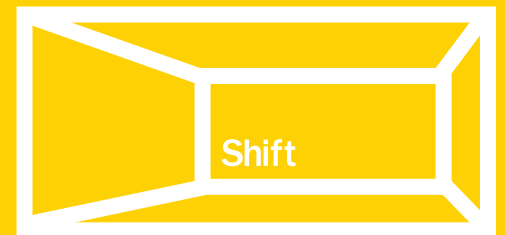
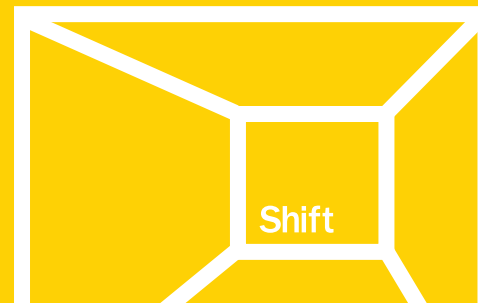
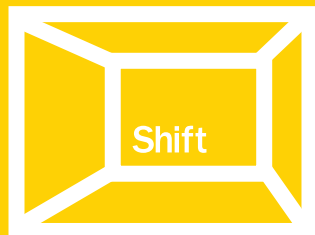


**CLASS
OF 2016**



**BELIEVE IN THE POWER OF SHIFT.
IT CAN TAKE YOU PLACES.
SHIFT IS A TAP ON THE SHOULDER OF
YOUR CAPABILITIES THAT DIRECTS YOU
AWAY FROM THE ROUTINE KERFUFFLE.
SHIFT IS A CALLING THAT URGES YOU TO
LEAP OVER FENCES OF STATIC.**

**SHIFT CAN MAKE ART FROM ADVERSITY.
SHIFT CAN CONVERT BORING TO BIG.
SHIFT CAN CAPITALISE YOUR TALENT,
TRANSFORM YOUR FUTURE AND MAKE
YOUR EXISTENCE BOLD.
SHIFT IS A MOVE AWAY FROM A
LOWER CASE LIFE.**

**PRESS SHIFT TO CMD ATTENTION.
PRESS SHIFT TO ESC THE SAME.
PRESS SHIFT TO SEEK OPTIONS THAT
YOU NEVER EVEN KNEW EXISTED.
NO MATTER WHO YOU ARE OR WHAT
YOU DO, JOIN THIS CREATIVE MOVEMENT.
AND HIT THAT BUTTON TO FIND YOUR
CREATIVE MOVE.**

FIND YOUR SHIFT.

Your creative move.
#NewBloodShift



Success shouldn't be about who you are, where you're from, or the job you do. Success should depend only on talent. D&AD New Blood Shift aims to make this a reality. It's a wake-up call reminding us to search further for people that make our industry more robust, more creative, and more relevant.

“I think talent resides everywhere, historically our source has always been through education and the usual outlets like universities and art colleges, but if you look outside of that, people everywhere have a talent, everybody is creative. I'm always looking for people who challenge the status quo, who point a compass to the future and bring new fresh innovative imaginative ideas to the table, which is why I'm proud to have supported and enabled D&AD New Blood Shift.”

— Mark Tutssel
Global Chief Creative Officer,
Leo Burnett

D&AD set out to challenge the status quo by inviting 17 people with creative flair, but no formal arts education or degree, to take part in an intensive 12-week night school. They've learned from the best, and now they're ready to prove that there's more than one way to break into the industry.

MEET THE CLASS OF 2016...



ABI

Currently: Documentary maker/Internet-er/
Cartoon Connoisseur

Aspires to be: Richie Rich or in-house maker
of things

In my past life I was as an RAF cadet, investment banking intern, tech entrepreneur and Cambridge student. This recipe makes for a terrible powerpuff girl. My one superpower seems to be a tendency to turn random thoughts into long running side projects - documentaries/community programmes/pop up emporiums of nonsense. In my less chaotic moments I make videos for the internet and assemble flat pack furniture.

Shift for me has meant validation. Not of any talents or skill but just that there's more than one path to finding yourself and what you want to do.

Abigail Holsborough
Twitter @akidinlondon
www.akidinlondon.com


ROUTEMAP

Are your students prepared for university?

The university application process is broken, meaning a lot of students don't find the right course for them and fail to reach their full potential. We're changing that.


Share theroutemap.com with your students today!
They can:



TAKE ROUTEMAP CHALLENGES
Course-specific tasks, created and verified by university academics



SHARE PROGRESS WITH UNIVERSITIES
Students connect with universities to share their progress, creating a personal connection



APPLY WITH THE ROUTEMAP PORTFOLIO
Students link badges, completed challenges and UCAS Personal Statements to their portfolios, giving them the best chance of success

RouteMap Applications - Cofounder

Every year countless students get onto university courses that aren't the right fit for them. They underperform, rack up debt for a degree they don't want and in cases like mine - drop out. RouteMap aimed to tackle this problem by offering an interactive way to explore courses before students applied. We specifically wanted to help disadvantaged young people who had no support in making these decisions. I set the company up after leaving uni for the second time and managed to secure over £70,000 of investment.



