaim (UAE), Pizzaland, Toys'r'Us, McDonalds, First Leisure Plc, Blockbusters (Discovery Zone), Whitbread Partnership, Tetley Breweries and Holiday Club Pontins.





Design for Play International

Above and opposite. 2-level indoor play unit split-row pipe frame, pad and net 'corridor' framework grid for Al Futtaim Toys R Us 'Kids Play' Abu Dhabi, UAE.

3-level indoor play unit snake-slide with dome cube ropewalk into 360 slide elbow and 'leap of faith' infinity slide for First Leisure 'Planet Kids' Bristol, UK.

McDonald's outside play environment, Bromborough Liverpool.

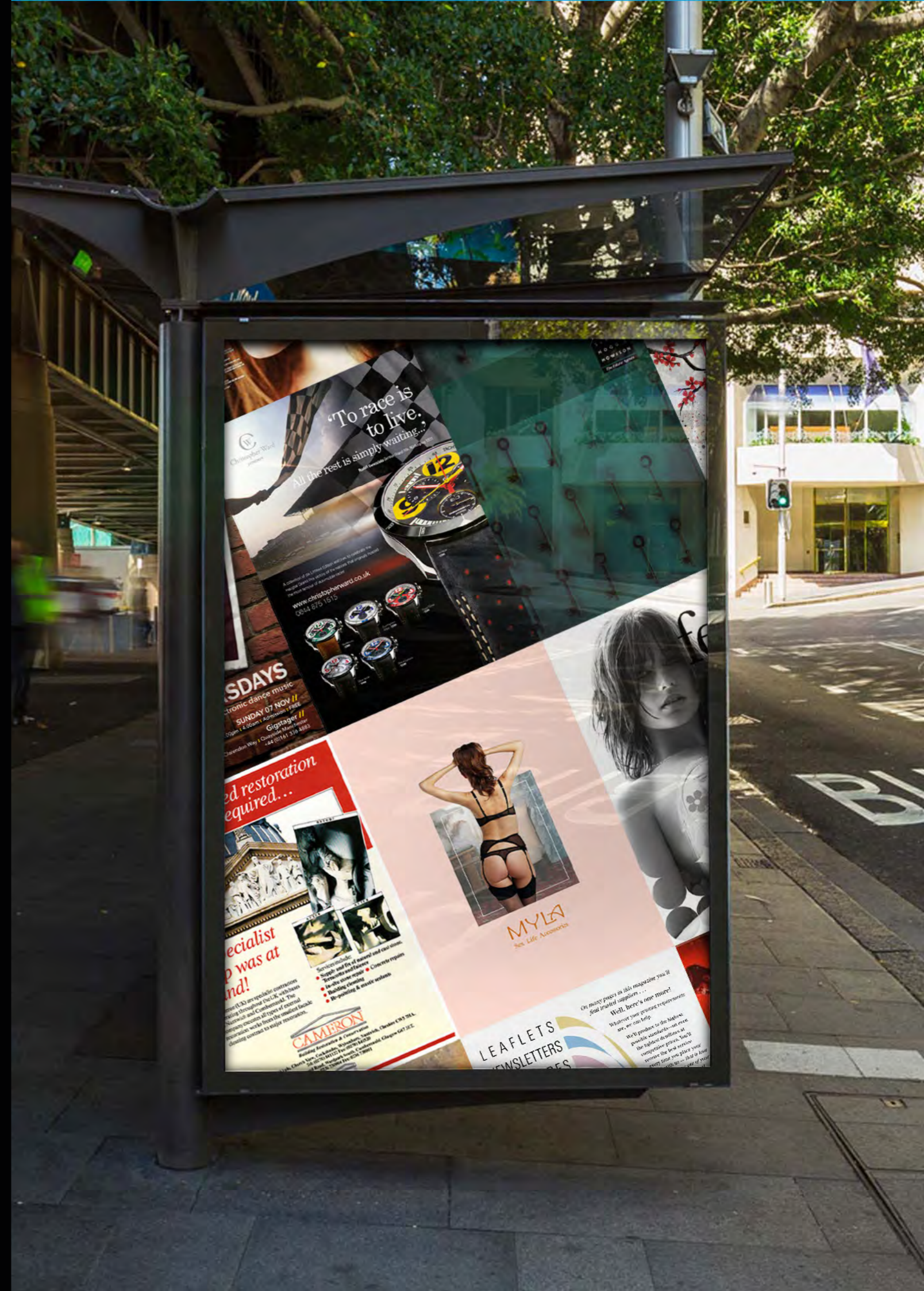
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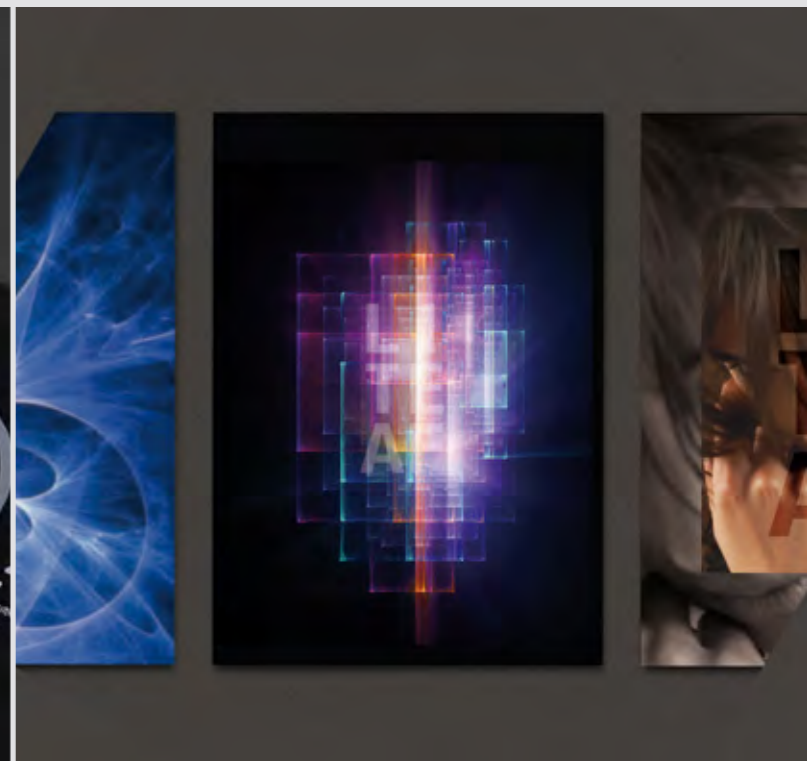
Print/Design

Overview

Brand creation, development and strategy, wayfinding architectural graphics, product and packaging.

Clients: Myla, Samaritans, Glasdon, Lite Affects, BEK Enviro, The Exams Office, Mysa Global, Christopher Ward, Rogue Angel and Tribus.



