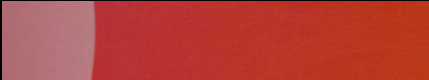


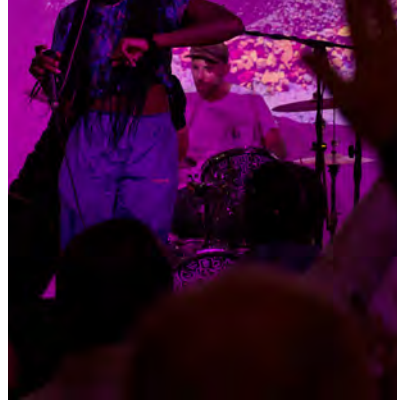
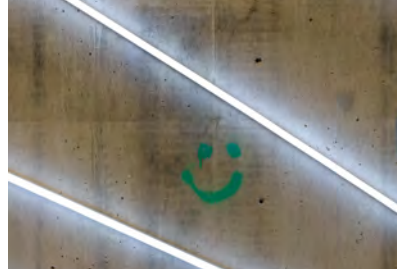
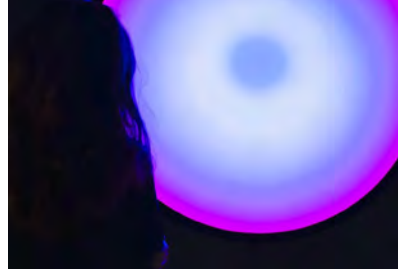


# Acrylicize



About us

**We harness the power  
of art and creativity  
to help people fall in  
love with spaces.**



For the Joy  
of Expression



# Clients & Capabilities

frieze



AFTER NYNE



The Art Conference.

LandAid  
THE PROPERTY INDUSTRY CHARITY



TOG  
THE OFFICE GROUP

Google



ASOS  
discover fashion online



WEMBLEY

LinkedIn

BRITISH AIRWAYS



[XTX]

Ogilvy



Sony Music

WPP

Harrods

ESTÉE LAUDER



SELFRIDGES&CO

LORD'S  
THE HOME OF CRICKET

savills



Spotify

Microsoft

UBS

sky

VISA



+ a b l e a u



fabric

Brookfield

## Strategy

Brand & culture experience strategy  
City-wide art programmes  
Workplace art guidelines  
Community engagement projects

## Services

Bespoke artworks  
Global branded schemes  
Art curation  
Environmental graphics  
Bespoke lighting artworks  
Artist collaborations  
Live art events  
Wayfinding  
Experiential art activations  
Project management  
Fabrication, installation & maintenance

## Sectors

Workplace  
Public Realm  
Sport  
Hospitality  
Healthcare



Our Studios

# London, New York



# Seattle.



# Social Impact

## Educational Outreach

As active members of the creative community, we're dedicated to protecting the future of our industry. We strongly believe in access to the arts for everyone; in art that lives outside the gallery; in making spaces into places; in celebrating identity through artistic expression.

## Charity Initiatives

Our platform for artists, by artists. A·R·T is our exciting new initiative harnessing the power of art to drive positive social change. The concept is simple: raise proceeds for great causes and support participating artists through the sale of curated art collections.

## Sustainability

We use our global network for good. Whether connecting people through art and creativity or championing partnerships with local craftspeople, we promote social and environmental responsibility in all we do.

### SUSTAINABILITY

100%

Of our studio's energy comes from renewable sources

### EDUCATION

22%

Of the emerging artists working on our projects are students

### DIVERSITY

58%

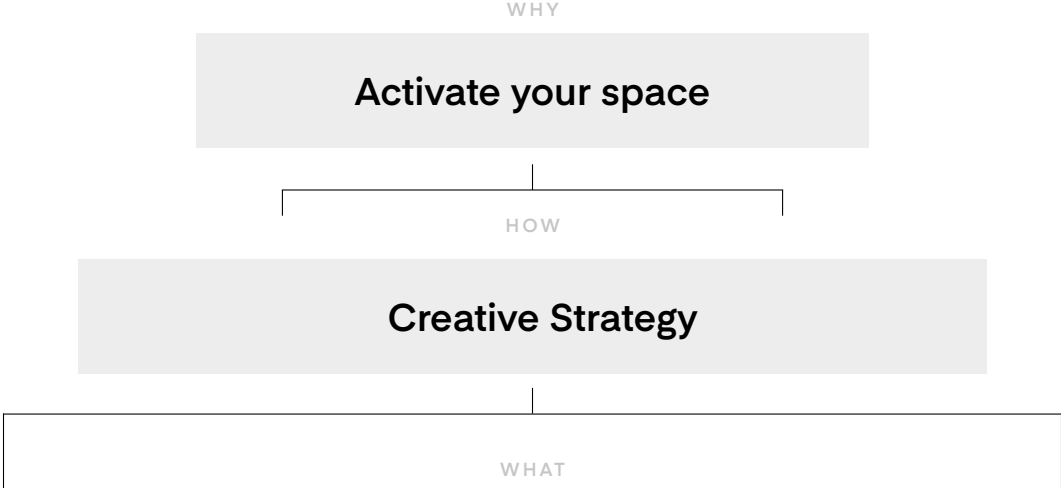
Of our workforce that are female

### LOCAL OUTREACH

35%

Of our collaborators are from different local communities

We create and curate bespoke art schemes to activate spaces through storytelling and brand expression.



**Create**  
Original art that tells your unique story.

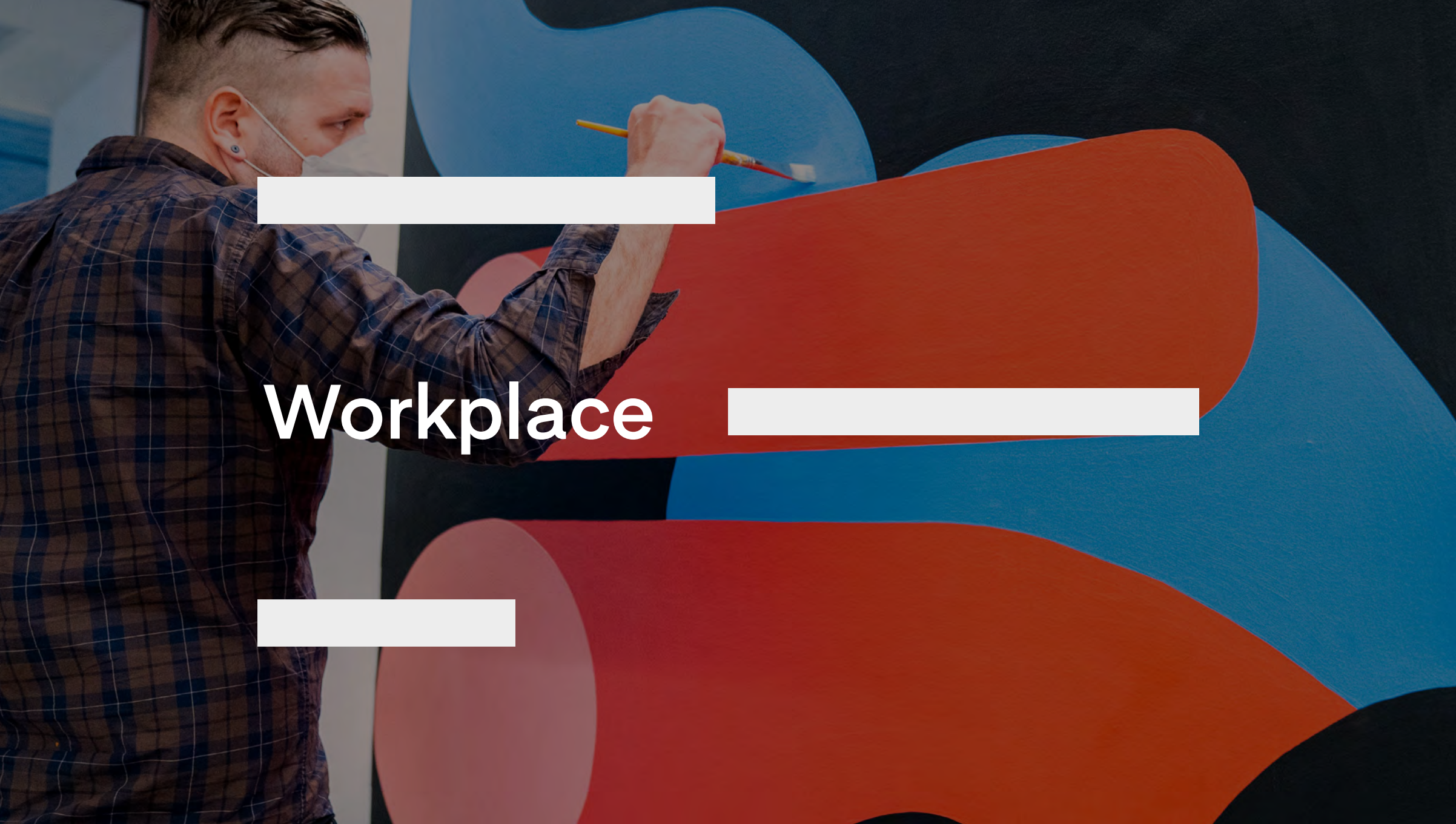


**Curate**  
Bringing your story to life with local artists.



**Activate**  
Engaging your audience with your message.





[Redacted]