A Matter of Lives - Assistant Director & Researcher

This documentary focuses on the Black Lives Matter movement in the UK, following the protests that were held across the country this summer. We worked with the legendary American director Tim Reid to research and produce the documentary in 1 week, before screening it at the BFI as part of the African Odyssey season.

Heartbreak & Grime - Director

2016 has been an important year for the Grime scene, with new and old artists receiving more recognition for their contributions. All of the documentaries made about Grime focus on the artists themselves and tend to be very male-centric. This documentary explores the effect that Grime music had (and still has) on young people's relationships and is entirely from the female listener's perspective.





ANDREI

Currently: Aspiring Media Mogul

Aspires to be: Media Mogul

Born in the USSR,
Made in the UK.
First lost in Japan,
Last found in London.

Punk taught me more than school,
Fights raised me more than work.
I spent no time trying to find a place to fit,
Instead I chose to fill my life creating it.

Andrei Croitor

facebook.com/andrei.croitor

www.croitor.co.uk





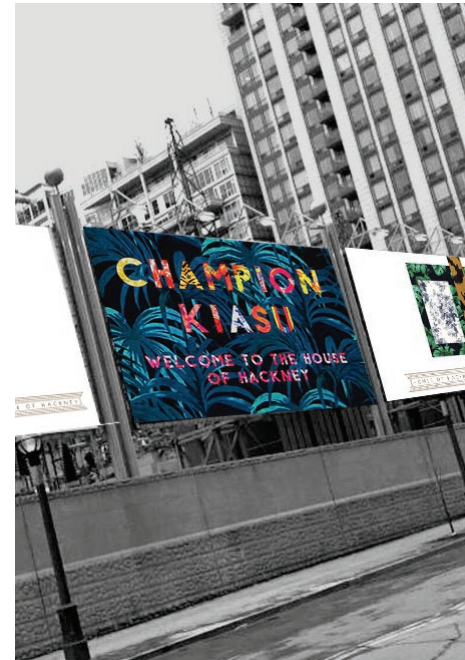
Bethany Harle
www.bethanyharle.com

BETH

Currently: Waitressing to fund my gap year
Aspires to be: Interior Designer

I'm a bit of a traditionalist yet lover of the contemporary aesthetic. I was the weirdo who stank out the fine art studio, piercing egg yolks for a Renaissance tempera medium, creating miniature paintings inspired by conceptual work of Emin. And despite loving a good paint, my dream of art school just didn't captivate or challenge me, and I realised that on the numerous gallery trips, I wasn't so much documenting the art as the interior spaces.

Shift has given me a real kick to throw myself back into my creative thinking. What I've loved most is that Shift has been tailored to each crazily different individual on the course, that we've got a mish-mash of specialisms that you'd not find in any "normal" degree class, and even when aspirations diverted, Shift adapted to us.





CHARLIE

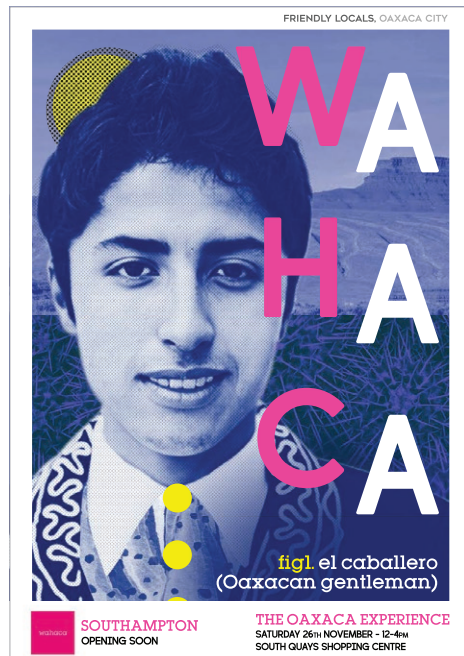
Currently: "That guy from IT"
Aspires to be: Creative Director

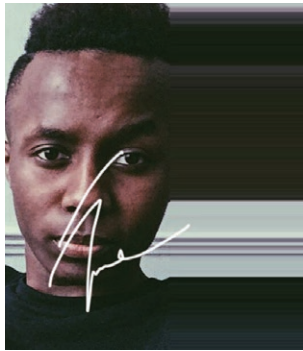
I'm an aspiring Graphic Designer and all round creative soul. I'm also a music nerd and slightly OCD. Currently working in a secondary school fixing computers by turning them off and on again.

My passion for design began in my early teens with a dodgy copy of Photoshop. I am completely self-taught with no formal training, and now with the help of D&AD I'm looking to start my career as a designer in the big wide world.

Shift has given me the confidence to approach potential employers without a design degree and ask, 'what's up?'