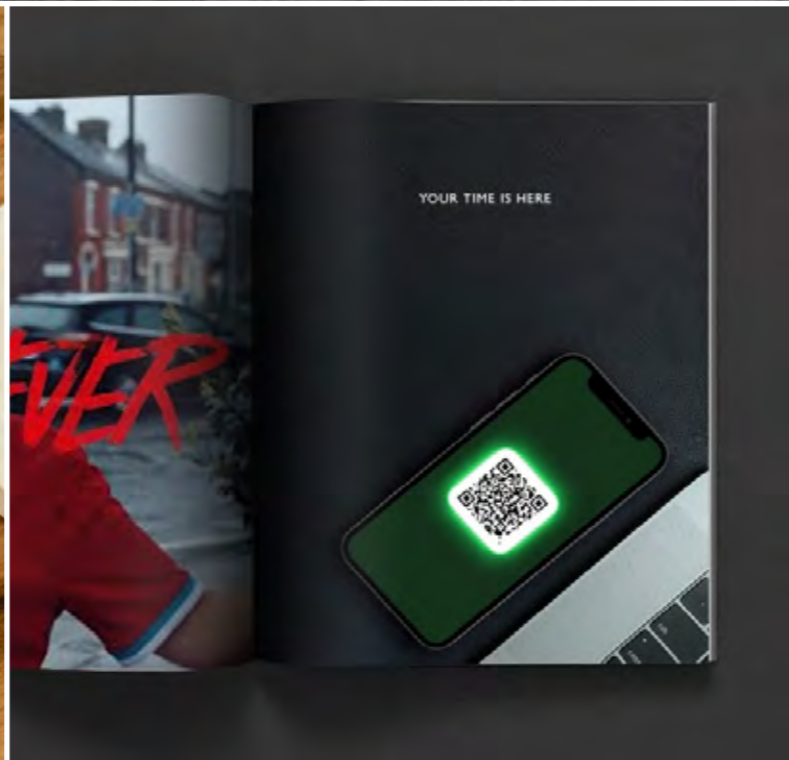
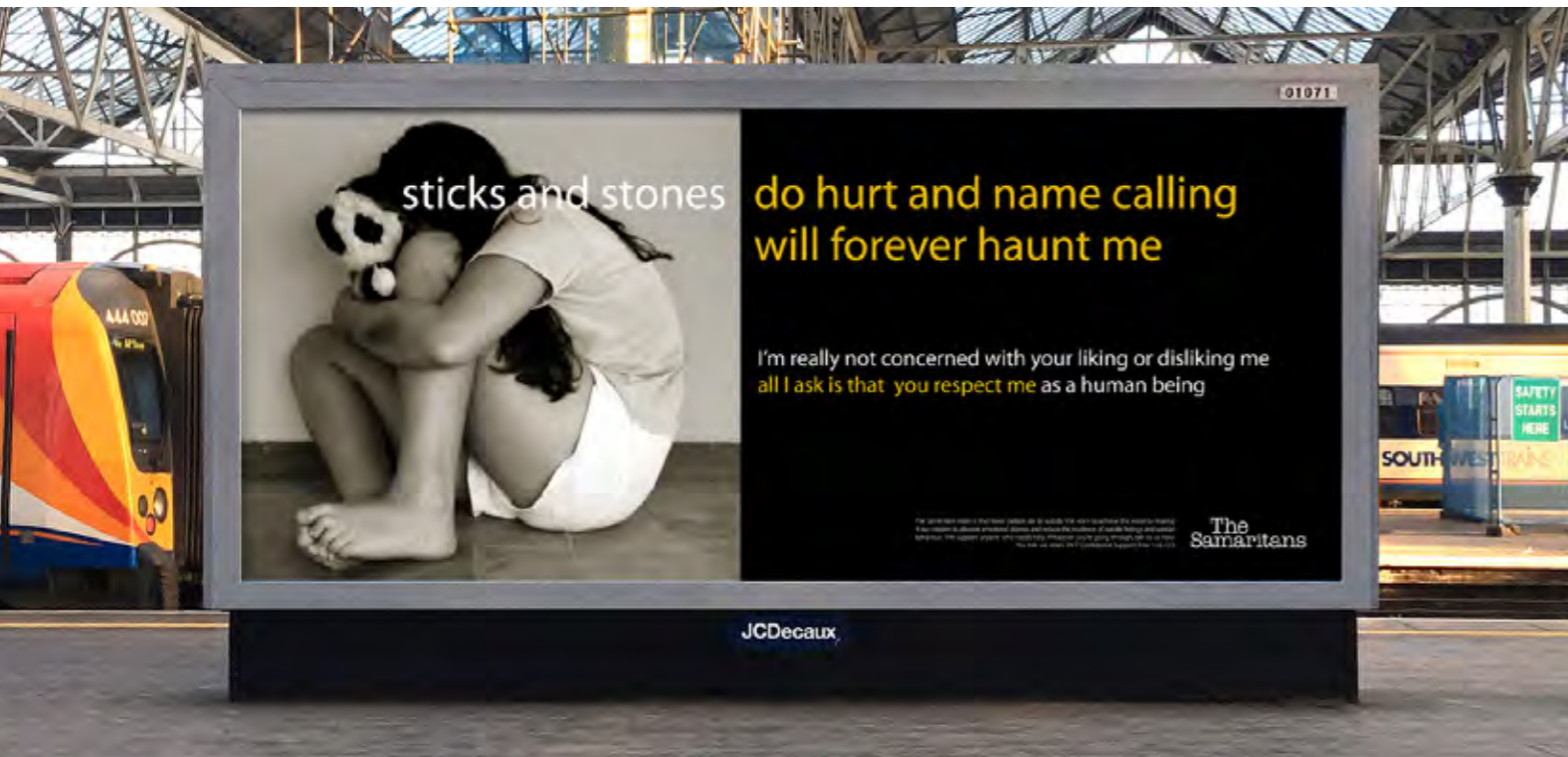


Print/Design

Above and opposite. Lite Affects - a resource publication for digital artists.

'Femme Fatale' one of a selection of cover layouts for a series of published short story inserts.

'Visions of Nature' an independent bi-annual publication covering all aspects of global warming, climate change, ongoing socio-economic factors and sustainability.



Print/Design

Above and opposite. The Samaritans 'Skin Deep' campaign focusing on isolation and loneliness, highlighting support is only a call away.
 Conform - a bi-monthly publication dedicated to fashion, music, art and youth culture.
 Tribus watchmakers the Liverpool FC collaboration, a series of 'brandless' advertisements, reliant on consumer curiosity.
 Main. 'Wake Up' networking summit billboard posting.

04

Textile

Leisurewear

Developing and presenting ideas for contemporary sportswear, leisurewear and childrenswear. Creating high-end visuals from single-colour screen to full colour Dimension Weld, following initial concept through colour separation to market placement.

Clients: Adidas, Nike, Marks & Spencer (Chilprufe), Asda, Boots (Children's World), Mothercare, BHS, Pex Socks, Pirelli Slippers and The Boys Pen Society.





Textile

Above and opposite. Fabrex International - Jesse Owens sports leisurewear single colour print.

