



**YOU
ARE
HERE**

 QBE



ual: london college
of communication



YOU ARE HERE

QBE



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Posed with the question of how insurance has shaped the years to create the moment we stand in, students were commissioned to deliver pieces on the concept of time. Each was asked to consider a timeline of 50 years spanning either side of where they stand now, and the impact of the insurance industry on the world. While some pieces reminisce on the growth of the industry, others provoke thought about a future with limitless possibilities.

QBE is thrilled to be working with the students of London College of Communication on what for some is their first corporate commission. The success of last year's installations alongside the high calibre of this year's submissions are a testament to the hard work and dedication of The Design School staff involved in the planning and execution of the project.

The students were presented with a broad brief, in which they were asked to consider a timeline of 50 years spanning either side of where they are now, and the impact that insurance has had on the world. We are impressed by the creativity shown by the students and conscientious effort taken to research and understand the insurance industry. In turn, each piece in "YOU ARE HERE" provides a refreshing and authentic perspective on the sector.

Erica Constance

**Cyber Portfolio Manager
QBE European Operations**

The Design School at London College of Communication is delighted to be working with QBE on YOU ARE HERE. Students have used a range of design disciplines to reflect on the past and different possible futures of insurance.

YOU ARE HERE illuminates how the LCC Design School views the value of design to society, especially designers' ability to:

- Radically transform our world
- Critique, confront and challenge inequalities
- Embrace uncertainty through experimentation and risk-taking
- Interrogate the past to shape our futures

Client projects such as YOU ARE HERE give students vital experience of the demands they will face when they graduate and join the industry. They develop the creative confidence to present their ideas and enhance their professional practice through overcoming many obstacles. YOU ARE HERE has enabled them to create new projects for their portfolios.

YOU ARE HERE complements London College of Communication's contribution to London Design Festival 2018. This year, we invite visitors to immerse themselves in open processes, research and experiments that respond to the current condition of intense activity and accelerated change where 'Everything Happens So Much'.

I would like to thank

The QBE team: the commissioning panel, especially Erin Thorogood, Sirida Pensri, Vidhu Sharma; the reception team and the engineers who helped install the artwork.

The LCC team: Maureen Salmon, Sara Ortolani and Matt Guy for facilitating the students on their projects; Natalie Murphy and Dilesh Patel from LCC's 3D Workshop who helped the students realise their ideas.

Dr Nicky Ryan

**Dean of Design,
London College of Communication**

Tabetha Baldwin
Charlie Boyden
George Cooper
Abbeygale Corrigan
Katerina Demetriou-Jones