Charlie Richardson
Twitter @charliedotjpeg
www.mynameischarlie.co.uk





Cyrus Nderitu
Twitter @cyrusonyx23
www.cyrusnderitu.work

CYRUS

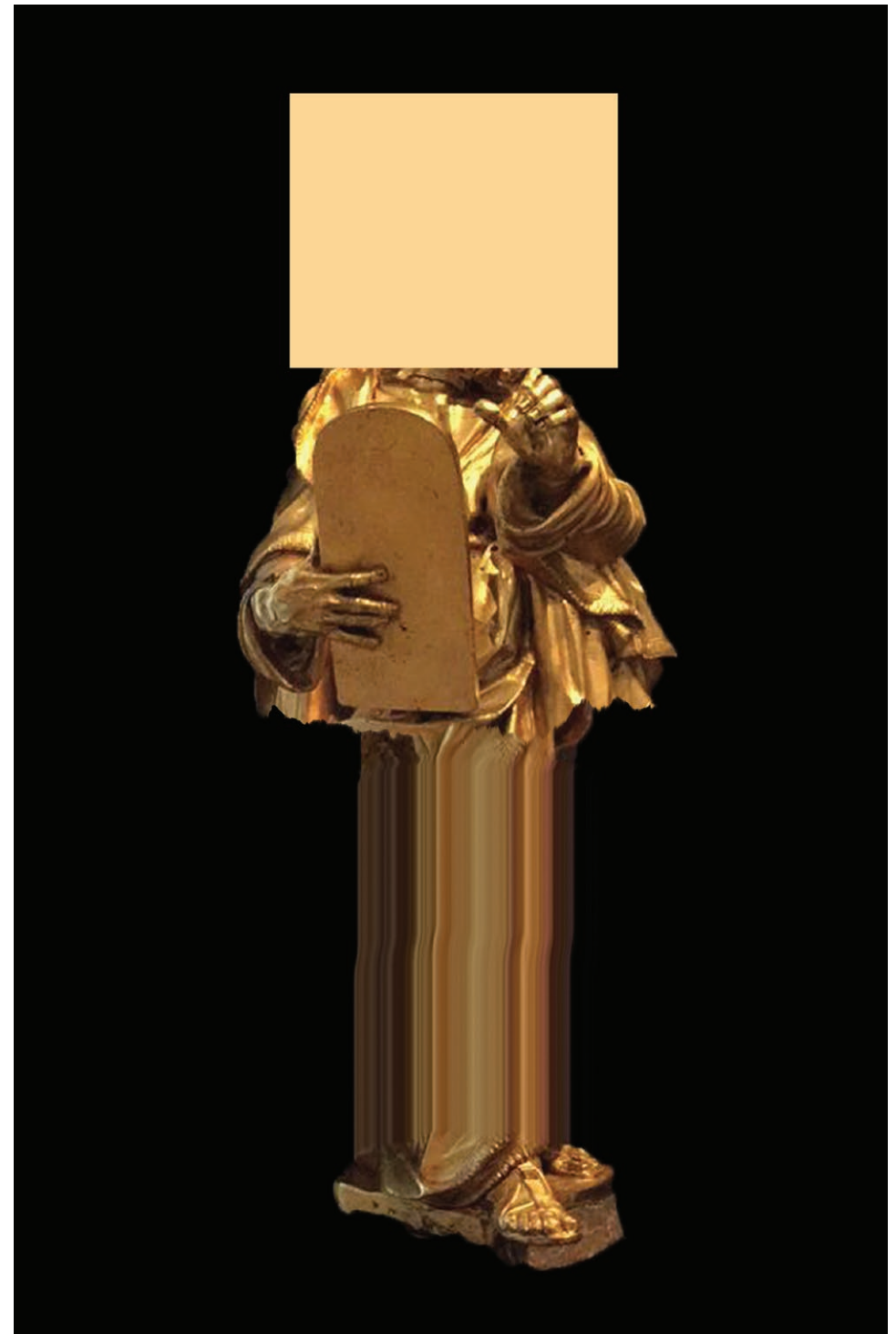
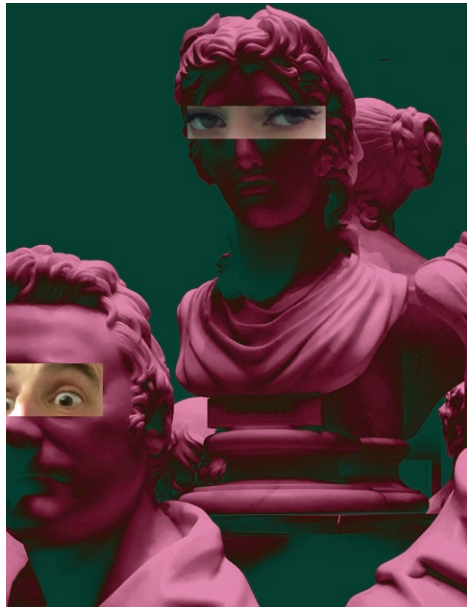
Currently: Freelance Graphic Designer &
Fashion Promotion student

Aspires to be: Creative Director

I'm Cyrus and I love to create things. I'm a designer at Wayne and Wayne London, a London-based conceptual streetwear brand I co-founded. Wayne and Wayne London was birthed out of frustration and a desire to express myself. I felt an energy that I could not contain. Fashion is a creative platform that constantly challenges me and communicates to the youth culture.

Now I am looking to use both my graphic design and fashion skills in my work.

New Blood Shift has been my eye-opener in discovering that creativity is appreciated.





