

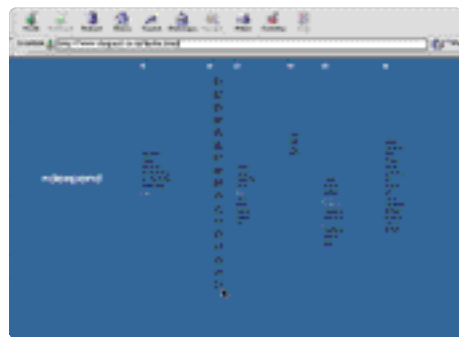
# Simon Waterfall

## Breaker of Conventions of Design



Waterfall). (Brunel University)  
RCA(Royall College of Art)

가 D&AD(Design and Art Direction)  
of Arts Royal Society



\_Deepend\_www.deepend.co.uk  
(Deepend)

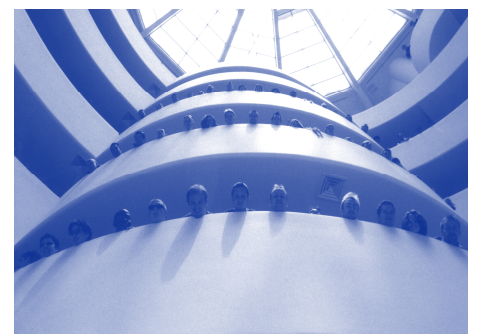
1994 가 가  
90 6 가 가  
TV, ) 가

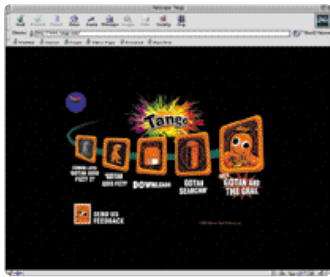
Gary Lockton \_Founder and Deep Group Chief Executive Simon Waterfall \_Founder and Creative Director David Gravy Streek \_Founding partner and Design Director Peter Beech \_Managing Director Nick Farnhill \_Business Development Director

Founded in 1994,  
 Deepend is one of the  
 most successful  
 independent digital  
 media agencies in the  
 UK. In 1999, Deepend  
 has won sweeping the  
 awards including D&AD  
 Silver Award for  
 Interactive Media for  
 New Beetle website,  
 BIMA Award for  
 Advertising and  
 Promotion for Hoover  
 website, BIMA Award  
 for Advertising and  
 Promotion Online for  
 New Beetle website,  
 BIMA Members Choice  
 Award for New Beetle  
 website, BIMA Award  
 for Entertainment Online  
 for Cartoon Network  
 website, Yell Award for  
 Eest Youth Website for  
 Cartoon Network, and  
 London International  
 Advertising Award for  
 newBeetle website as  
 well as Hoover website

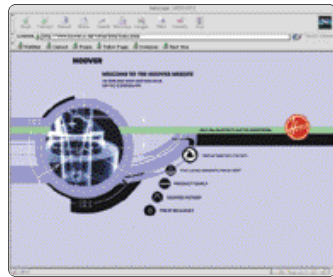
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 (NewBeetle)  
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(Experimental), (Intelligent), (Sexy), (Playful), (Visonary), (Challenging), (Cool), (Dynamic), (Winning)...





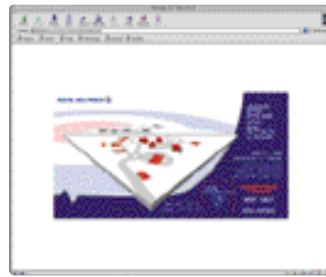
<http://www.tango.com.co.uk> 가  
raf-careers.raf.mod.uk 가 (RAF)



1999

BIMA

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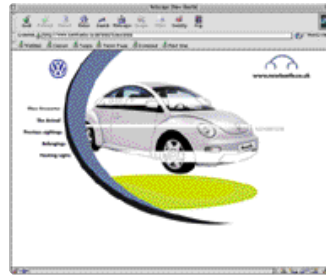
가 <http://www.hoover.co.uk>  
RAF

<http://www.newbeetle.co.uk>

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D&AD

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'close encounter'



<http://www.bbc.co.uk/digital> BBC

가 가 <http://www.cartoonnetwork.co.uk>

(Yell Award)

(London International Advertising Award)

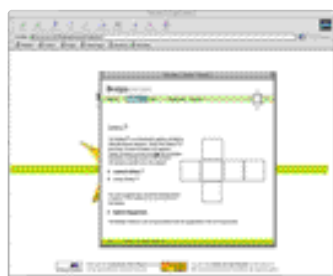
D&AD(British Design and Art Direction)