Popart series combining classic song lyrics with bold Leichenstein strokes and 'Dog Eat Dog' leisurewear both available in single and multi-colour print.

Denver Broncos sports/leisurewear multi-colour print, with dimension weld central mascot and hologram.

Main. Mashup leisurewear multi-colour print.



Textile

Above and opposite. Fabrex International and LFC collaboration The Boys Pen Society - A selection of various single and multi-colour sports/leisurewear designs.

05

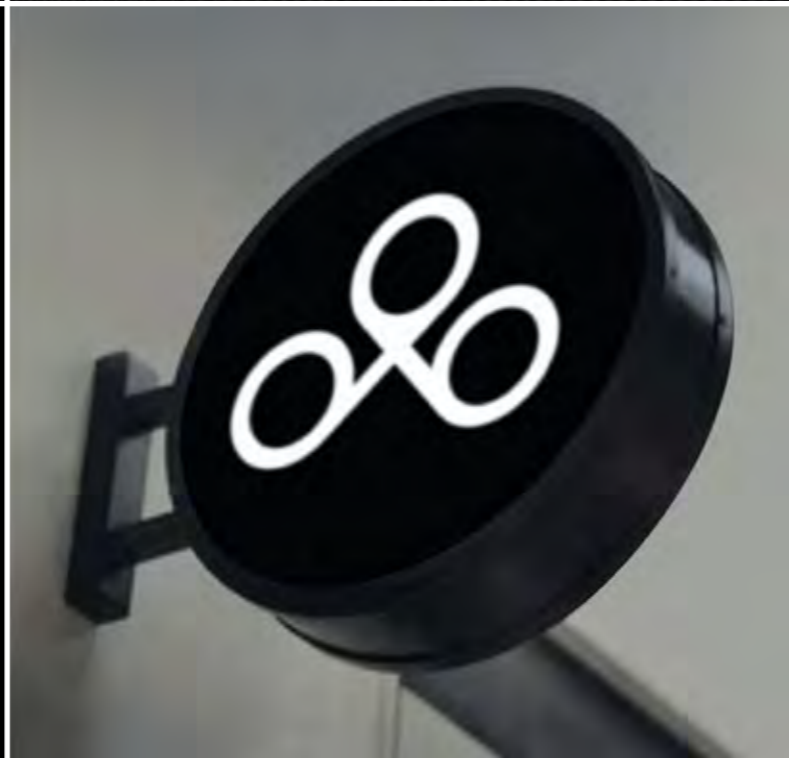
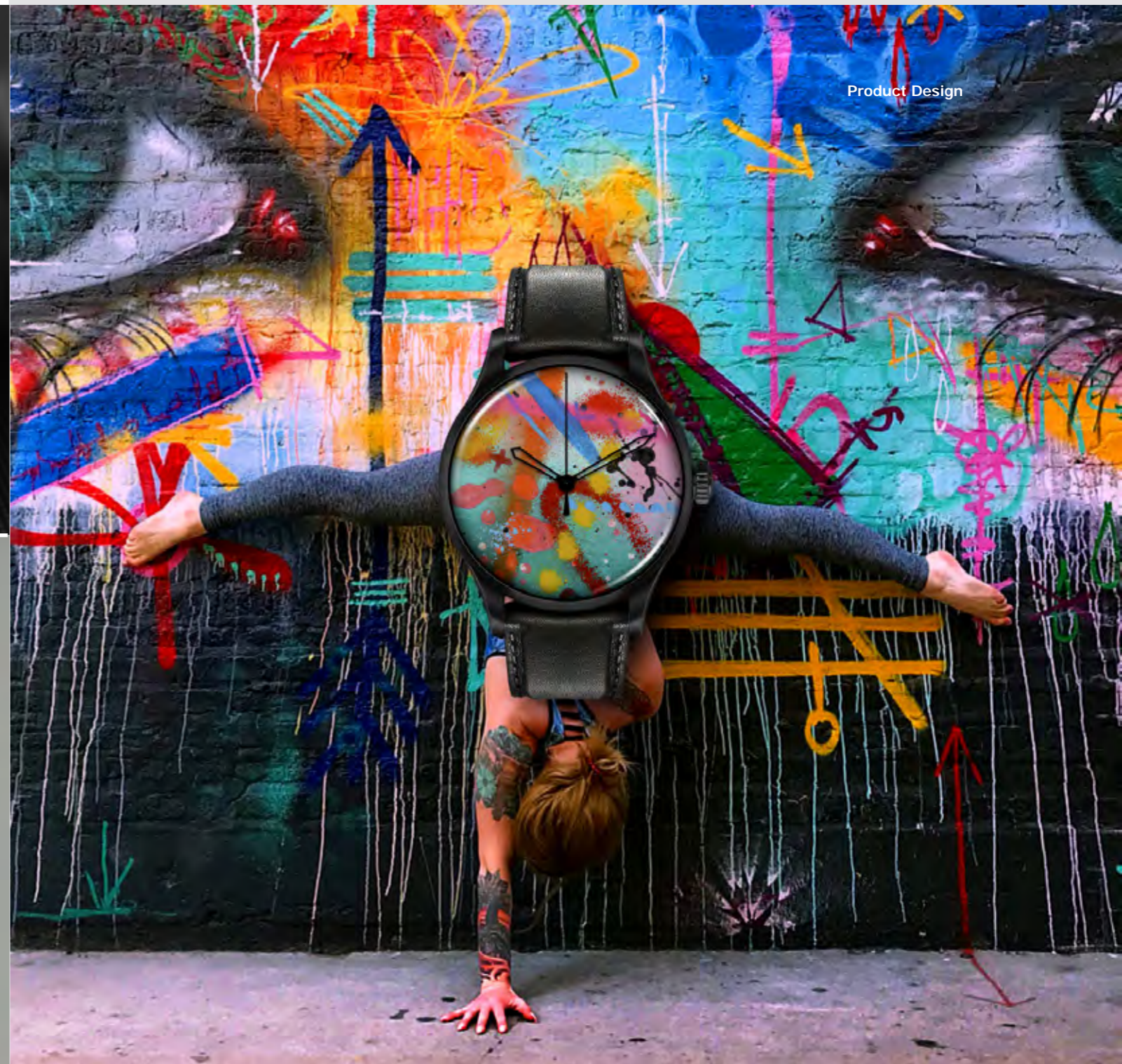
Tribus Horologists

Watchmakers

Initial concept/development of all dial, case and strap manufacture through to the design of packaging, instruction manuals, website and accompanying promotional literature and photography.