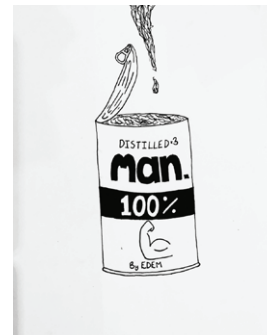
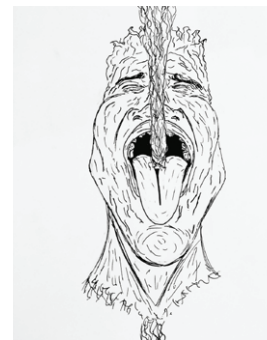
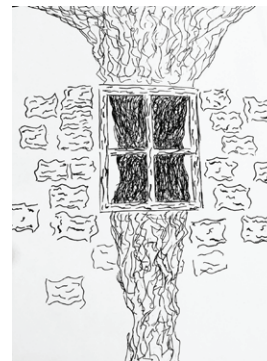
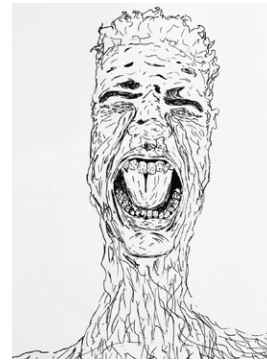
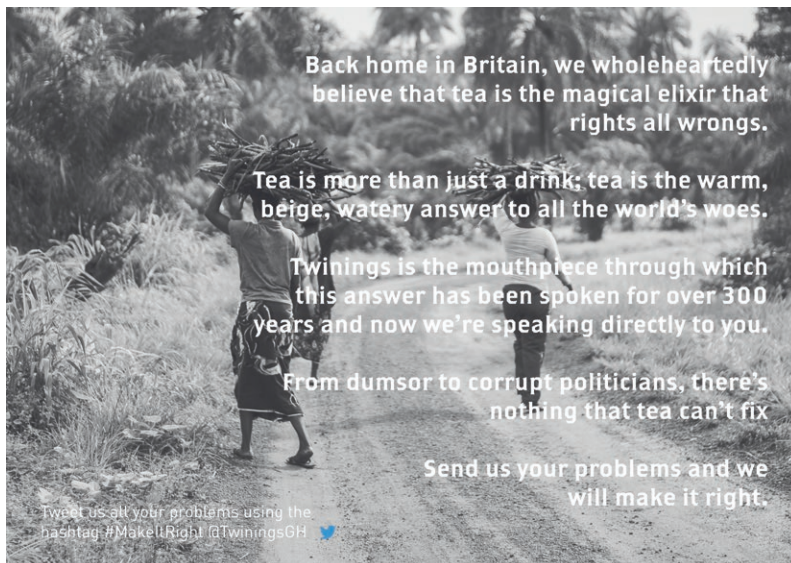
Edem Wornoo
Instagram @_edemm
edemwornoo.tumblr.com

EDEM

Currently: A Student
Aspires to be: A Storyteller

As a second generation immigrant, I was born into a land where most people didn't look like me, and the customs I was told to adopt didn't resemble those which presided over my household. Why did the only land that I had ever known alienate me? Why did all the other children cast shame on my packed lunch of fufu and soup? I didn't understand. These questions became stories; they were pictures at first, then words and now both. To this day, I still fail to understand the world but that's okay, I just put it into my stories. I hope that they matter and I hope that they bring a little more understanding into the world than that which was there when I was born into it.

Shift was a collection of the weirdest creatives in the UK. We were thrown into the belly of the beast to stew, learn, mingle and create for 12 weeks and now, we're just about to be thrown up into the big bad world. More than anything else, to me, Shift has been a lesson in the importance of honesty in life and art in order to connect with people.



man can be neglected.
the thought is too eclectic
for peace of mind,
a piece of mine,
lost during that summer time
with those who died,
man didn't cry,
no torrent i
must remain man.
in jest man stands,
prior and after,
ingest the torrent,
masked within laughter,
weeping is weak,
man must be smarter,
man must be masculine,
man must bask within pain,
and only witness sobbing
through a pane.
man's pride must not be stained,
man's eyes must not condense or rain,
man's poise must never wax nor wain.
swallow the greif,
grit man's teeth,
emotions sheathed,
cracks bequeathed to secrecy,
(ever present though they may be.)
the duty of a man?
Protector, provider, actor, robot.
cloaked in steel - a good conductor
of heat,
quick to anger,
painful to touch,
cold, distant,
briefly warm,
quickly smouldering.
to be a real man?
to be a tin man