(Cartoon Network)

가 BBC

<http://www.dandad.org>



<http://www.designmuseum.org>



(ethos) -  
가

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PSAG(Packaging Solution Advice Group) <http://www.psag.co.uk>

BT(British Telecommunication) BTInternet <http://www.talk21.com>

<http://www.talk21.com>

Rapido TV <http://www.rapido.co.uk>

가 Viaduct <http://www.viaduct.co.uk>

1999 D&AD Silver Award for Interactive Media for New Beetle website\_BIMA Award for Advertising and Promotion for Hoover website\_BIMA Award for Advertising and Promotion Online for New Beetle website\_BIMA Members Choice Award for New Beetle website\_BIMA Award for Entertainment Online for Cartoon Network website\_Yell Award for Eest Youth Website for Cartoon Network\_London International Advertising Award for newBeetle website\_London International Advertising Award for Hoover website\_London International Advertising Award for Cartoon Network website

and Cartoon Network website. Through their all digital design products which covering six areas, namely web, multimedia, and games development, 3D, moving images, events production and convergent media, they have established a new and unique design approach for each project, which holds innovative solutions with high aesthetic and functional value.

In the successful story of Deeped which has grown into a mammoth design group having more than 90 expertise within only five years, there are three heroes; Gary Lockton, Simon Waterfall, and David Streek who joined one year later.

Simon

(storyteller)

TV

CD-ROM,

TV

(ergonomics),

(problem solving)

(www.designmuseum.org)



가 3D

3D

British Council/ DTI(Department of Trade and Industry)가 5 (Lightwave)

3D

British Council/ DTI(Department of Trade and Industry)





(Ronan Keating)

'When You Say Nothing At All '

Adobe After Effects

SoftImage

(<http://www.newbeetle.co.uk>)

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가 1999

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Simon

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Simon

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Simon

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(ethos) - ,

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Simon Waterfall, as  
Deepend 's Creative  
Director, is the very  
heart that has applied a  
passion for creative  
freedom and innovative  
concepts into this  
burgeoning agency.  
Describing himself as a  
Storyteller, Simon has  
got an indefectible  
passion to challenge  
every traditional design  
models and  
preconceptions held by  
the status quo. His often  
controversial but always  
entertaining insights  
have contributed to  
Deepend 's creative  
direction which defines  
its culture, by making  
him a blast furnace  
which continuously  
heats the creative spirits  
of Deepned.

Taken a BSc in  
Industrial Design at  
Brunel University and a  
Masters Degree in ID at  
the RCA, Recently he served on the panel of judges of Interactive Media at the British Design  
and Art Direction Awards and was honoured with the title of Fellow of the Royal Society of Arts.

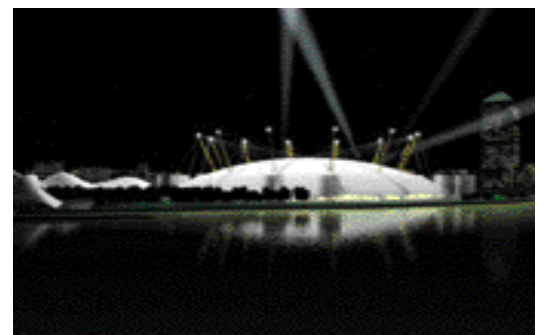
Simon Waterfall  
Prof. Robin R. BAKER가

Design Council

Ravensbourne College of Design and Communication

3D

3D



Don

Carr

Inventor of Advanced Concepts

트라이클 수동권 남매(남편)



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Carr)

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(Carr & Lamb Design)

(Don

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(Don Carr)

(Syracuse Univ.)

Carr & Lamb Design

Trail Tag

(Risa Lamb)