**Workplace**

[Redacted]

[Redacted]

**Your environment speaks  
volumes about who you are.  
It expresses your essence  
and inspires your audience.  
We help you build that deep  
connection by harnessing  
the power of art and creativity.**



## Workplace Schemes



Making your space the gold-standard for how workplace art can influence brand love and employee engagement at work.



# Workplace Metrics

Art in the workplace is a key facilitator in improving mental health, productivity and creativity.

## WELLNESS

82%

Of workers felt that artwork had a positive impact and was important for enhanced morale

**British Council for Offices**

## PRODUCTIVITY

90%

Of workers believe that featuring art in the living and workplace can often boost overall productivity

**British Council for Offices**

## ENGAGEMENT

64%

Saw increased creativity and productivity when art was displayed in the workplace

**Business Committee for the Arts**

## RECRUITMENT

78%

Agree that art in the workplace helps businesses address key challenges such as reducing stress and encouraging expression of opinions

**Forbes**



Spotify Global



Spotify Global

# 19 Buildings 1,000,000+ sqft 1 Global Strategy



BERLIN

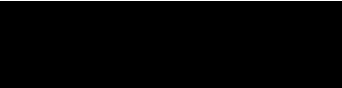


TOKYO



NEW YORK

LONDON



LOS ANGELES



SINGAPORE

STOCKHOLM



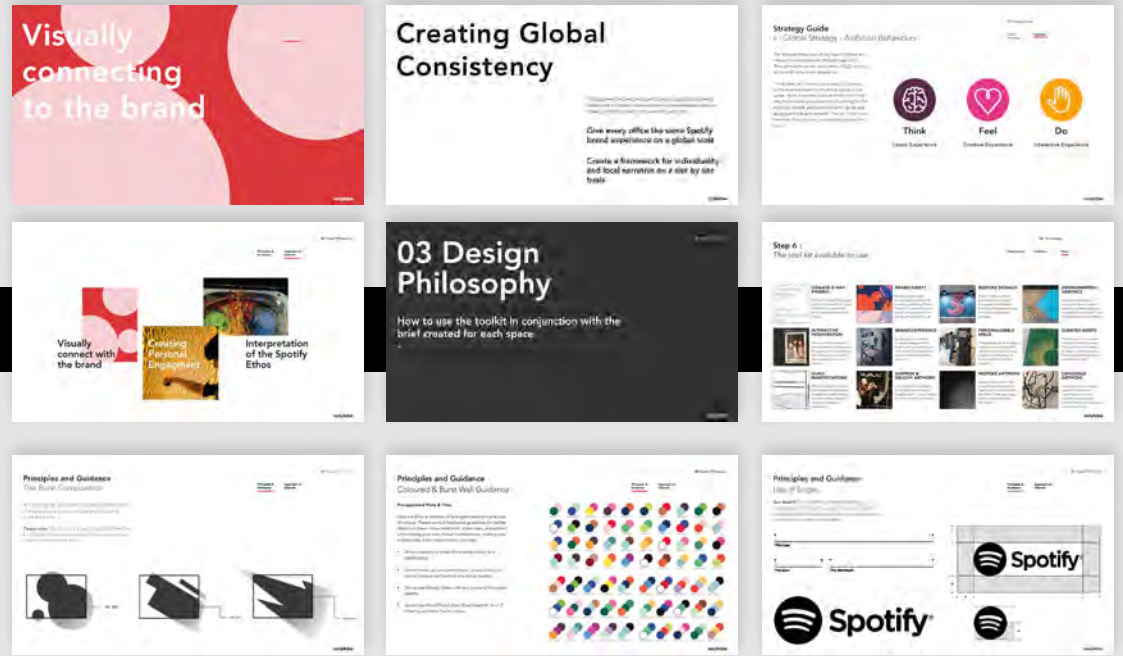


# How do you translate a digital platform into a physical brand experience?

Our partnership with Spotify began when we were asked to help them to define how their brand behaved in their physical environment, and deliver a catalogue of artworks that truly reflected them as a business. Starting with 16 floors in 4 World Trade Centre, New York was no mean feat, and for a project of this magnitude, we wanted to begin with a solid grounding into how the team wanted their spaces to feel, and how we wanted people to behave within them.

2.181  
GENDER  
NEUTRAL  
RESTROOM





## Global Brand Experience



We got to work with a series of workshops with their core team members including Global Head of Workplace Sonya Simmonds, Global Head of Brand and Communications Rasmus Wangalin, and a stellar team of project, facilities and operations managers that would give us a true insight into the environments that they wanted to create for their teams. This workshop helped us to build an experience strategy that would define how their spaces functioned, whether that was encouraging participation, areas of quiet, hero pieces that were truly immersive brand moments and pops of surprise and delight.











Global Wayfinding Standards



When it comes to bringing the Spotify brand to life, the little details are just as important as the big moments. We worked with the brand team to create a wayfinding strategy that ensured their people could easily and intuitively navigate their spaces, wherever in the world they may be. From a suite of bespoke icons which feel friendly and human to a considered use of color, our holistic approach resulted in a unified visual language for the rapidly expanding company, whilst preserving the local flavour of each site.