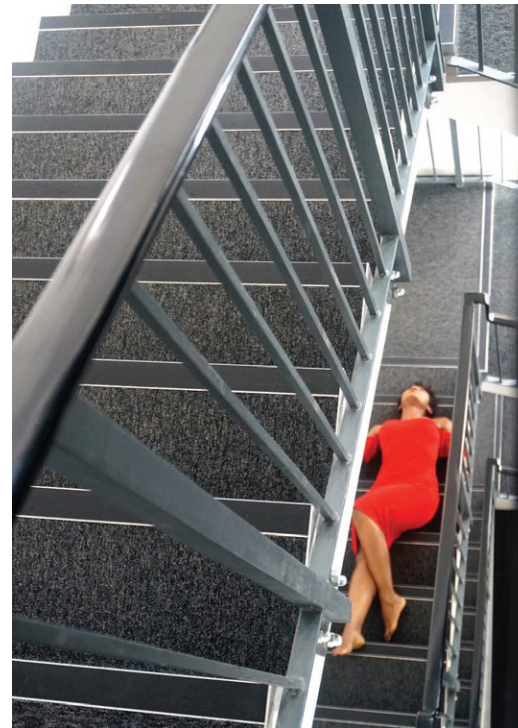
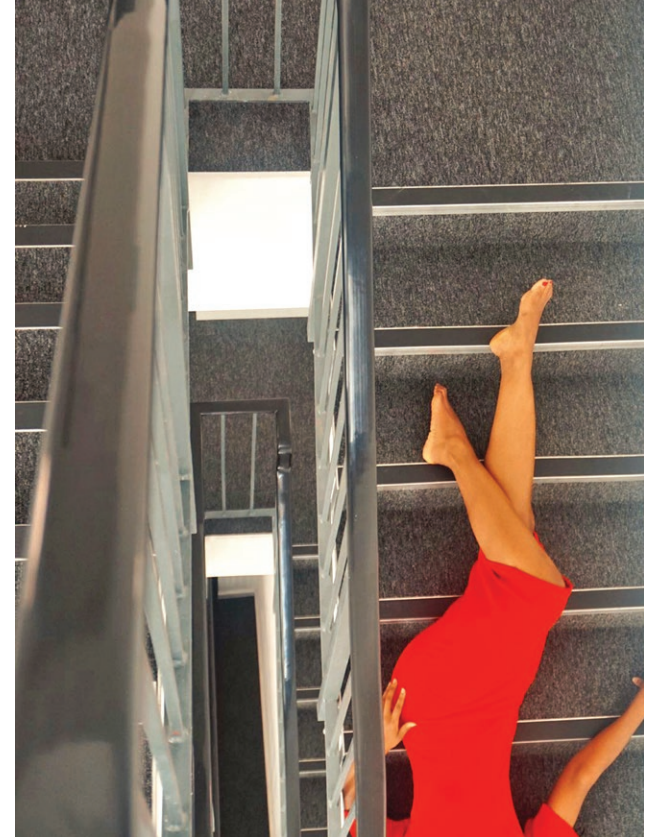
EVALCIA

Currently: Sainsburys Cashier
Aspires to be: Music Video Director

Infectious! That's the one word I use to describe myself when asked. Why? Because I am a living testimony of an old soul who spreads her love and personality no matter the time and place... Whenever wherever. And I incorporate that into my passion for music, television and film. I am a singer/songwriter originally. I've travelled to America to write for up and coming underground artists and I also write my own tracks. I have worked with some great and well-known producers in New York, and now I want to explore behind the scenes in the music and film production industry.

I have learned so much about myself over the last 12 weeks. I have met some fantastic, talented and creative people from all walks of life. I have learnt that no matter what you do, where you are from or where you are going you can make your dreams happen.

Evalcia Allen
Instagram @inhighspirits





Jake Maguire
Instagram @maguire.co
www.maguire.co

JAKE

Currently: A Designing and Illustrating lone wolf
Aspires to be: Designing, Illustrating, & way more, in a pack. I just want to be proud of the work I do.

Hi, I'm Jake, a creative, born and raised in East London. I like to make things, craft experiences, and discover stuff, hopefully having a positive impact on the world along my way. I have developed a style that reflects my wide ranging influences and the diverse cultures I have been brought up amongst. Having experienced some hardship and some luxury I can approach the projects I work on from different points of view, hopefully resulting in some unexpected outcomes.

The most important thing I have taken from Shift is restored confidence.



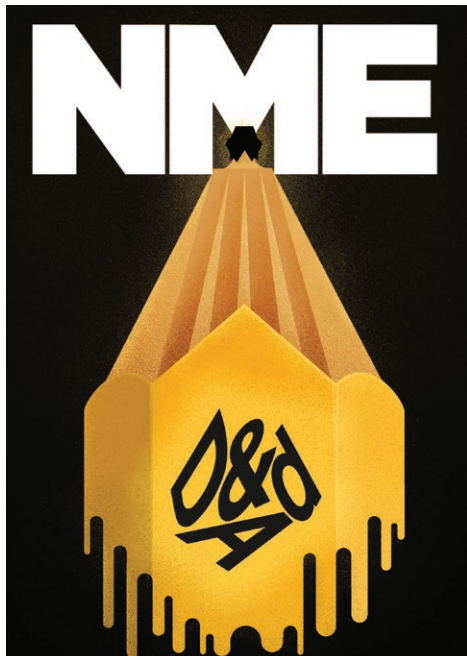


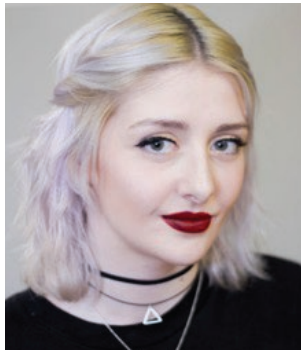
Jamie Wilson
www.jamiewilsondesign.squarespace.com

JAMIE

Currently: Freelance Graphic Designer
Aspires to be: Business Owner

I am a Graphic Designer and Illustrator from Birmingham, UK. I am inspired a lot through music and film and I also write a lot of my own music. I think my design and music work go hand in hand and feed off each other. In my own time I take on a range of design projects and value a creative challenge, I'm always trying to find a fresh and modern solution to the creative problem. It's been a relatively short journey to get to where I am now, thinking about what I've managed to achieve so far I'm ultimately very excited to see where my creative work can take me in the future.