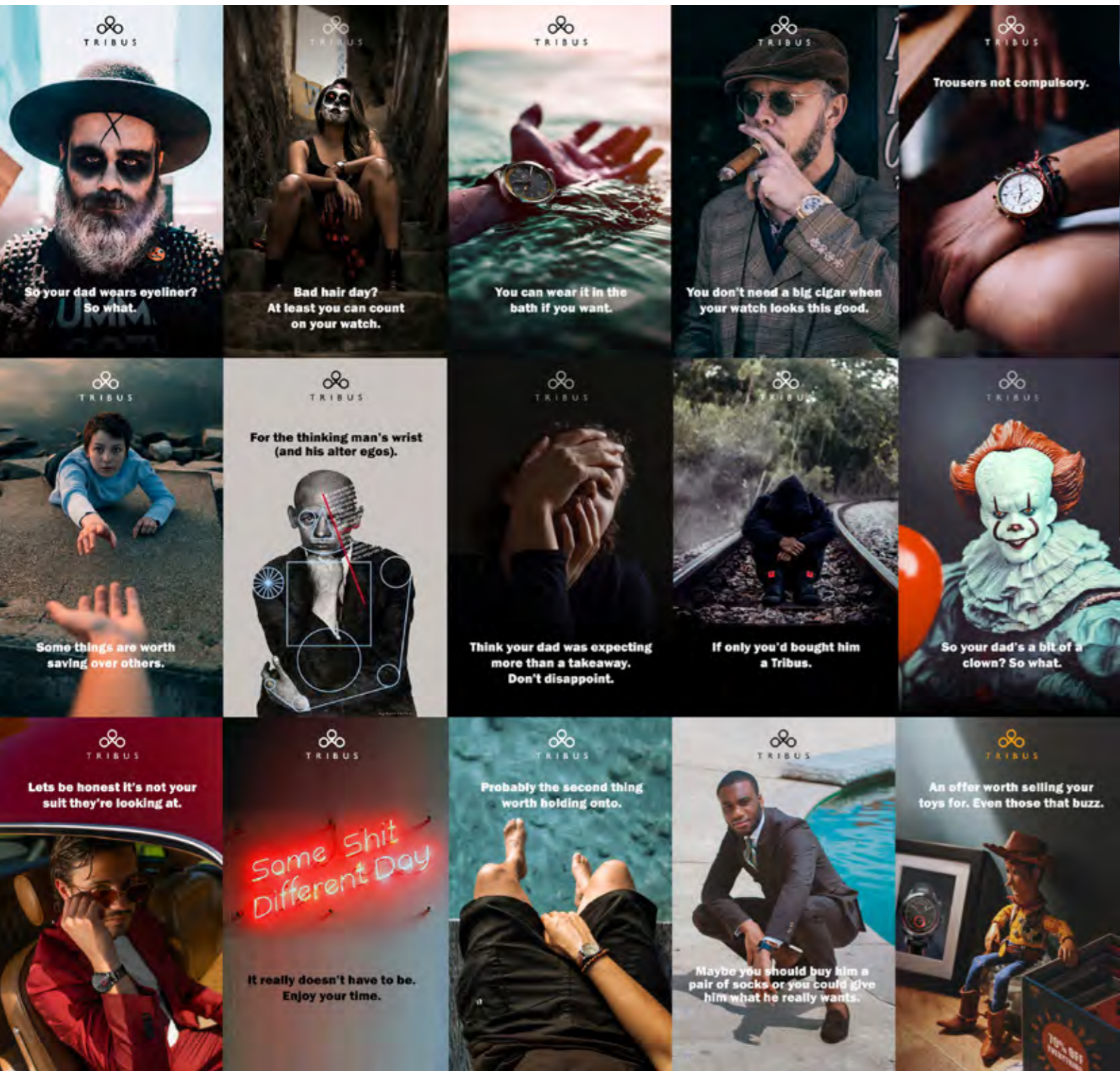
Complementing the extensive men's chronometer range were additional watch collections for urban artist My Dog Sighs, the Polish airforce accompanying another two unique collections as the Official global timing partners for Liverpool FC and Brentford FC and two further football collaborations Glasgow Rangers and Crystal Palace FC.





Tribus Horologists

Above and opposite. Watch photography art direction and execution.
Strap/buckle design. Italian-finish silicon rubber with repeated signature
marque embossed inner. Packaging proposal to complement the
shaping of the marque with a split-level housing allowing space for extra
strap/tools and guarantor information. The marque, a bold expression
intrinsically linked, encompassing the union of three brothers.
Main. The 'Split and Save' campaign.



Tribus Horologists

Above and opposite. Watch photography art direction and execution. 'Own Your Time' a variety of brash, bold, tongue-in-cheek advertising campaigns. A brave stand against the staid celebrity-laden marketing adopted by other watch brands.

"The brand is carving out its own voice with a wholly refreshing and unconventional style - unlike any other within the watch industry."

WatchPro



Tri-01
Small Second COSC



Tri-02
GMT 3 Timezone



Tri-03
Power Reserve GMT



Tri-03 Backplate
Power Reserve GMT



Tri-04
Power Reserve GMT Sport



Tri-05
303 Squadron P8331



Tri-05 Backplate
303 Squadron P8331



Tri-06
My Dog Sights



Tri-06 Backplate
My Dog Sights



Tri-07
Liverpool FC Sports Chronograph



Tri-07 Backplate
Liverpool FC Sports Chronograph



Tri-11
Brentford FC

Tribus Horologists

Above and opposite. 'Whatever The Style We Have The Time For You.'
A selection of watch dial, case and strap designs from the official mens
'Contrôle Officiel Suisse des Chronomètres' collection.



Tri-12
Glasgow Rangers FC



Tri-12 Backplate
Glasgow Rangers FC



Tri-14 Backplate
Crystal Palace FC

06

Photography

Overview

Lifestyle photography, product and packaging, art direction, retouch, editing and execution.

Clients: Christopher Ward, The Boys Pen Society, Rogue Angel, Tribus and Design For Play International.





Photography

Above and opposite. Art direction and execution.

'Suicide Prevention Day.' A campaign imploring you to listen to those around you before they become a distant memory.

'State of Mind' the appearance can be deceptive campaign promoting mental well-being.

The Tribus 'Dress To Impress' and 'At Least Your Watch Looks Good' campaign.

Main. "Step Into Your Future" advertorial promoting self-belief.



Photography

Above and opposite. Art direction and execution.

One of a series of images depicting the atrocities of global warming.

'Autumn Falls' the Tribus Small Second COSC.

Part of the 'Anytime, anyplace, anywhere... just say Hello' social media campaign for 'Black Lives Matter.'

Private commission the 'Death of Vinyl.'

Main. Tribus 'Who Do You Think You Are?' campaign.