Carr & Lamb Design

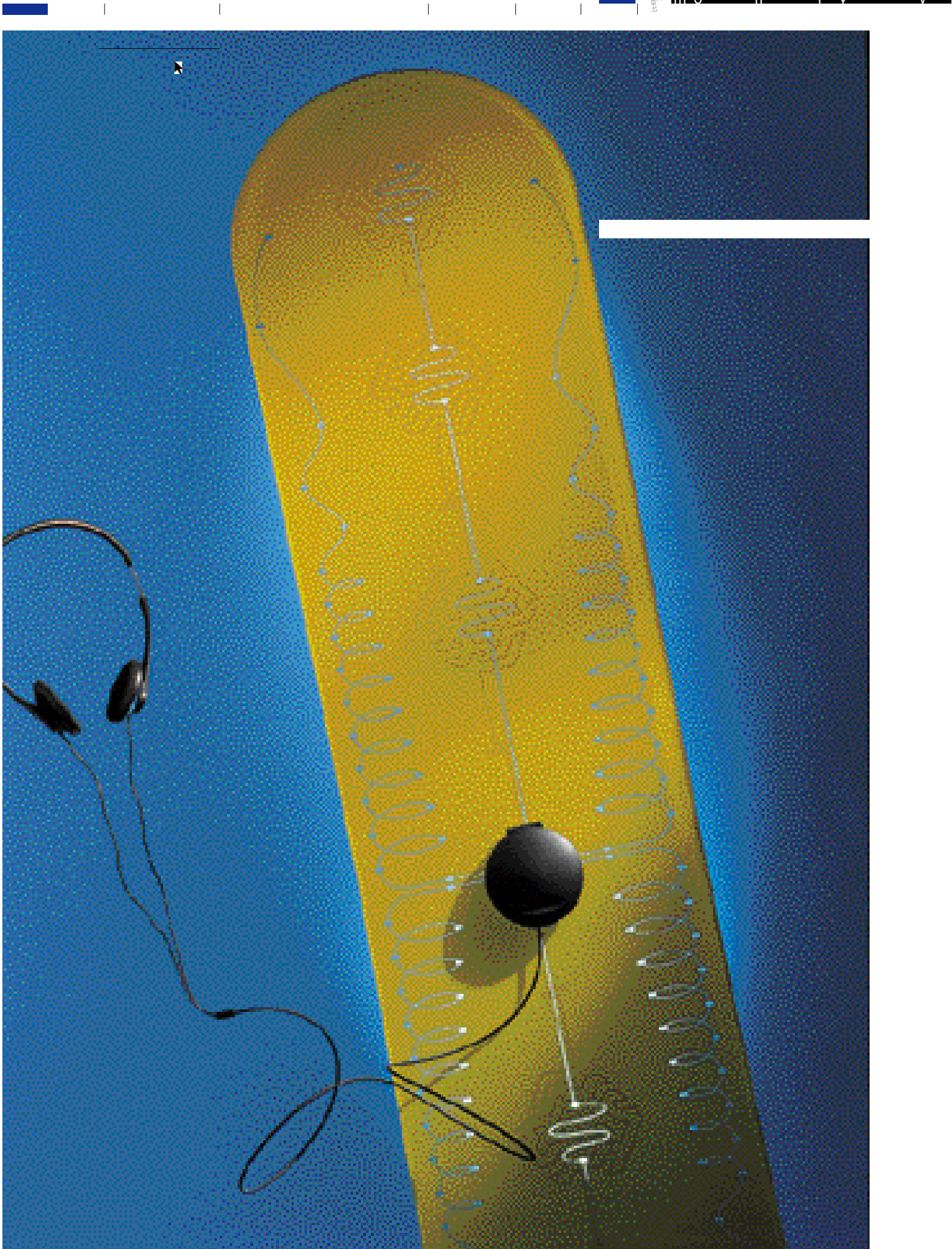
K2(

), Symbol Technologies(

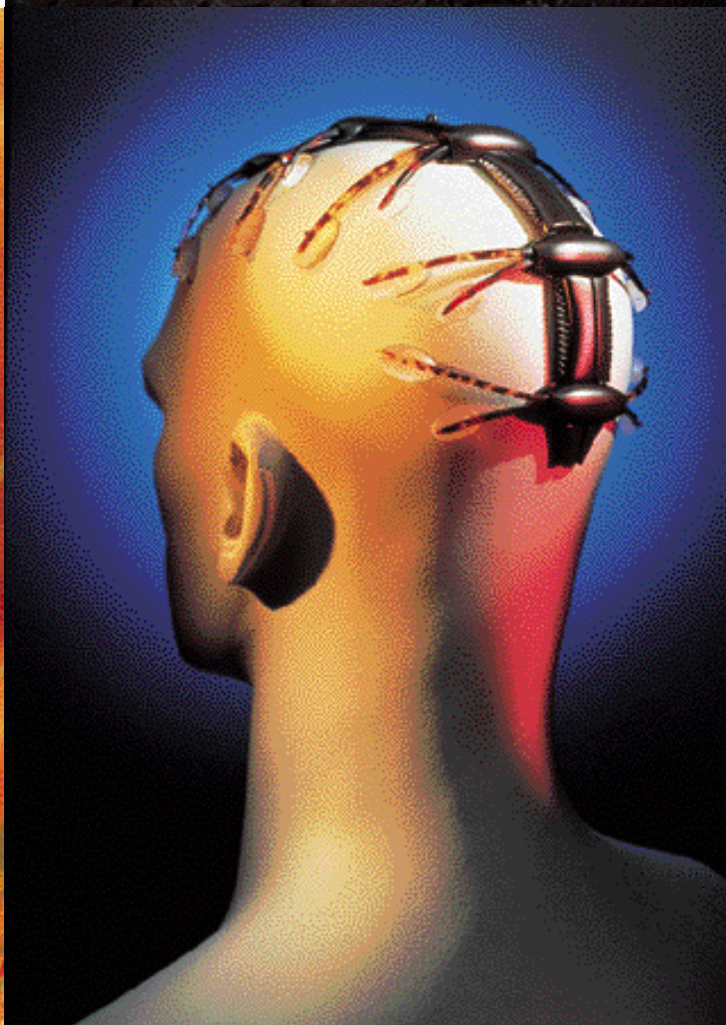
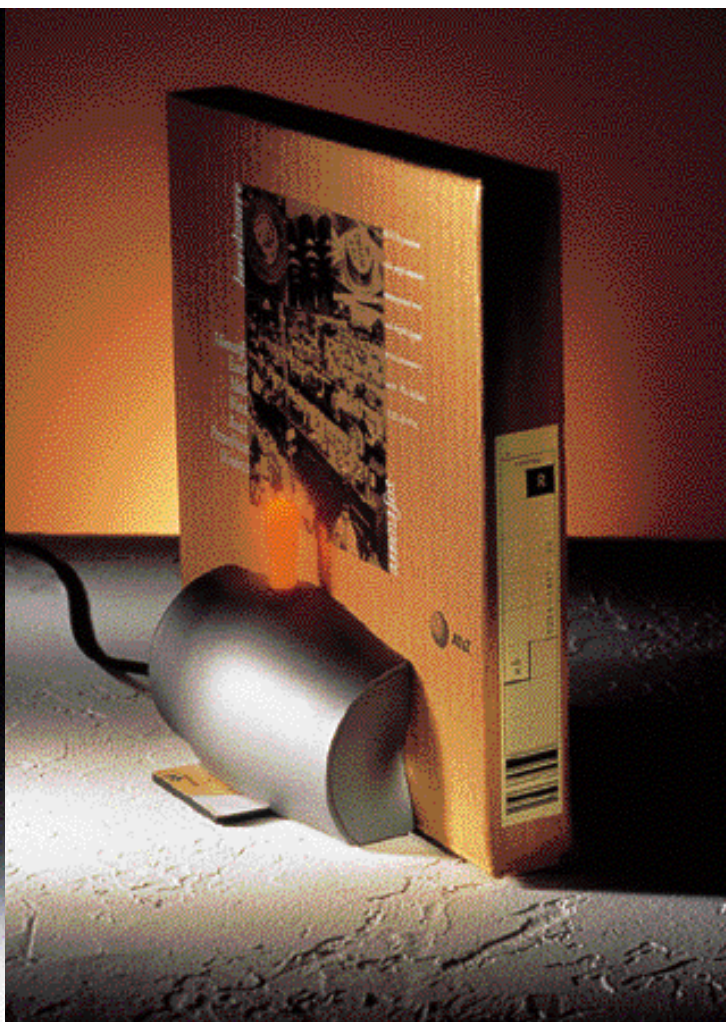
),

Guilford Industries( , )

가









Donald W. Carr is the president of Carr & Lamb Design and also the program coordinator for the Department of Industrial Design at Syracuse University. As an active product designer and design consultant, he has created "Trail Tag", a very resourceful and ground-breaking product. Devised to protect travellers, the Trail Tag which travellers can attach to a belt, shoelace or backpack, contains an emergency activation button that allows fast rescue operation in case of accidents. Recently making a big splash in the media, Don Carr's current interest covers an extensive range of products. However, he sets a high priority on not only the product of advanced concepts such as the Trail Tag, but also the potential of design to change the user's experience. For the last four years, he has organized informal conferences in which designers, architects, and writers gather to freely discuss the future of design, and share various new ideas which can be realized.

ATM/ , NCR AT&T

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Carr (Intelligent Tag)

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(Biofeedback Snowboard)

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Carr ,

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가 & (Carr & Lamb Design) (ink  
jet)

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(Syracuse)

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(Nomadic Workstation)  
101, (TV )