Jemima Daisy Proudfoot
Twitter @WildlingWriter
www.wildlingwriter.com

JEMIMA

Currently: Baker, Barista, Chef & PA

Aspires to be: A master of words who answers to no one, with a cabin in the woods.

I'm a writer by nature, with an artists' soul.

I realised that I wanted to be a writer the moment I pressed send on a particularly scathing text to an ex boyfriend. It was a 'goodun'. I write to untangle my web of thought, to tease out the threads of an emotion. I write to connect with people, to comfort their complexities. But above all else, I write because it gives me the feeling of listening to Bloodflows by SOHN. It simply soothes my soul.

At the age of 14 I left school and home, venturing into the world with my handkerchief on a stick. With every bump in the road, I only became more determined to say fuck you to the statistics against me. My past holds a variety of me's that I no longer am and I've shed my skin countless times to find a better self.

University wasn't for me, nor was high school. I spent those years lost, unable to fit into the structure that most follow. But I knew I was meant for big things, so I moved to London.

Now, at twenty-two going on thirty, I've realised that my creativity is an asset. That my less than ordinary life is an advantage, and I can make a career of being authentically and unapologetically myself.

They are driving me nuts.

Piercing screams, unnecessary tears, relentless tantrums.

I hid in the laundry for safety.

Five minutes of quiet,

Too quiet.

I emerged into chaos.

Her brother had given her scissors,

And she'd cut chunks out of her hair, again.

I just sat on the floor,

I'd had enough of today.

Then she looked at me smiling,

And told me she was a floofy dinosaur...

And I had one of those moments.

For the sweet
moments.



Share your #SweetMoments

Jaffa Cakes



JONNY

Currently: Funemployed

Aspires to be: King of Ideas, Creative,
Conceptual Artist

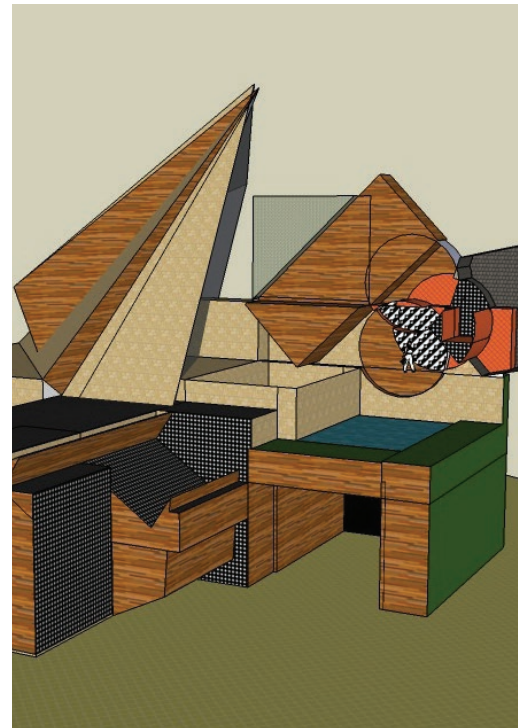
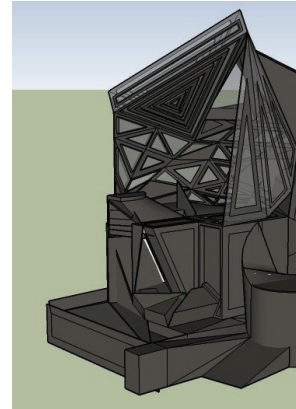
Proud weirdo with a love for abstraction.
Convention is overrated. Take the world, tip it
upside down, shake it up & destroy to rebuild.
I see things for what they aren't and then
recreate my perception of them with the
jumble inside of my cranium.

Jonny Hornby

Twitter @jonnyhornby
[www.cargocollective.com/
JonnyHornby](http://www.cargocollective.com/JonnyHornby)

I'm hoping that my future allows me to soak
in all the culture around the world, and then
create a positive change with the things I
create and the ideas that I spew out.

Shift has given me the chance to learn more
about the creative industry. It's helped boost
my confidence and learn that failure is actually
a plus opposed to a negative. It's allowed
me to be me, without any restrictions on my
creativity or personality.





Khaled A
Instagram @KA.47
www.KAYTOPIA.com

KHALED

Currently: Freelance Growth Hacker,
Web & UX Designer, Graffiti Artist and
Charity Founder/Director

Aspires to be: Creative jack of all trades

Hi guys, my name is Khaled. My friends call me Kay. I'm an innovator, maker and creator of things. With a hefty 10 years experience in Graffiti - I've always been interested in street art and typography. As a natural creative I tend to think up game-changing ideas on a regular basis. Some call me a "Shaker-up-er" but I just want to revolutionise the world we live in and leave my mark on it. It's difficult to describe in words, but I literally want to change the world. This began back when I started a youth led charity over four years ago. Since I mastered the joy of helping people, my aim is to now amplify this on a wider stage and take this to a global level. As a growth hacker, I'm passionate about finding scaleable, repeatable ways to grow brands, and make unique connections with audiences. LET'S MAKE CONTACT, LET'S CHANGE THE WORLD!