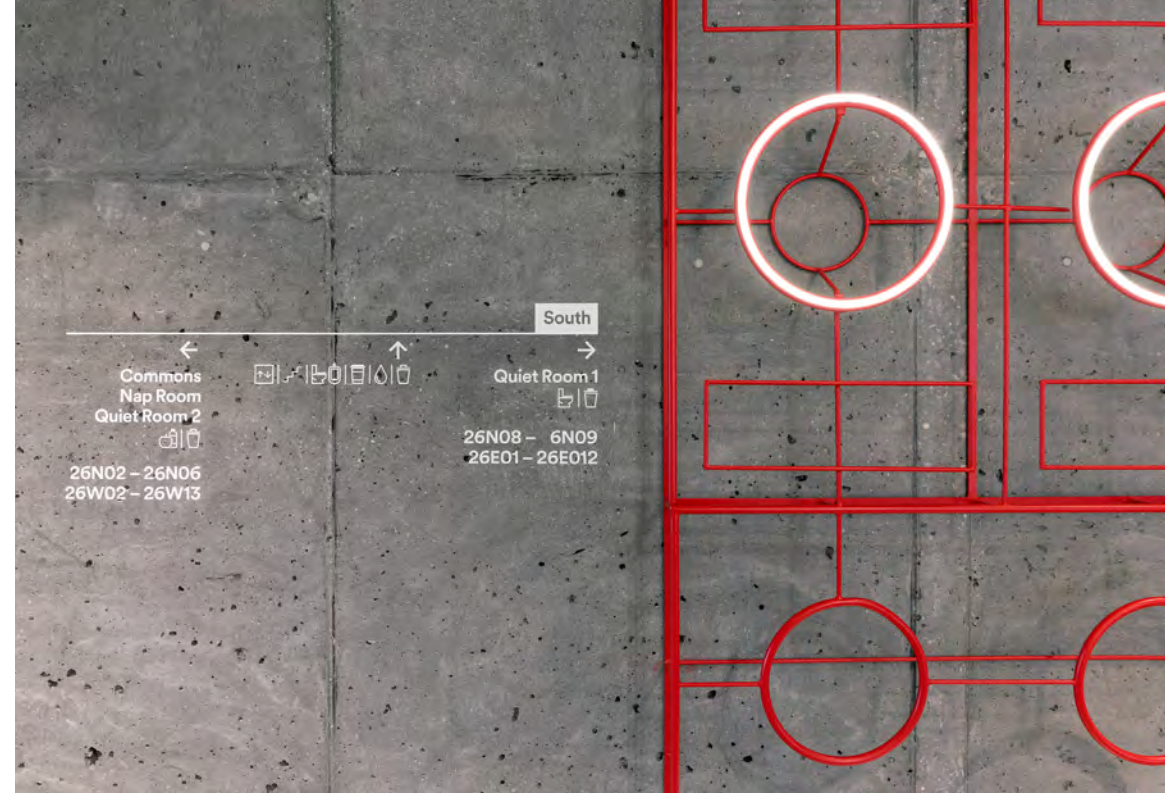
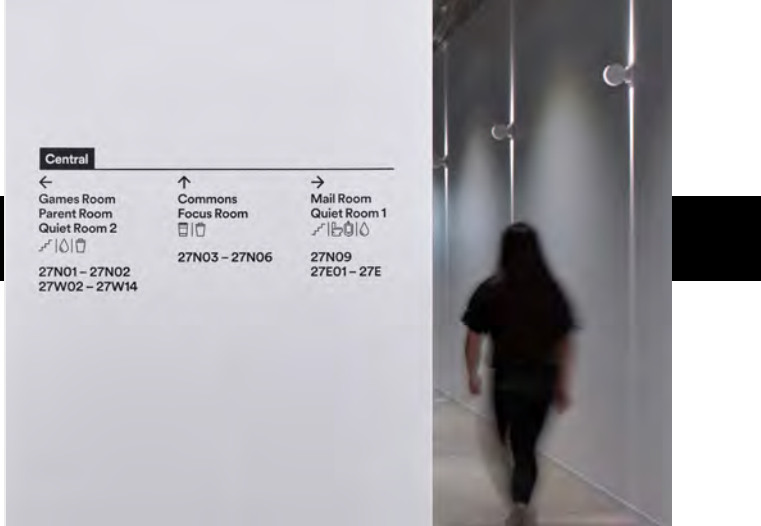




A photograph of a staircase in a hallway. The walls are painted in shades of teal and light blue. A large teal wall on the right side of the stairs has the text "Listening is everything" written on it in a bold, white, sans-serif font. The stairs are carpeted in a dark grey color and have a metal handrail on both sides. The floor is a light grey color. The lighting is bright, coming from a recessed light fixture in the ceiling above the stairs.

**Listening  
is  
everything**





## Create | Brand Experience



These combined elements of brand, art and navigation result in a cohesive scheme that is complimentary to the overall interiors and creates a culturally rich experience and flow throughout the space.





A man wearing a cap and a light-colored shirt is kneeling on a floor, using a paint roller to apply paint. He is holding a bucket of paint. The background is a wall covered in vibrant, vertical stripes of various colors like red, blue, yellow, and pink, suggesting an art studio or a creative space. The lighting is bright and natural, coming from a window on the right.

Curate | Spotify Global

# How do you bring a global brand story to life with local artists?

Partnering with local artists enables us to tell the story of the location in the most authentic way possible. We're passionate about investing in talent that is unique to the city, whether that be through open calls and engagement programmes with local institutions and organisations, harnessing new emerging talent, or commissioning world renowned established artists that inspire and capture the essence of the space and place.





Spotify Toronto



PATRICK & PARR



TREVOR WHEATLEY

Through our global artist network, we are able to manage and deliver local talent within the workplaces and most importantly give support to the commercial development of each artist through activations beyond the artwork itself. In this example, the use of documentary films, photography and social media promotion all helped to champion the local talent and provide a legacy for their work.












## Spotify Miami







Bespoke art | Spotify Global

# Creating original art that tells Spotifys unique story

Spotify culture is all about close knit communities and playfulness, they are humans first, feeling and working on intuition. Our overarching brief was to capture the feeling of audio through artwork, inspired by the energy and essence of the city you were in, whilst harking back to the start up mentality of the brand, evoking that feeling of sawdust on the floor whilst remaining playful, thoughtful and inspiring.

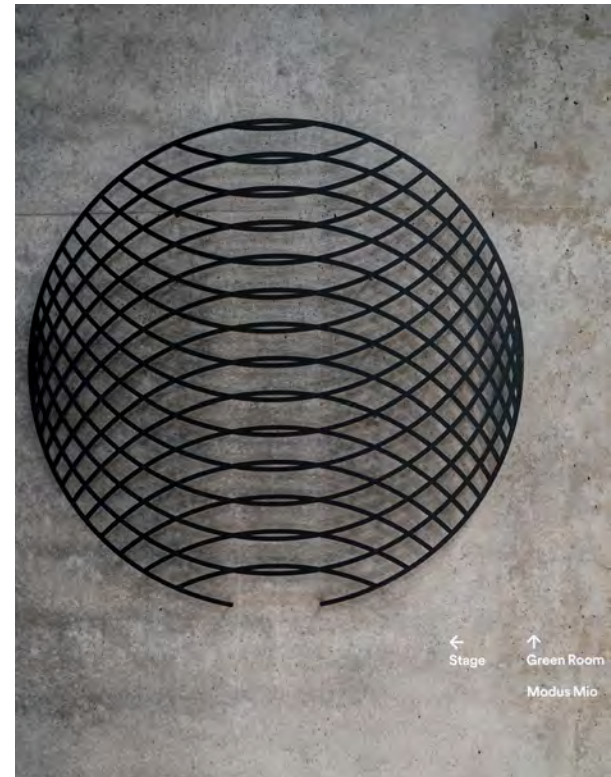




Create | Bespoke Artworks



We selected our collection of bespoke artworks around three key themes designed to inform the mood and function of each space: wildcard, chill out, and surprise and delight.







← Common  
Ride Room  
Gate 5  
2600 - 2604  
2605 - 2610







## Create | Bespoke Artworks



By taking this accessible and human-orientated approach to space planning, we were able to create a playground for the senses that's both purposeful and practical.





# How do you use technology to connect?

We put humans at the centre of all of the Spotify artworks, but none more so than digital installations. We wanted to provide installations that were purposeful, relatable and interactive. The digital pieces are designed to be powered by people or tell a story of a human focused action, whether that be responding to the environment at any one time to visually representing a drumming pattern.



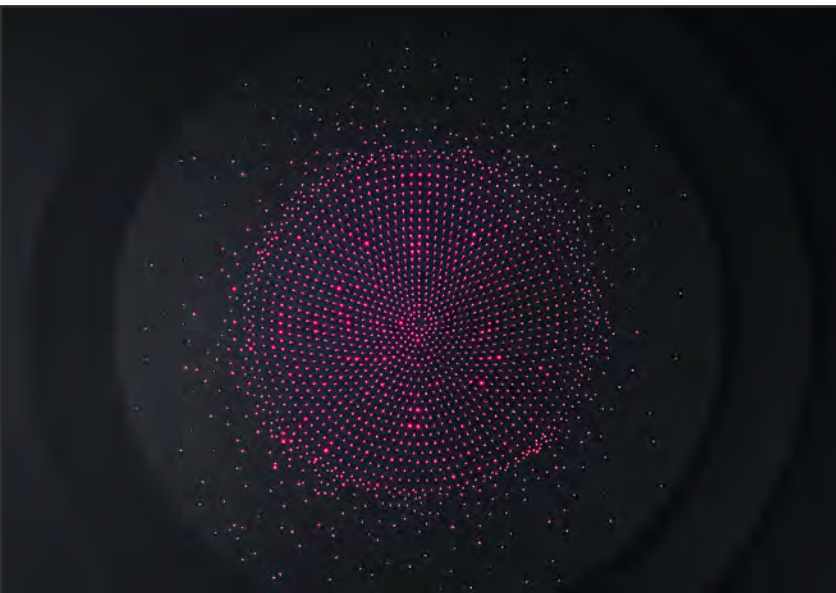


**Interactive Installations**

A key challenge for any dynamic environment is to ensure that there is longevity to the artworks that are created, so they have the power to delight and inspire through various touch points. Layers of discovery and interaction have been designed into the digital artworks as well as bringing to life the non-digital works through virtual experiences.