07

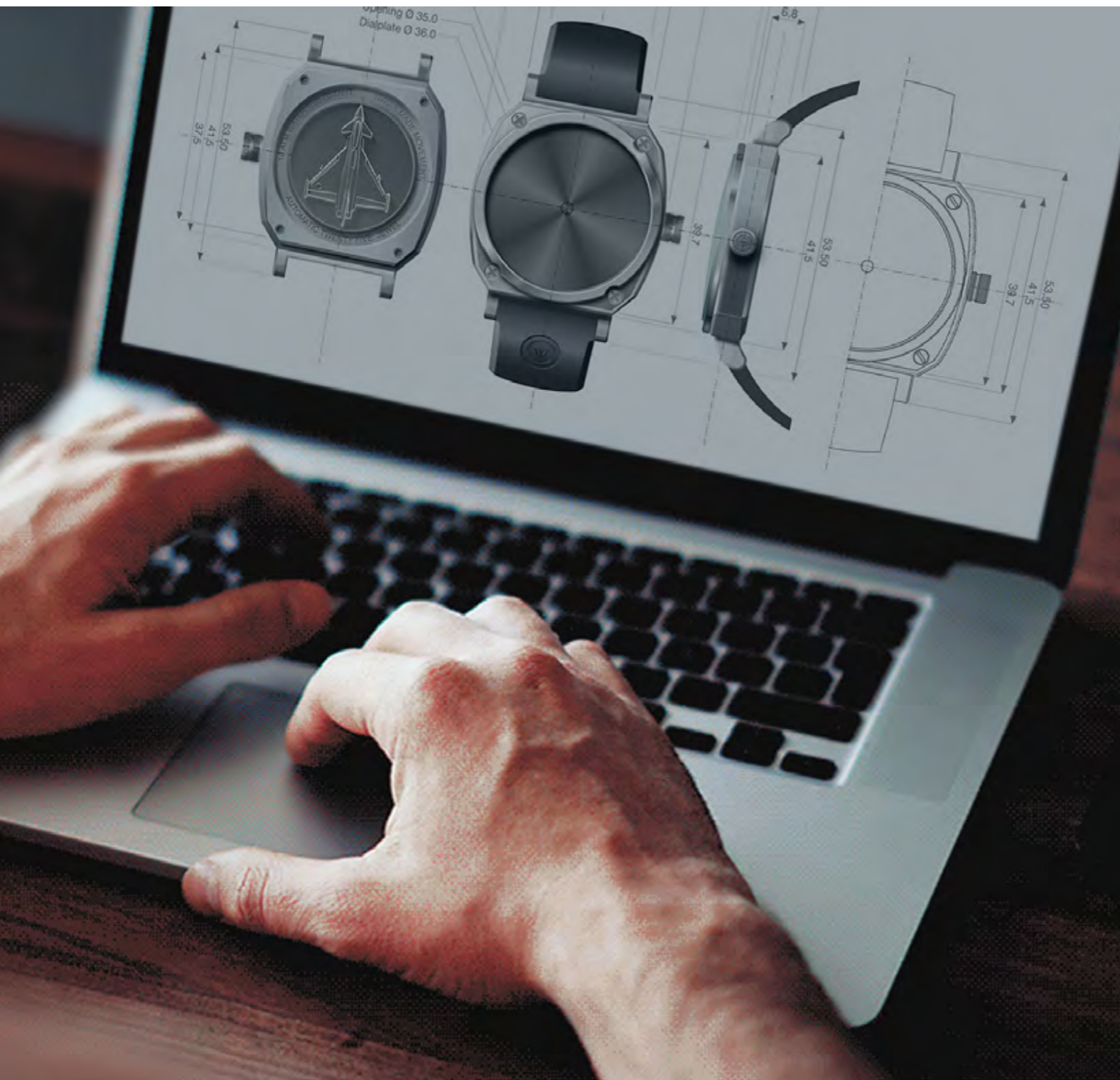
Christopher Ward

Watchmakers

Creating artwork for a series of contemporary and vintage men's and women's watch collections and limited edition bespoke corporate designs for the Ministry of Defence (the Royal Air Force, Royal Navy and the Armed Services) and Malcolm Campbell's 'Bluebird'.

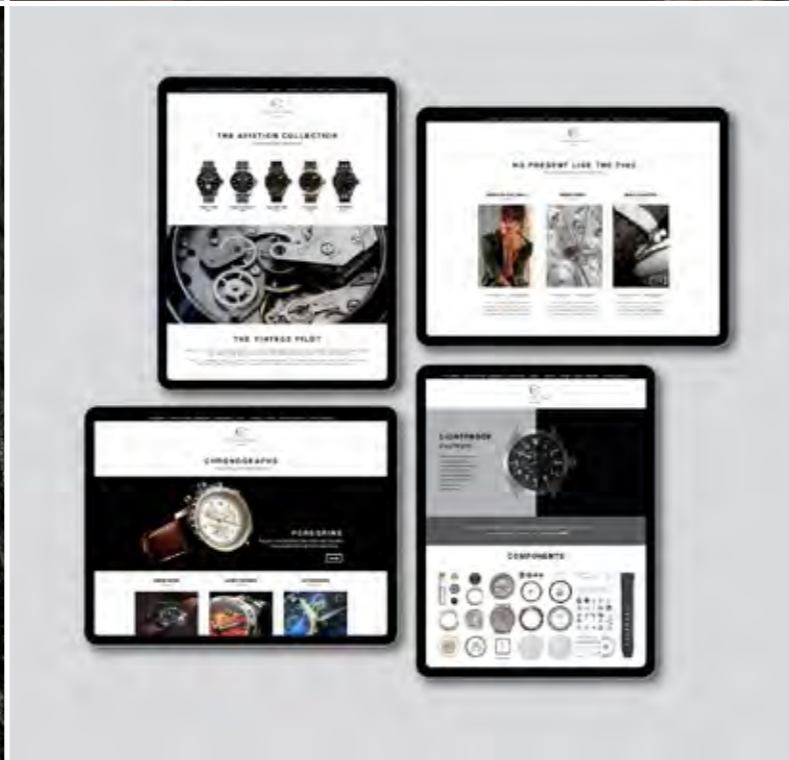
Developing initial concept drawings for dial, bezel, case and strap manufacture through to packaging design, instruction manuals, photography and promotional literature for both print and digital media.





Christopher Ward

Above and opposite. Watch design, photography and retouch.
The C60 Trident-Pro, C8 Regulator, C7 Rapide and the Me109 Single-Pusher Chronograph, a homage to the Junghans cockpit clock used in the Luftwaffe's mainstay Messerschmitt Bf 109 fighter.
"Fresh and inventive while keeping its roots firmly in the 1940s.
A beautifully executed homage to a very different piece of wartime history than the norm."
Worn & Wound



Product Design

Christopher Ward

Above and opposite. Art direction, photography retouch and website design.

Main. The C70 Grand Prix Series. A collection celebrating the inaugural races of seven different countries, winners and cars. "Designing a watch as a homage to a non-watch related object can be a tricky proposition. This has got it so right in every respect."

Loren Sciarba



C2 Lido
Dress



C9 Worldtimer
Dress



C9 GT 40
Motorsport



C9 Moonphase
Dress



C9 Jumping Hour
Dress



C11 Makaira Extreme
Dive



C40 Speedhawk
Sport



C1000 Typhoon
Aviation



C400 Sector
Aviation



C6 Kingfisher
Dive



C700 Grand Rapide
Sport



C9 Single-Pusher
Dress



C70 GP Series
Motorsport



C70 GP Series
Motorsport



C60 Trident GMT
Dive

Christopher Ward

Above and opposite. A selection of watch dial, case and strap designs from the Christopher Ward sport, dress, aviation and motorsport ranges.