LEANNE

Currently: Part time Yoga Teacher/Receptionist
Aspires to be: Copywriter

I come from a small town named Bicester, which to some people means a famous designer outlet store and to others; cheap cider in green fields.

Musical Theatre is my background - I've performed on the West End and boxed with Jessie J. Now, (when I'm not talking) I write. I'm at my happiest when on a Caribbean beach, cocktail in one hand, book in the other. I'm also quite fond of London and the Theatre it has to offer.

Shift for me has been a confidence boost, a challenge, a support network and an opportunity.

Leanne Blossom

Twitter @blossoms_yoga
 www.leanneblossom.wixsite.com/words



Wahaca;
 open for people
 who love to eat.
 Spicy tastebuds
 we openly greet.
 our vibrant food
 photographs well.
 It's picture worthy,
 our customers do tell.
 But one thing we prefer -
 even to our food,
 is the people who come here -
 they create the mood.
 We invite you in to
 our sacred space.
 Grab a prop and
 snap your face.
 Print your strip
 and take it away
 A memory, a pick me up -
 for rainy day.

He paces around the kitchen to and fro - he's going nowhere but he doesn't want to wait. Reaching up high he pulls down the tin - labelled biscuits -

The woman who is often caught up in her day dreams, ponders over last night. Her mind drifts off as she digests what was said, the impression she gave. A smile draws upon her face as she recalls the last look he gave, the moments exchanged. Is her mind playing tricks on her again? Did anybody else see? The kettle flicks and brings her back to earth. It's time to pour. The chatter is loud and interrupted, with intervals of laughter. The cup of tea is put aside, the tale takes over.

There's only space for two in this relationship. She pauses and reaches for her cup. Now ready for a sip, but it's too late. Tea feeling neglected, turns cold. Well, it wasn't going to wait around all day. A kind unexpected gesture, he catches her off guard. After many years he knows exactly how she likes her tea.

He digs around trying to find his favourite, and goes in for the crunch. But this one doesn't crunch (not in the slightest) it's stale. That will teach him for not waiting.

Tales of Tea.





LUNA

Currently: A Technology Shop Sales Assistant
Aspires to be: Creative Director and Film Director

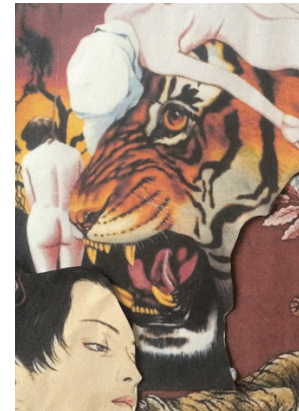
Im Luna Carmoon. Some would say lunacy has something to do with the name. I'll leave that up to you to decide.

I need creativity like I need food. It keeps me sane and happy. I live breath films: cult, foreign, classics - any kind. I currently work full time in a technology shop as a sales assistant and don't want to get to my seventies thinking I was wasted potential. As the kids from Bugsy say, 'I could have been anything that I wanted to be'. I want to prove that it's not where you're from, its where your going - and a little yout from Lewisham can make incredible work and dream big.

Shift has given me the hope that I was searching for this year and showed me that my eccentricities, my thinking differently, are valuable.

Luna Carmoon

Instagram @lunacarmoon
www.cargocollective.com/lunacarmoon





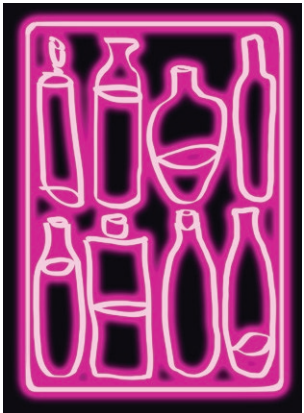
Michael Skeet
michaelhowardskeet.tumblr.
com

MIKE

Currently: Carpenter's Assistant
Aspires to be: Artist/Creative

A sunday artist from the sticks.
Painter, Illustrator, film lover.
Searching for my own voice as an artist.

Shift has introduced me to so many great,
creative people with burning talent and
ambition. Its enabled me to venture into a
world I knew nothing about and feel as
though there is a place for my own weird
brand of creativity.





OISÍN

Currently: Groundsworker

Aspires to be: To write and to direct

Fionn Mac Cumhail had a son called Oisín, a name meaning 'little fawn'. He was considered to be the finest athlete and the most gifted poet among all the Fianna. Through the early morning mist that hung over the lake, he saw a beautiful young woman who seemed to be bathed in a radiant light come riding towards them on a large white horse that was galloping over the surface of the water. Niamh looked at Oisín and said in a voice no louder than a silken whisper, 'Will you come with me to Tir na n-Og and be the lord of the Land of the Young?'

