

# Frost joins Woolworths

Woolworths South Africa has appointed Vince Frost, internationally renowned designer, as its creative director. His contract, which will see him playing an integral role in repositioning the country's leading retail brand, began in late November 2009.



He will work closely with local South African design companies and Woolworths' long standing advertising agency to oversee high-calibre creative that is true to the company's brand. He has been appointed to implement and evolve the new identity across all areas of branding, including packaging designs across all categories.

The company hopes Frost's strong design ethic and specialised skills will help raise the standard of design in South Africa and create positive opportunities for up and coming designers.

"I am extremely excited about this opportunity and working with a forward-thinking, design focused organisation," said Frost. "Finding and working with new talent is something I have always been passionate about, and to be briefed to work within these guidelines by a client as well regarded as this is extremely exciting."

Charmaine Huet, Woolworths South Africa divisional director of marketing said, "We're very excited about this collaboration with Vince Frost and his team and look forward to setting new standards for graphic design and to finding and growing local talent."

Frost will initially fly to South Africa to manage the integration and implementation of a Cape Town internal design studio, with design director Quan Payne joining him head up and develop the packaging design for clothing, home, foods, beauty and digital and advertising at the Cape Town studio under Frost's direction. Work has already commenced on the design of a new range of products for launch in 2010.

To facilitate the new design studio, Frost will employ local designers, packaging designers and art workers, both

experienced and new talent, and will be working with local design schools to provide valuable opportunities for local students.

## Bio on Frost

Born in England and raised in Canada, Frost joined Pentagram London in 1989 and just three years later was its youngest Associate at 27. In 1994, he started his own studio, Frost Design, creating award-winning work for clients from The Independent Newspaper to Nike.

In 2003, he relocated to Sydney Australia, from where he now runs his creative studio, working on anything from postage stamps to magazines, identities, TV advertising, online and the built environment. He continues to work for a range of international clients, including D&AD's magazine Ampersand, as well as Warner Music, Macquarie Bank and Sydney Dance Company. His work was the subject of a retrospective at the Sydney Opera House from January to March 2006 and a major design exhibition at Sydney's Powerhouse Museum in late 2006. It is also documented in a 500-page book *Frost\* (sorry trees)*, spanning more than a decade of award-winning projects.

A member of CSD, D&AD, ISTD and AGI, his work has been acknowledged with many awards including golds from the New York Society of Publication Design, D&AD silvers, and other awards from the New York and Tokyo Art Directors' Clubs. In 1996, he was awarded Designer of the Year at the Chartered Society of Designers and shortlisted for the BBC design awards. He won three awards from the Society for Environmental Graphic Design in 2006.

Frost is an independent creative studio collaborating with clients around the globe in disciplines as diverse as design, advertising, strategy, environmental and digital. Our clients benefit from a truly global perspective, the high value we place on understanding their needs, and strong partnerships that develop for many years.

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