

The Designers Republic Brain Aided Design™



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Founded on Bastille Day 1986, in The Socialist Republic of South Yorkshire, The Designers Republic (TDR) was a declaration of independence from the Soho media 'blahs', and freedom from received wisdom, conformity, compliance, consensus and complacency.

TDR is a team with a fluid, evolutionary line-up. Led by founder Ian Anderson, the core team maintains a mix of knowledge and youth, tried and untested ideas, and experience versus experimentation.

The brand's early work was music orientated reflecting Anderson's previous involvement in the music business. The impact of their determinedly original work reverberated beyond the industry drawing in new clients from across a wide range of media and lifestyle-oriented brands that led to commissions from multinationals, in the UK and internationally, all attracted by TDR's fresh thinking, passionate attitude and innovative solutions.

Tellingly, TDR's approach to global projects for clients such as Coca-Cola, British Council and Sony, as well as internationally localised projects for the likes of Deutsche Bank, Nokia, Swatch and Nickelodeon remains the same as it did for its first clients; honest and opinionated, original and creative. The evolution has been not in its attitude, but in its adventures in motion graphics, digital, web, sound and site-specific

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installation design. New ways to express new ideas to new audiences – communication by any means necessary.

Pho-Ku Corporation, the brand's non-commercial research & development playground, helps build the creative foundation that informs and grows TDR's thinking. The by-product of this activity is its diffusion brands and alternative creative outlets typified by its 100-plus exhibitions in major cities, and spanning five continents. TDR advocates original thinking – Brain Aided Design™ – supported and informed, but not directed by, market research. The brand's approach, attitude and sense of adventure is expressed through its process of cynical analysis versus optimistic solution; distinctive ideas inspired by its experience as a consumer, fuelled by intuition, sympathy for the client message and empathy with the target audience.

While TDR is essentially a creative company, working with larger, global corporations has meant the introduction of commercial and business directors, to protect the 'creative head space' and maximise efficiency. Physically TDR operates as an 'ideas-factory' where client consultations are held on the shop floor to encourage a greater client understanding of its creative thinking, process and output. Whatever the dynamic creative/business mix, TDR operates in one open workspace with a combination of commercial and production managers, 'Peoples Bureau' administrators, satellite photographers, animators and web boffins all mixing with core creatives, designers, art-workers, writers and thinkers.

The Peoples Bureau For Consumer Information (TPB) – TDR's retail experiment, designed to supply product demand while monitoring consumer activity – made £70,000 profit in its first

week selling online to a tactically generated and primed target market. TPB was later expanded to include a shop in Tokyo.

The brand's approach and body of work are typified and driven by a low boredom threshold and restless spirit; a constant search for something new to fill its world where the opposite of good is not bad, but 'OK', where the best job it has ever done will always be the next and where its favourite things are those which don't exist... yet.

As a brand TDR does not enter awards. Confidence in its own ability is merit enough. It prefers to collaborate with people who value the work for what it is rather than for a collection of trophies gathering dust.

Anderson sums it up: "We want to talk to people who want to hear what we have to say, not people who want us to say what they want to hear."