Oisín Patrick Patterson

Twitter @opatt

www.cargocollective.com/

oisinpatterson



Hungry Dogs

Short Film

Release date: 2017

DOP: Andrei Croitor

Producer: Dylan Demange

Writer & Director:

Oisín Patrick Patterson





SOPHIE

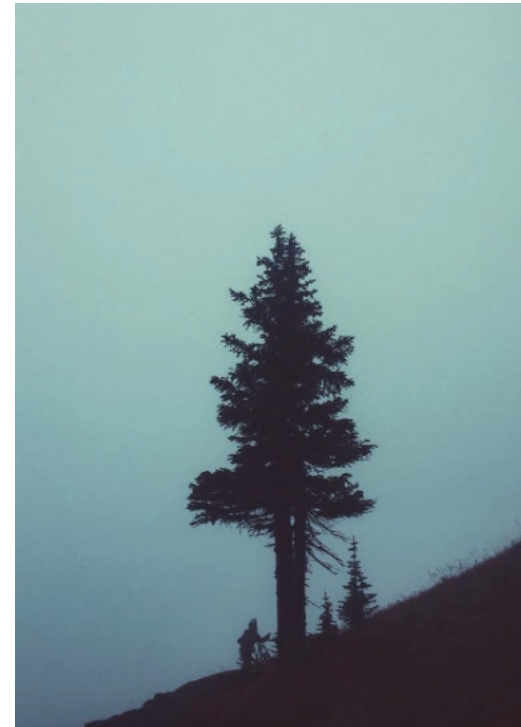
Currently: Director of UK Retail

Aspires to be: Copywriter

I'm Sophie and I can tell you, most ardently, that the only things that need roots to grow are plants. In 25 years, I've moved 19 times across three continents. I don't have roots, I have stories. Growing up I collected stories. I learnt how to make things matter. Tea is just a bag of leaves without its story. If you can turn the insignificant into something significant you will never be completely alone, a cup of tea becomes more than tea, it becomes the taste of home. The voice inside my head made life seem like this giant epoch but as I get older I'm realising more and more that my life is just a collection of stories and all that matters to me are the stories I choose to tell and how they make people feel.

New Blood Shift has made me believe that I can achieve something that has always been merely a pipe dream. Its given me hope.

Sophie McGovern
Twitter @sophieamcgovern
www.sophieamcgovern.net



THE STORY DOESN'T END HERE.

We have given the Shift group knowledge, honed skills, and built resilience needed to grow in the industry. But in order for New Blood Shift to succeed, we need you, the industry, to offer the next steps. We're looking for paid placement opportunities.

To ensure we continue to nurture and support this new talent, we're setting some guidelines for these placements:

The time

Initially, placements should be a minimum of 4 weeks, and a maximum of 12.

The money

We expect you to pay London Living Wage - £390.00 for a 40-hour week.

The support

For most of our group, this will be the first time they've worked within an agency environment. So it's critical to have a mentor within the company— a single point of contact that they can turn to during the placement period. The first week of the placement should be shadowing. Don't throw these guys in at the deep end without support. D&AD will continue to support our Class of 2016.

If you are interested in finding out more about offering a placement, please contact:

hilary.chittenden@dandad.org
0207 840 1126
www.dandad.org/shift

“The idea that creative excellence only resides in a handful of universities or with those that already have the networks to open doors has limited us for too long. We want to work with businesses to attract a far greater diversity of talent into the industry. People that can challenge what has gone before, can provide different perspectives and different solutions”

— Tim Lindsay
CEO, D&AD

THE FUTURE OF NEW BLOOD SHIFT

D&AD New Blood Shift set out with a simple aim to test a belief that success shouldn't be about who you are, where you're from, or who you know. Success should depend on talent.

Six months on and the people that have come through the New Blood Shift programme prove that fantastic talent is present in all parts of society. If you are prepared to look and open doors there is a huge amount to be gained. But this is just the start. In 2017 we want to run the programme again in the UK and adapt it so that it can take place in other markets, starting in New York.

D&AD can't and don't want to do this on our own. We need agencies and studios to step up and offer support. This could be providing mentoring, placements, aligning Shift with existing internal programmes, running workshops, giving space etc. It might mean doing things slightly differently to level the playing field but in doing so will ensure the industry attracts the diversity of talent we need to stay relevant.

THANK YOU

D&AD New Blood Shift relies on support from the whole industry. We're grateful to everyone who gave up their time to advise and support the programme, attend the session and speak to the group.

Mentors

Alex Molyneux, Sunshine
Andy Jex, Saatchi&Saatchi
Andy Orrick, Rattling Stick
Arif Haq, Contagious
Asa Cook, Design Bridge
Brett Stabler, JKR
Caitlin Breeze, Saatchi&Saatchi
Cheyney Robinson, Isobar
Dan Williams, The Mill
Elliott Star & Laura Clark, Fallon
Glenn Kitson, The Rig Out
Isabel Scott, Your Studio
Kate Hollowood, YCN
Milo Williams, Leo Burnett
Naresh Ramchandani, Pentagram
Nick Eagleton, The Partners
Ollie Olanipekun, SuperImpose Studio

Hosts

Isobar
Leo Burnett
Pentagram
Ravensbourne University
Saatchi&Saatchi
The Partners

If you would like to get involved as a speaker, host, mentor or placement, please contact hilary.chittenden@dandad.org

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