Lakhi Soni
Inna Timoshchenkova
Jasmine Walsh
Laura White

Tabetha Baldwin

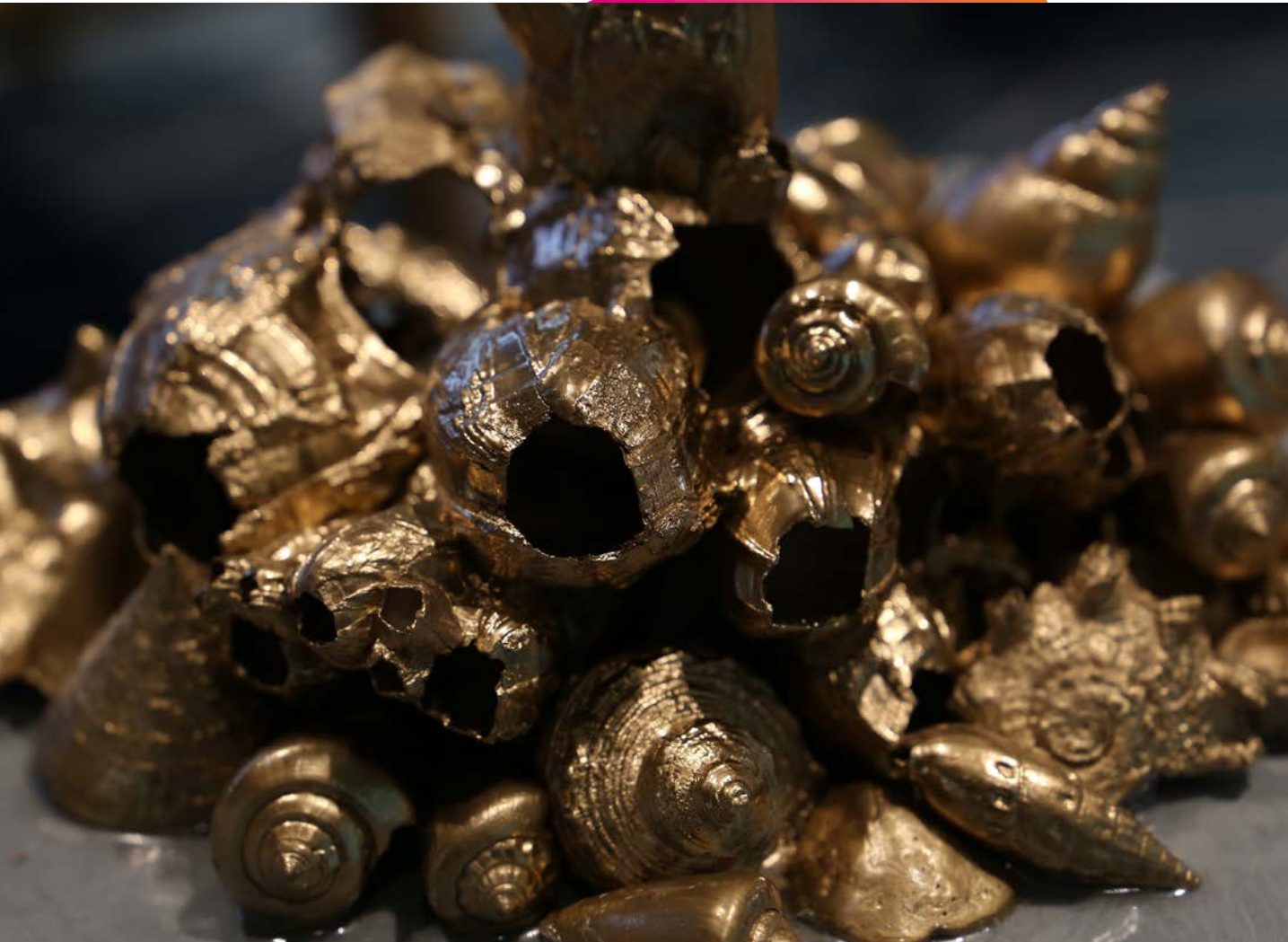
21, BA Illustration and Visual Media

How long have you considered yourself an artist?
The last 21 years

What's your creative inspiration?
My environment, literature and other creatives

What does 'You Are Here' mean to you?
Looking at where we are now, whilst learning from the past and preparing for the future





Shipwreck

After learning about QBE's beginnings as a fleet of ships, and the importance of the Titanic in the world of insurance, I was inspired to create an oceanic-themed work. The QBE offices inspired my colour palette and use of a modern concrete effect, with the gold objects being influenced by the idea of shipwrecked treasure.





Charlie Boyden

22, BA Interaction Design Art

How long have you considered yourself an artist?

The day I had my first dream was the day I became an artist

What's your creative inspiration?

Innovation, materials and human beings

What does 'You Are Here' mean to you?

Cosmic energy, reminding us that everything coexists



High Risk

Questioning the unfamiliar, my intention is to spark curiosity, challenge functionality and sculpt an idea using whichever theme, technique or material I am working with. By adapting a product used every day to one which poses risk to the user, this piece is intended to visualise Accident & Health Insurance in a light-hearted way.

DO NOT SIT





George Cooper

21, BA Illustration and Visual Media

How long have you considered yourself an artist?

To keep the restless child occupied during visits to my uncle's house, I was left with a bucket of black paint, a thick coarse paintbrush and offcuts of soft lino flooring - through experimental mark, my love for creation was formed

What's your creative inspiration?

I am a hoarder of material

What does 'You Are Here' mean to you?