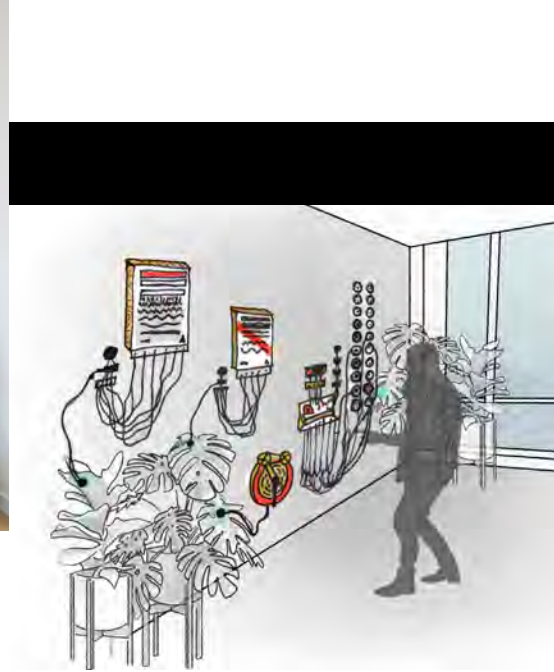
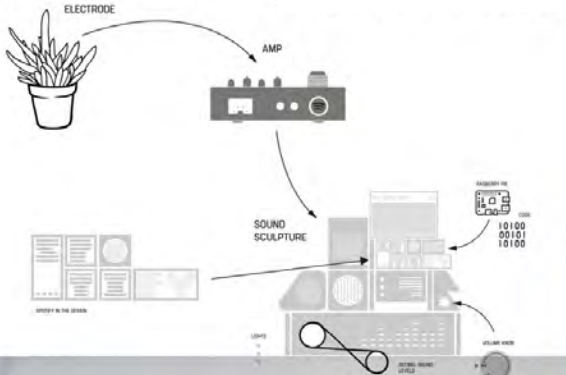
## **AR Experiences**





# Plant Performers

Electrodes detect bio emissions tiny currents coming from living things -- emitted by the plants and transmit them to the main part of the sculpture hanging on the wall. Each sculpture contains an amp, minicomputer, lights and volume levels -- all controlled by the plants. When they're happy, we hear music--a great reminder of the awesome power of nature and our relationship with it.



## Celebrating the nature of audio



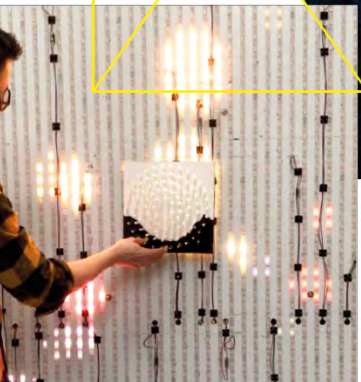
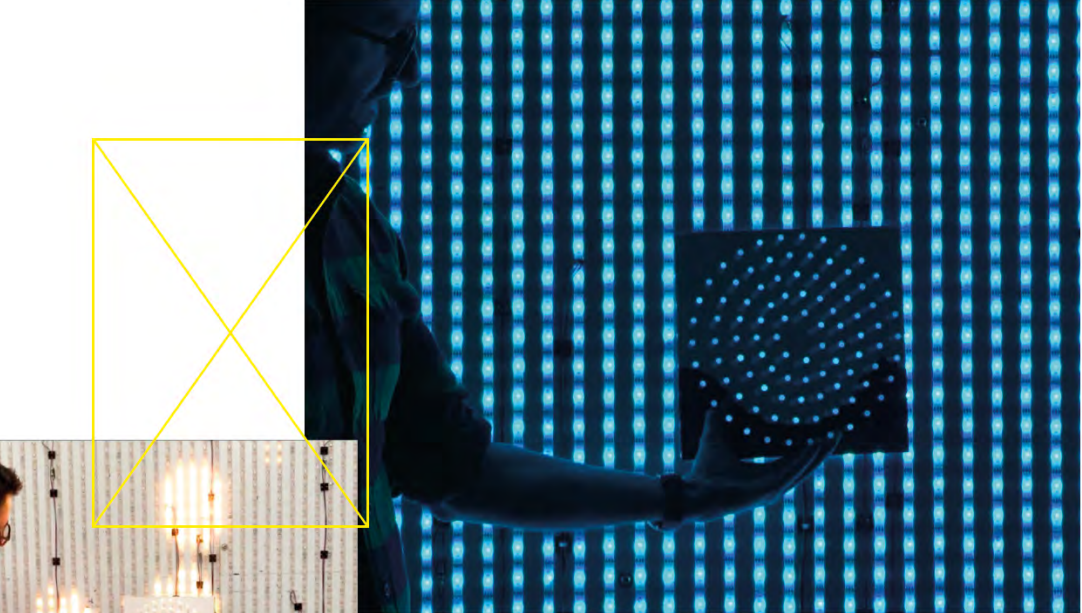
Alt Amp Style V2







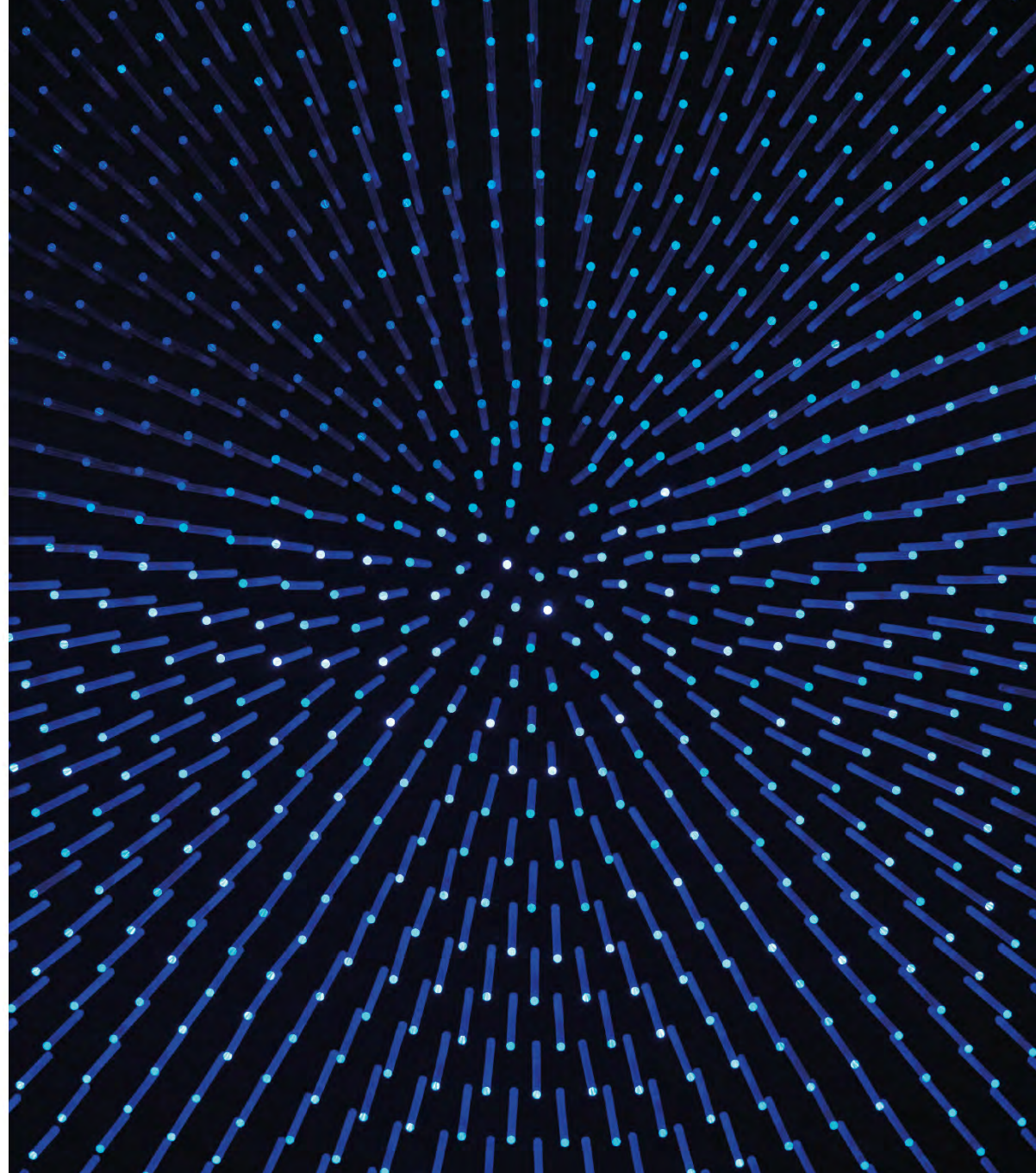
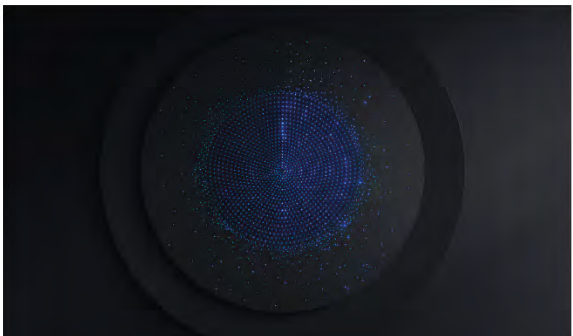




