

The International Creative Forum

14th & 15th May 2019

Vilamoura, Portugal

When Xerox invited thenetworkone to join their annual conference in the Algarve, on Portugal's coast, we couldn't refuse. Yes, the Algarve promised blue skies and spectacular sea views, but more importantly, it was a chance to create an international forum just for designers and art directors.

Our aim in Portugal was to bring together a group of creatives, to give them the opportunity to exchange ideas and trends, share their own work and experiences, and make friends with some of the top designers and art directors in the independent sector.

We held our International Creative Forum breakout session on the second day of the conference, after a great networking event on the beach the previous evening. We invited our guests to share a piece of their own work, some work they admire and their thoughts on upcoming industry trends. Some of these included as Hasan & Partners' ['The City Above the City'](#) – an international design competition they created for their client, Metsä Wood; Brandpie's emotive story behind their overhaul of [Capgemini's brand identity](#) and MBA's [immersive campaign](#) for adventure holiday brand, Nielson. We also saw some exciting new trends, for example, who knew you could now print in white chocolate?



Our guests also heard some compelling talks as part of the main agenda, held in the impressive conference centre at the Tivoli Marina, Vilamoura. Julian Boulding, President of thenetworkone, took to the main stage to co-chair a discussion on print and creativity with Helene Blanchette, Global VP of Marketing for Xerox Graphic Communications Solutions, and a panel of experts. These included Sophie Lutman, Brandpie; Lorenzo Marini, Lorenzo Marini Group; Ben Glazier, Glazier Designs, James

Duckenfield, Hobs Printing and Glen Robins, Instant Print W1. It was a lively and interesting discussion, with tips on how to stand out from the crowd and how to impress – and keep – your clients.



We were inspired by new trends in the print world thanks to Patrick Collister of Creative Matters. These included a sunscreen campaign that includes a peel-off tracker to help keep an eye on your kids at the beach; and an ad that becomes colourful when facing sunlight, illustrating the power of solar energy and a beer campaign infused with salt particles, so you can wrap it around your drink and cool it in the freezer in a fraction of the time. Phil Barden, author of 'Decoded: The Science Behind Why We Buy', shared some simple ways to make your print ads more effective, all backed up by neuro-marketing science. We were even entertained by a digital technology illusionist show, which was unlike anything we've seen before!



Another highlight of the forum was the guided tour of the Xerox conference centre. We saw incredible new developments in the print industry, including metallic and foil printing in seconds, paper that doesn't crease when folded and AR activated by a design – not a QR code. The creatives in our group were surprised and inspired by the technology on display, most of which they weren't aware existed. Hopefully, we took a big step towards bridging the gap between technology and creativity.

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