08

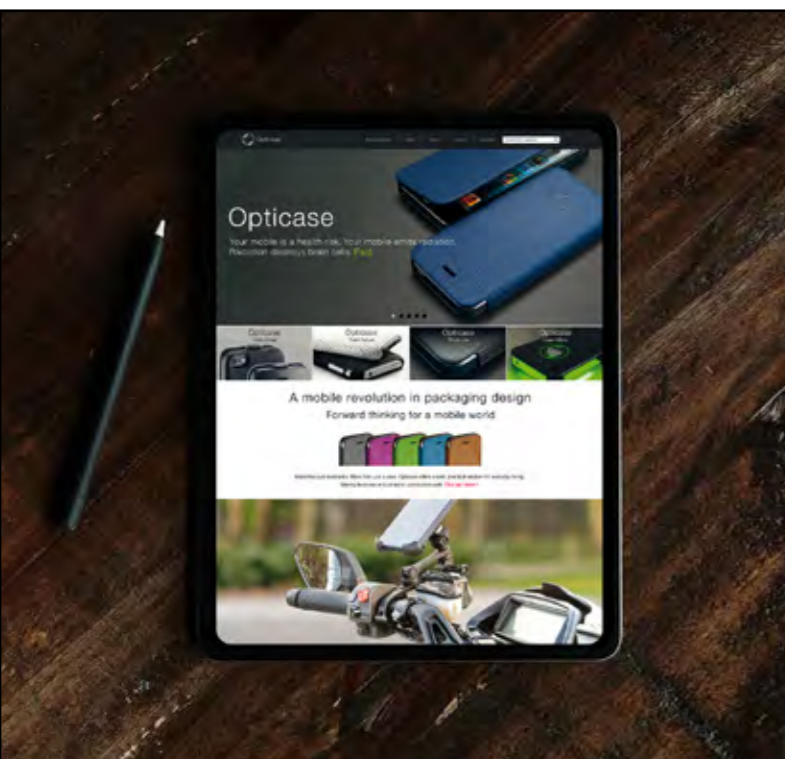
Web Design

Overview

Developing the front-end aesthetic for a wide range of high profile e-commerce websites, creating an online presence and adaptable end-user experience. Using the following platforms on a variety of different projects: Magento, Shopify, Quaystone, Square Space and Wix.

Clients: Tribus, Christopher Ward, Myla, Nude, Red Dirt, The Boys Pen Society, Glasdon, Salons Direct. Treasures TV, Rogue Angel, Exact Abacus and AFC Bournemouth.



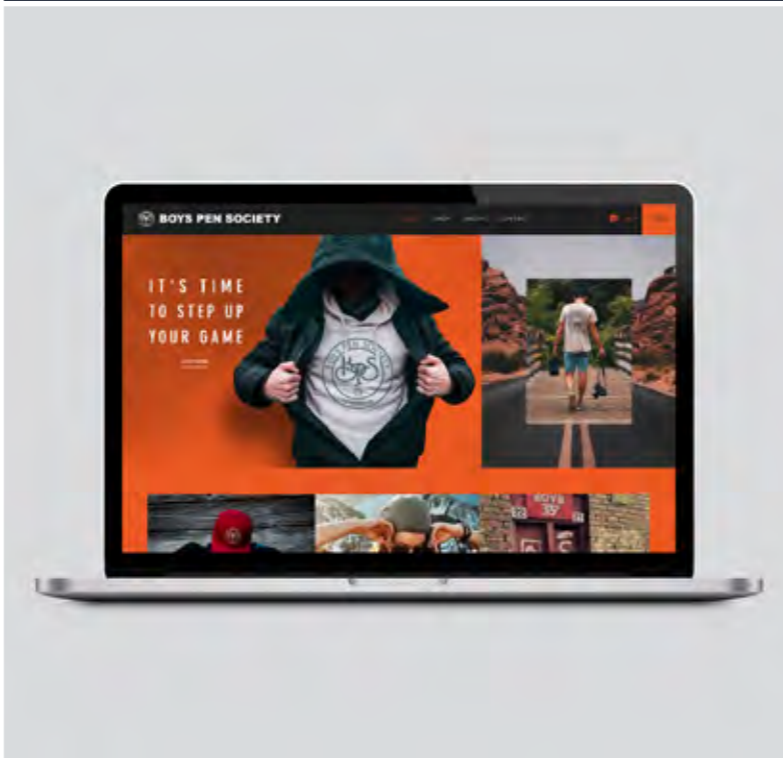
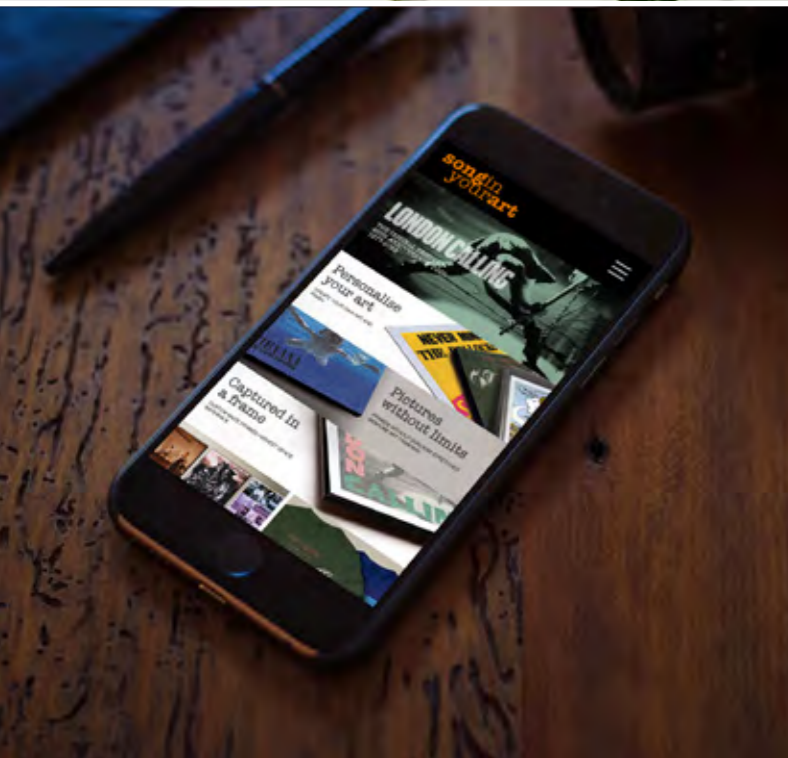
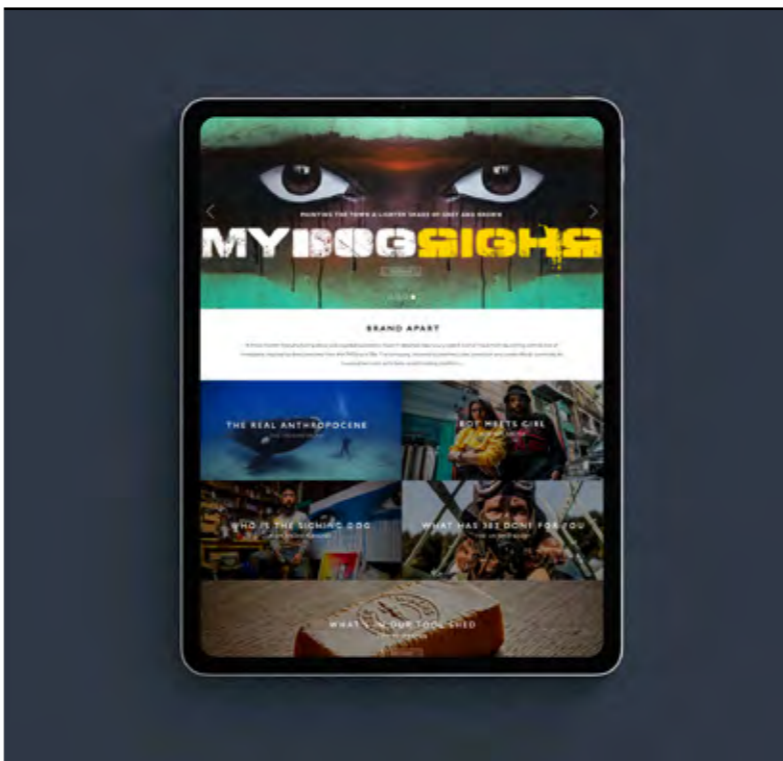