The piece is inspired by the perceptual phenomenon synaesthesia, mimicking the moment when one sensory pathway involuntarily affects another and the two seem to become one. Sound is filtered through a color spectrum and immediately translated into a visual experience echoing the mood of the music. As the artwork pulses and ripples in perfect synergy, you listen to the color and watch the sound.

## INTERACTIVE MODES

Sincere	Playful	Passion 1	
Passion 2	Collaborative	Innovative	
Snowfall	Gradient	Pulse	Globe





Activate | Spotify Global

# How do you amplify artwork and spread a brand message?

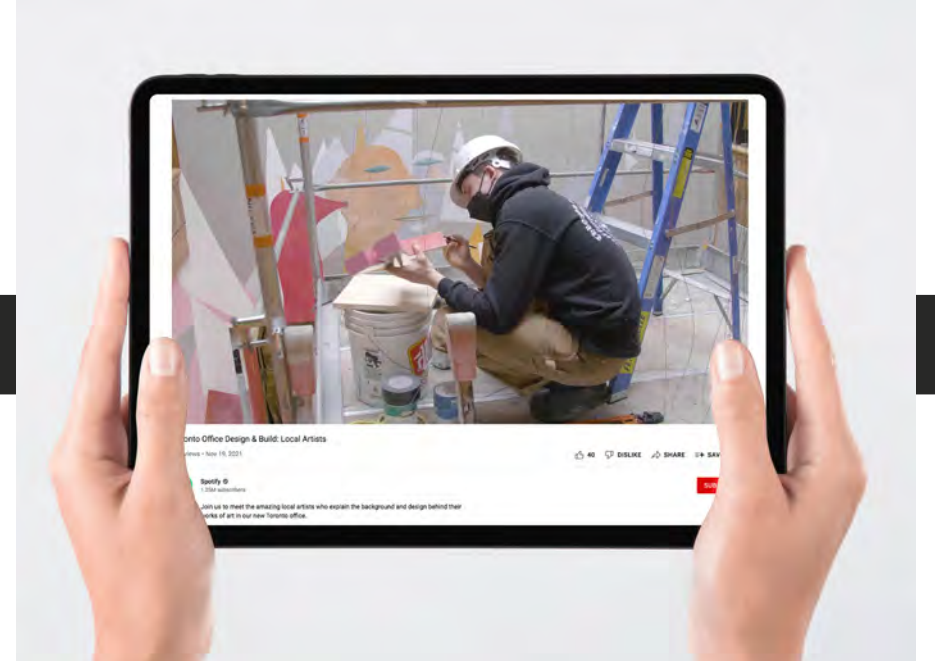
The stories behind the artwork are just as interesting as the artwork itself. We gave Spotifiers a glimpse into our world through the conception of a physical/digital quarterly magazine and digital app. Our work covered branding, creative direction, and delivery of all assets to be distributed across the global Spotify network, communicating the power of art and well-being in the workplace. We worked with Spotify to create Blank Canvas, a quarterly magazine helping Spotifiers around the world feel connected to each other and their new office spaces.

Blank Canvas

ISSUE N°01

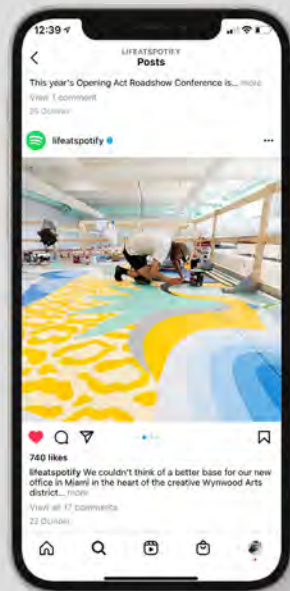




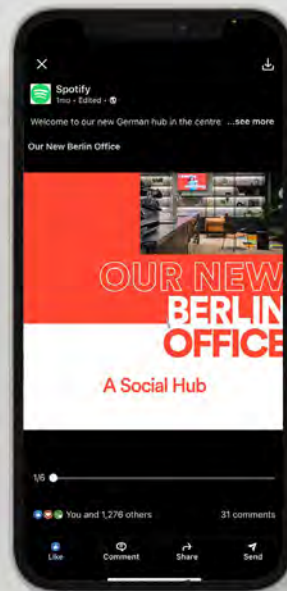


## Activate | Content Creation

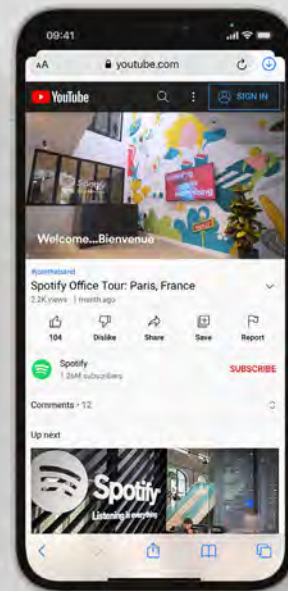
Bespoke film and photography commission documenting the development of Spotify's sites globally, from the creation of new works to installation on site. The short film communicates the brand's commitment to delivering the best possible spaces for their workforce.



INSTAGRAM



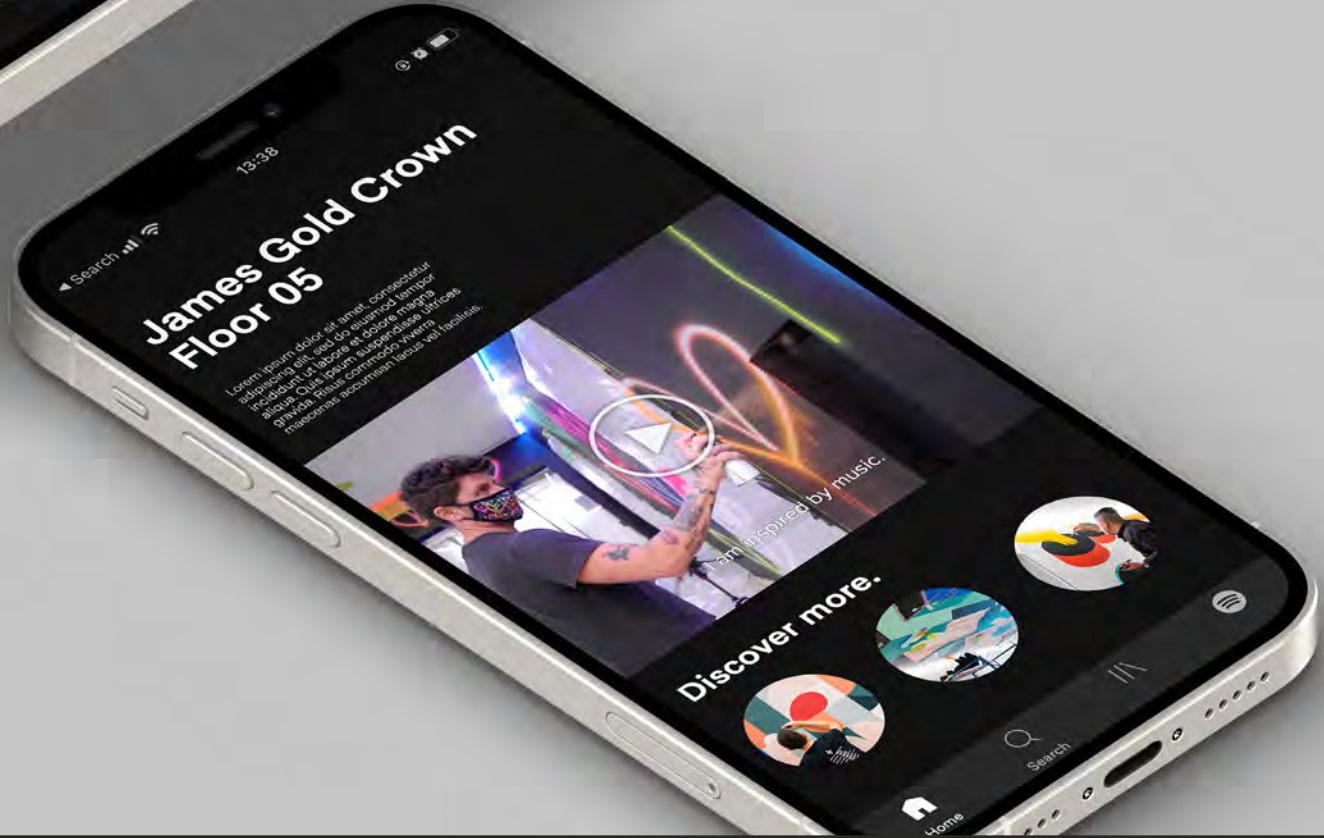
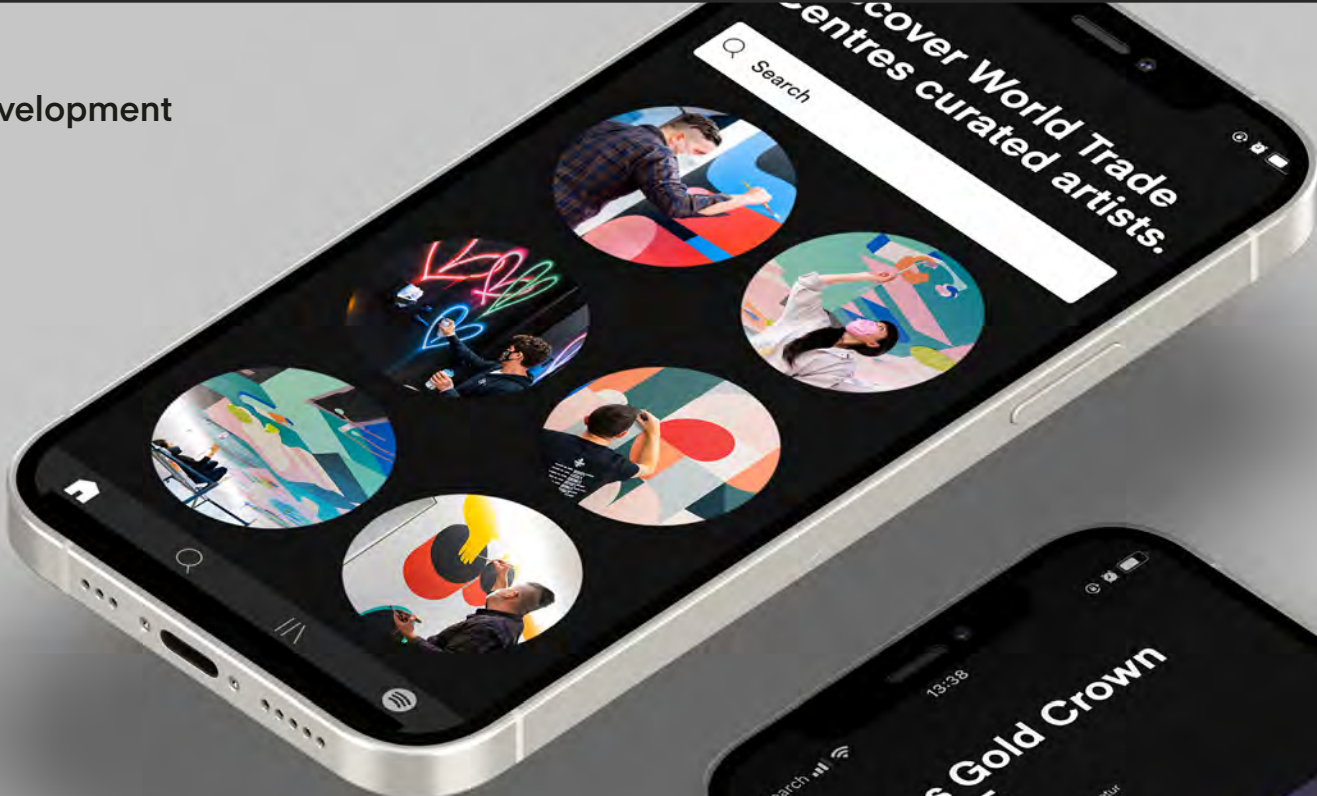
LINKEDIN



YOUTUBE

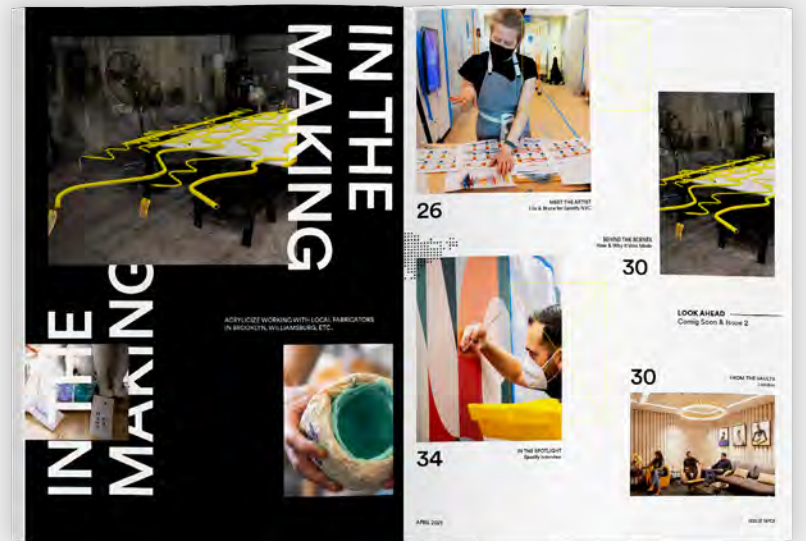


App Development



Conception and design of an internal quarterly magazine that talks right to the heart of Spotify's commitment to building staff engagement through their workplace. Bringing the vibrant culture of Spotify into the home until people can safely return to their spaces.