Web

Above and opposite. Web design, layout, photography and retouch.

Opticase, Templewood, Onward & Outward and Myla.

Main. Nude.



Instagram



Web

Above and opposite. Web design, layout, photography and retouch.
Andrew Hale Photography, Tribus, Song In Your Art and The Boys Pen Society.
Main. The Boys Pen Society instagram campaign 'Orange is the New Black'

09

Packaging

Overview

Artistic direction, creation and development of premium, environmentally-friendly bio-degradable packaging.

Clients: Tribus, Christopher Ward, Red Dirt, The Boys Pen Society, Song In Your Art and Rogue Angel.





Packaging

Above and opposite. Urban artist My Dog Sighs watch packaging, a hollowed-out mock 'rusted' spray canister with split-sponge lining housing the special limited edition watch and artwork.

Red Dirt grindhouse pale ale artwork. Christopher Ward limited edition lacquered wooden presentation box with sunken black leather interior.

Song In Your Art record sleeve packaging with gatefold inner.

The Boys Pen Society eco-friendly biodegradable clothing mailers.

Rogue Angel promo giveaway wrap containing inner limited edition

'Open for Deliverance' artwork.



Packaging

Above and opposite. The Christopher Ward C11 Makaira Extreme, the Swiss Made 1000m COSC Certified special edition titanium dive watch with internal rotating bezel and helium-release valve.

Shock impact rubber moulded outer casing, with personalised air-tight lockable open/close mechanism and cushioned interior. Housing a replacement signature silicon rubber strap, guarantor certificate, quick-release strap tool and USB flash drive 'oxygen' pod with interactive user manual.

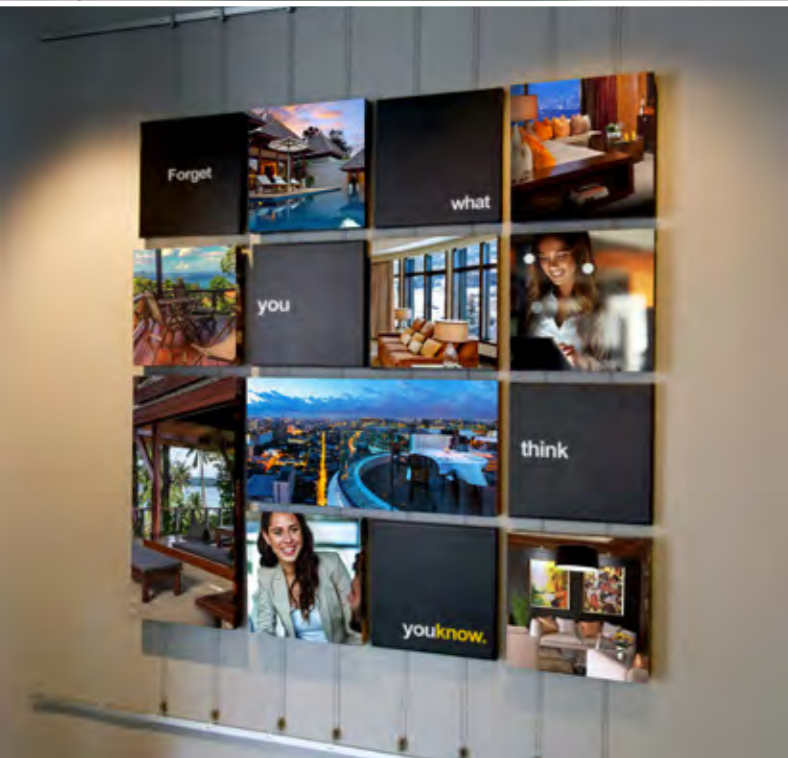
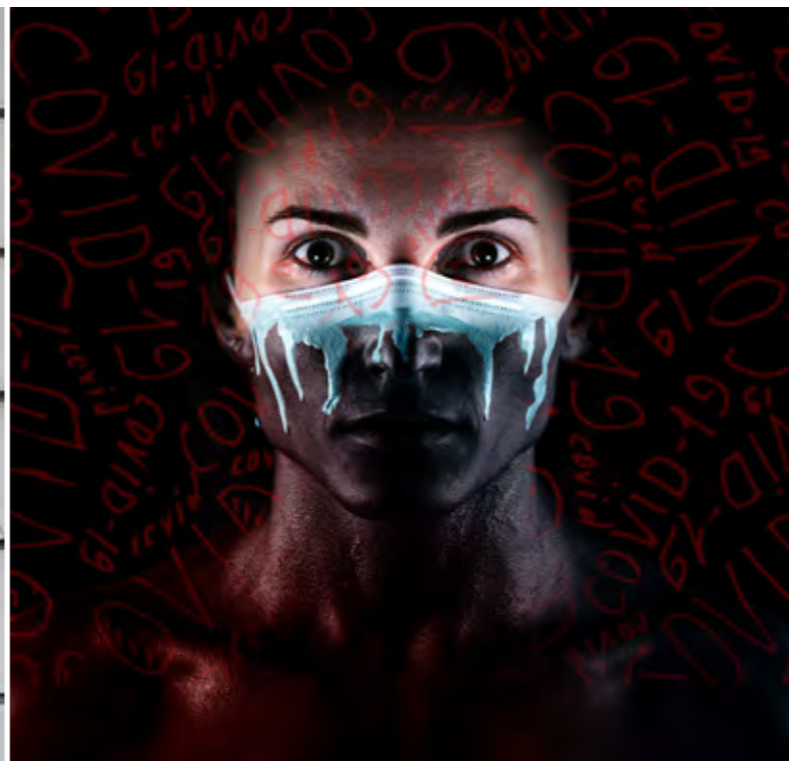
00

Extras

Overview

A retrospective mashup of unused creative still worthy of sharing.