## Quarterly Workplace Magazine





# Our Approach

# Spotify Global

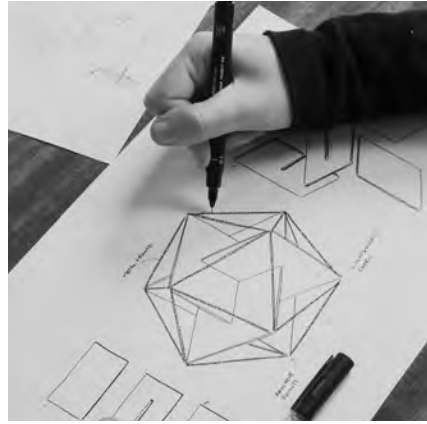
## Our Creative Process

### 01 Discover →



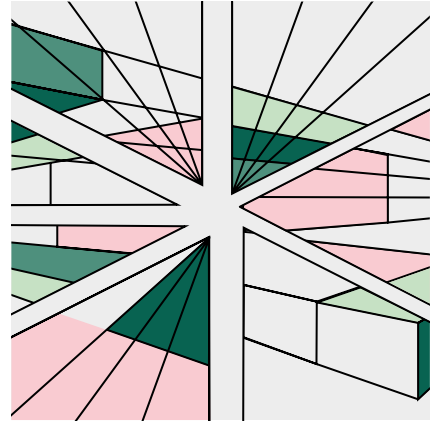
Discovering the essence of our clients and uncovering the scope of work

### 02 Design →



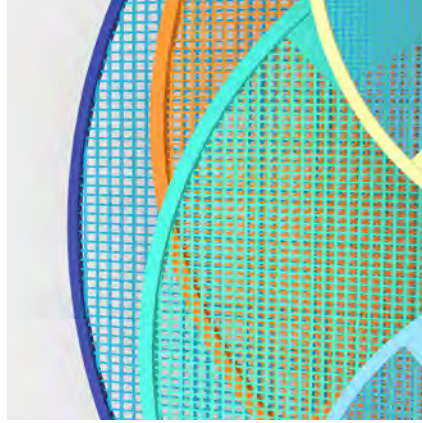
Conceiving initial design ideas and concepts through both bespoke creation and curation

### 03 Develop →



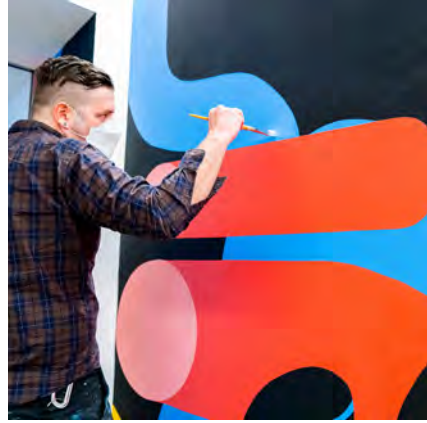
Unpacking chosen ideas into developed concepts

### 04 Detail →



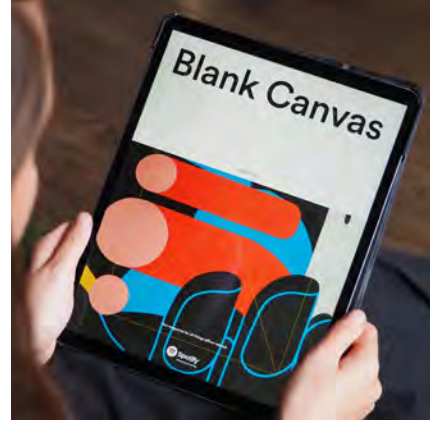
Preparing all technical elements ready for final production

### 05 Deliver →



Managing and overseeing all elements of production and installation

### 06 Activate →



Promoting the concepts and narratives through content and activations



# Spotify Global

## 01 Discover

# Defining the direction for the experience

Every Spotify office is unique. We take the time in the Discover phase to collaborate with the local teams to define the story that Spotify wants to tell in each location, bringing a true sense of the city's authenticity into the space whilst being undeniably Spotify.

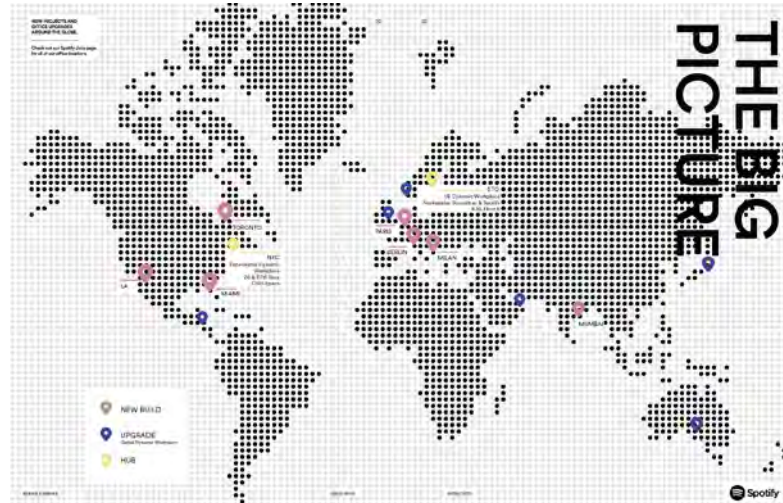


Site visits



Creative client workshop

## 01 Discover



Discovering brand ethos & tool kit for scope



# Spotify Global

## 02 Design

# Telling the story of audio through art

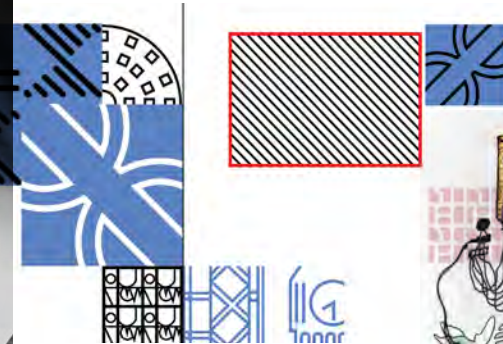
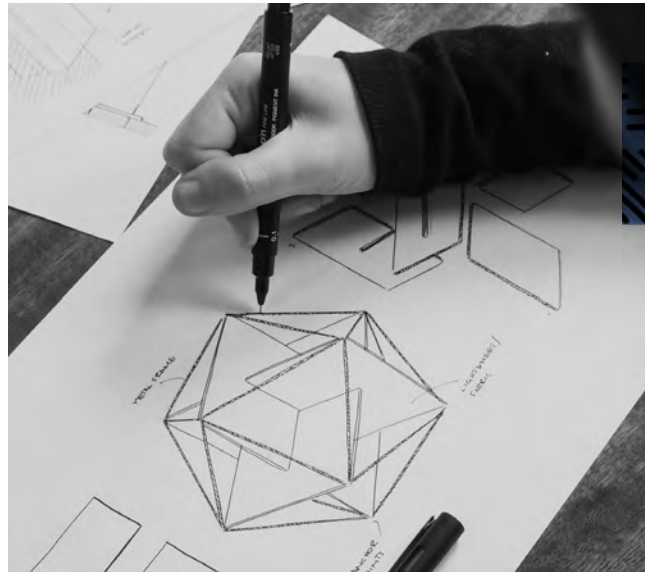
We take every part of what makes Spotify unique and begin to tell that story through bespoke art installations ranging from statement pieces that wow and inspire through to moments of surprise and delight that encourage discovery.



Establishing educational opportunities



## 02 Design



Initial sketches





# Spotify Global

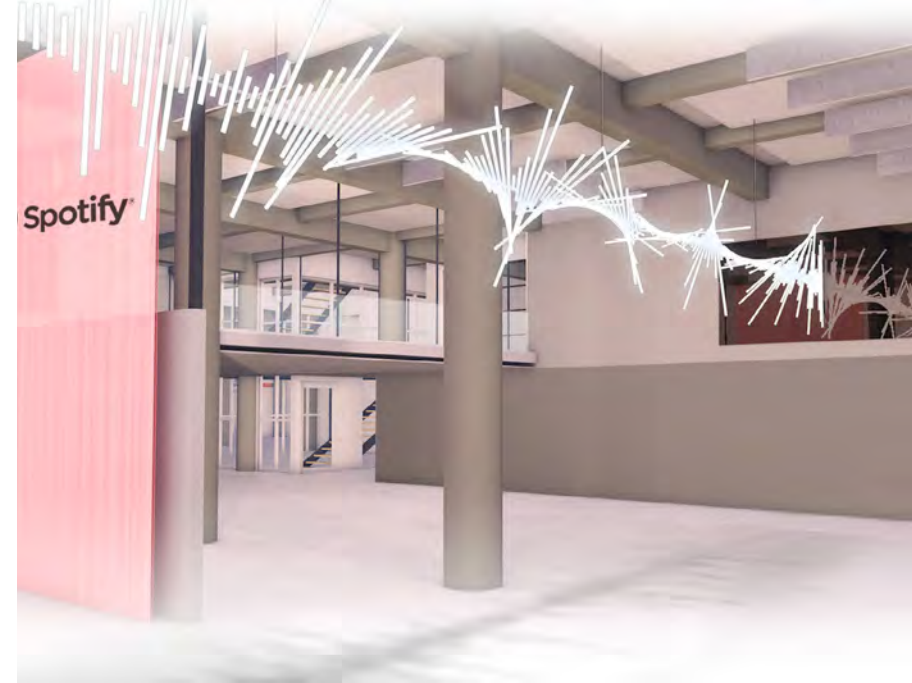
## 03 Develop

# Refining the experience

The development phase is the process of refining our proposal, considering materiality, programming, heights, weights and everything in between, ensuring that the artwork and collaborations with local artists is working in harmony with its surroundings.