Extras

Above and opposite. "No one. Ever" a juxtaposition of statements deliberately stating the obvious.

'The Virus Doesn't Discriminate' advertorial.

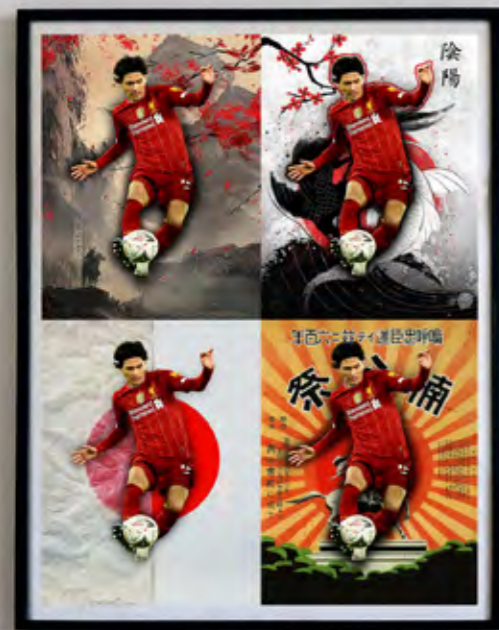
Mysa Global - 'Forget What You Think You Know' reception framework.

The Tribus 'Identity' campaign (deemed too risqué in the current social climate).

Main. 'Song In Your Art' a series of album covers recreated from album lyrics.



Design



Extras

Above and opposite. The 'Change Your Perception of Time' launch campaign.

Commissioned artwork series of player/country prints. In this example Takumi Minamoto the Liverpool and Japanese midfielder.

'Nothing is Set in Stone' poster.

Main. Commissioned artwork 'Suffer Little Children.'

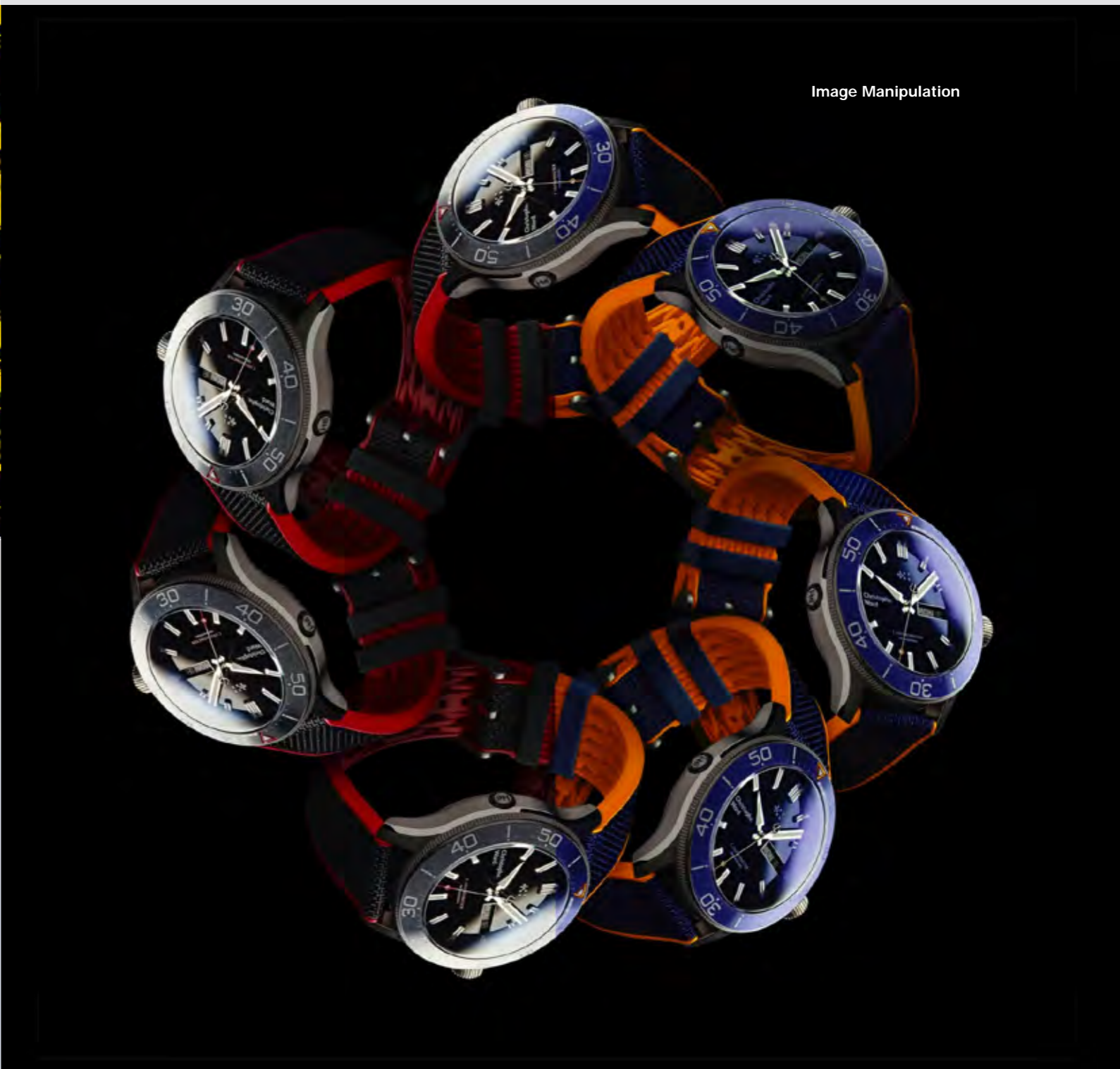


Image Manipulation

Extras

- Above and opposite. 'Anfield Standup For Danny Smith' marketing fundraiser after life-changing injuries inflicted from the Champions League final in Paris.
- Promo for Red Dirt 'The Spirit of Nashville with Balls.'
- The Boys Pen Society 'Bunk Blag Survive' launch.
- Commissioned artwork 'Banana Republic' homage to Irvine Welsh's 'Trainspotting'.
- Main. The Christopher Ward C60 Trident 'Clockwise' Loupe magazine cover.



Ministry of Defence



Stand up and be counted

It's all in the name

Roll call a selection of clients I have worked with throughout my career across a range of industries and projects.



Me, myself and i

In the blink of an eye

Over 30 years experience across a wide range of design disciplines: from brand creation, development and strategy, to print and digital, to wayfinding, architectural graphics, product and packaging.

And of course, a belief in "distinctive, intelligent design to communicate, make a difference and solve problems" and every other designer's hackneyed promise but it's actually making a living from a hobby which still serves as a maxim today - executed with passion, humour and instinct, because after all clock watching is for horologists.