Sampling



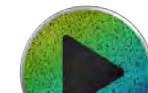
## 03 Develop



### Refined visuals



### Chosen ideas developed



# Spotify Global

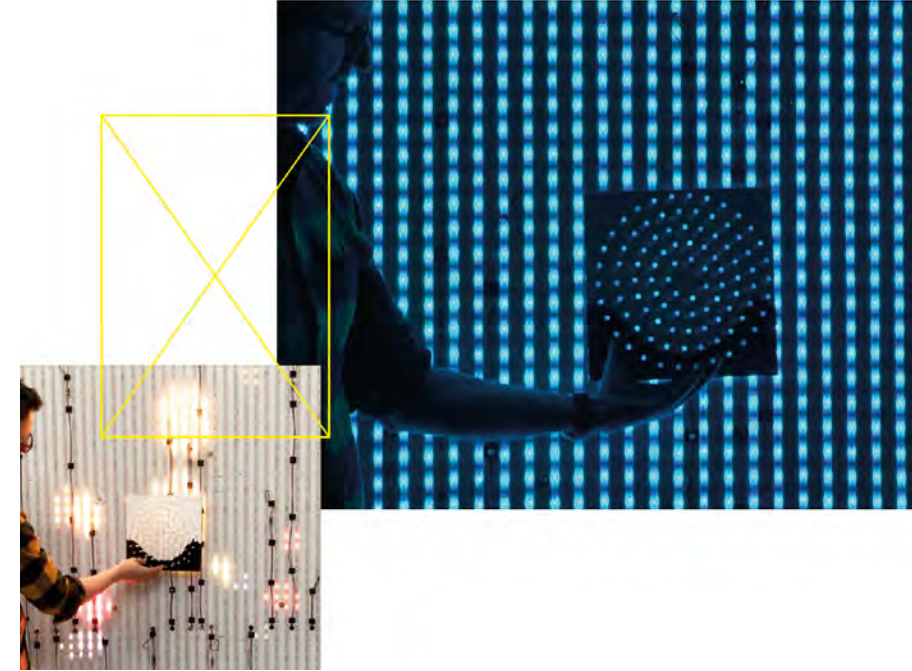
## 04 Detail

# Putting it through its paces

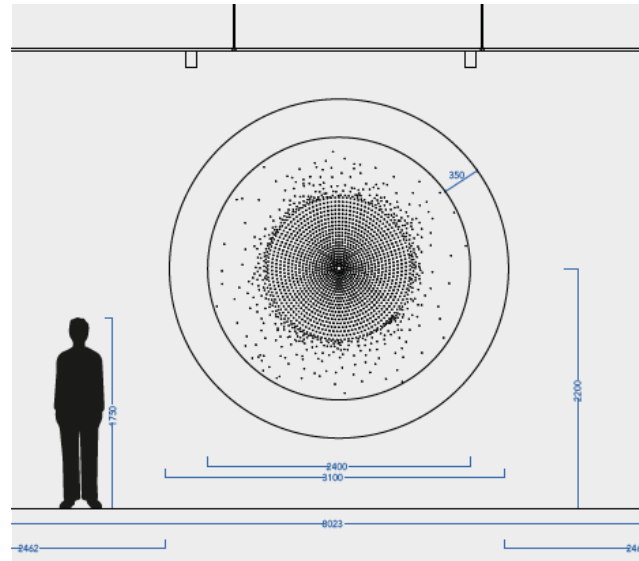
In the detail phase, our designers and production team take the design intentions of Phase 1-3 and make them become reality, through technical drawings and art-working through to prototyping and fabrication. Each piece is carefully considered and put through its paces.



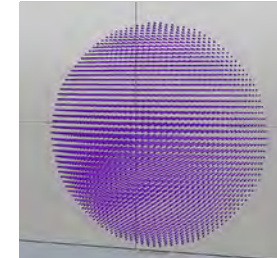
Production files



## 04 Detail



## 3D modelling



## Prototyping





Spotify Global  
05 Deliver

# Where ideas become reality

From painting murals to installing light sculptures, interactive digital features to way-finding. Our delivery phase is where the ideas become a reality in the space, and our dedicated project managers and production team are on site ensuring a smooth process and the highest level of quality are achieved.



Snagging



## 05 Deliver



Installation



Fabrication



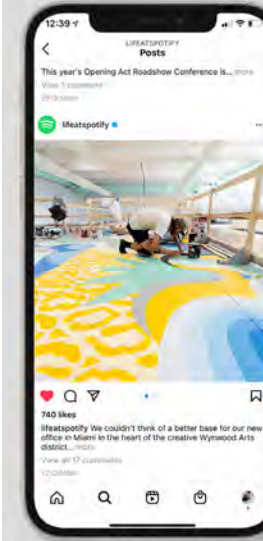
Spotify Global  
06 Activate

# Engaging Spotifys audience with their brand message

This phase of works started early on in the project as we strategically worked with the client to identify various benefits and value that the overall project could bring to Spottifiers across the globe and how through the use of filmmaking, photography, print media and app development we were able to bring these stories to life beyond the walls and for it to reach as wide an audience as possible.



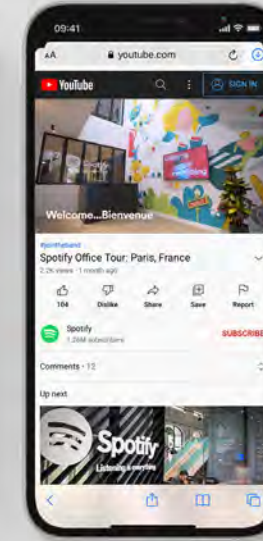
Videography and photography content



INSTAGRAM

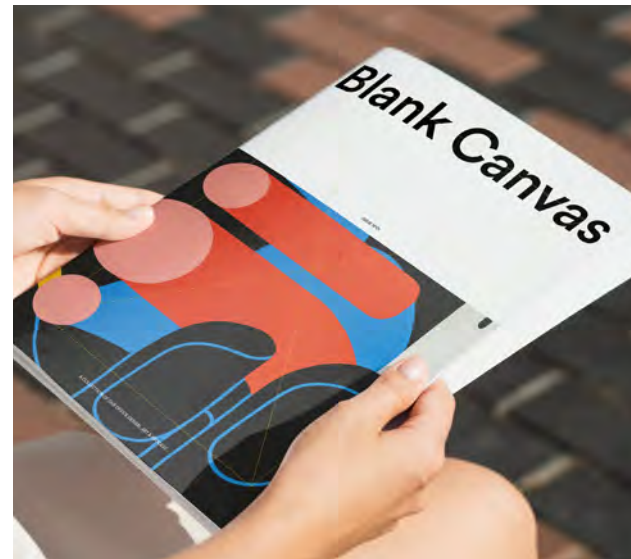


LINKEDIN

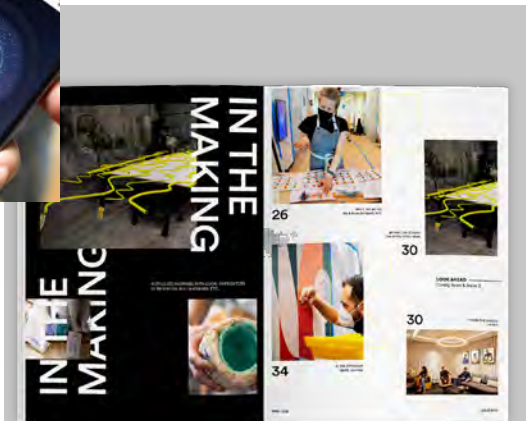
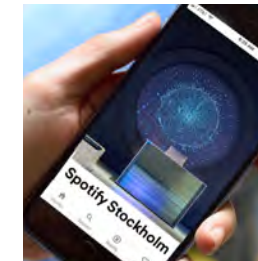


YOUTUBE

## 06 Activate



### Digital activations





# Want to know more about this (or that)?



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[Vimeo](#)