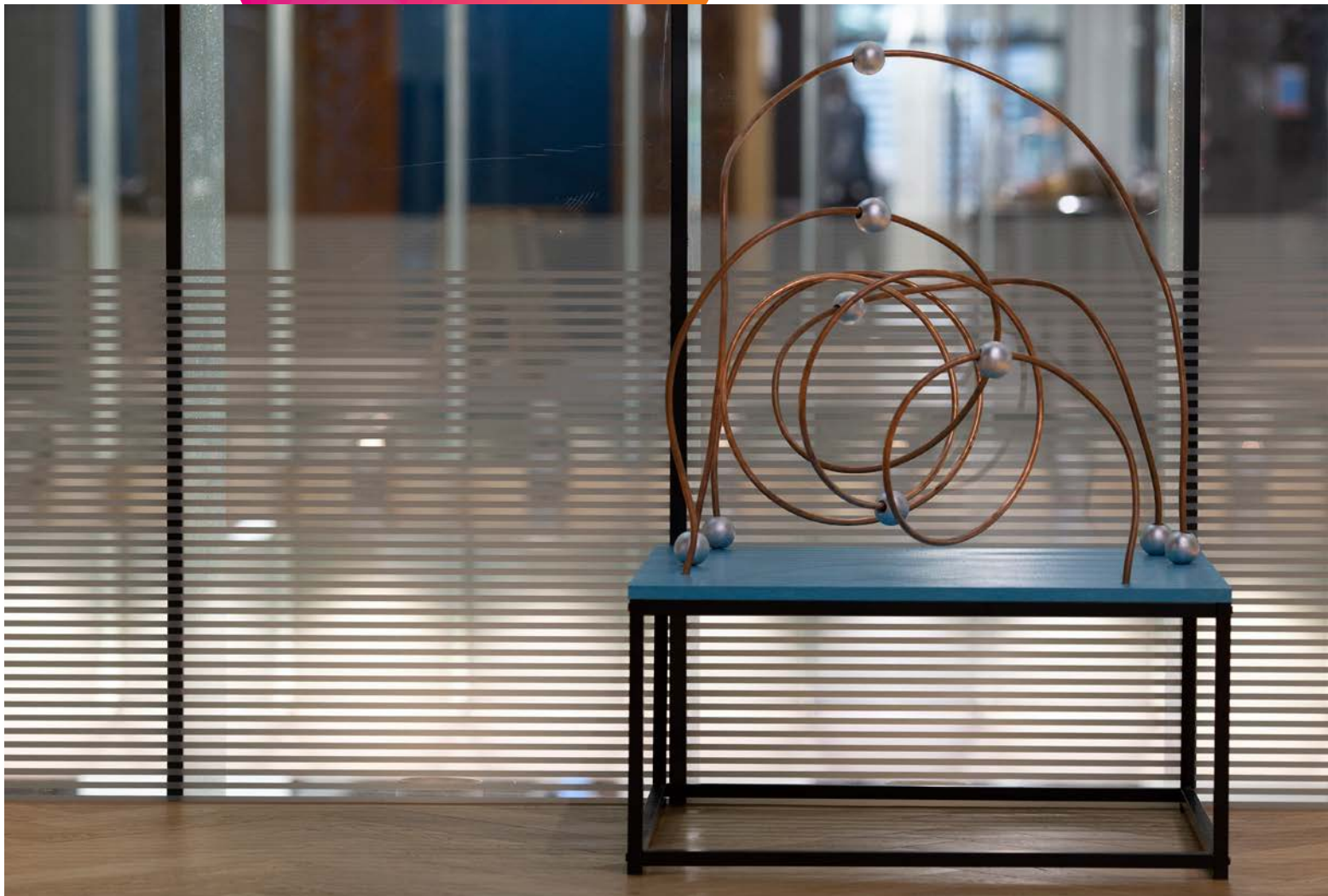
Lost looking at a map





Reason for Being Late

My work is inspired by my experience in the QBE waiting room. After scanning the décor and skim-reading the magazines, I became bored and my mind started to wander. I recalled the countless hours spent as a child in the waiting room of the doctor's surgery. Despite being forced to wait, I was still able to play. The one toy that I enjoyed the most was the rollercoaster activity table. On this tangent of thought, I imagined visitors of the QBE officers simply playing to pass the time. For me, play is the starting point of my creativity. I hope my activity table encourages you to do the same.



Abbeygale Corrigan

21, BA Illustration and Visual Media

How long have you considered yourself an artist?
Five years

What's your creative inspiration?
The macabre, shocking events, art as power, highlighting things that we look over and activism

What does 'You Are Here' mean to you?
The people who are not 'here', and those who are in worse situations, while we are caught up in our own selfish bubbles





Calm Yet Not Collected

Shedding light on the idea that we all go through periods of stress and anxiety under our seemingly perfect exteriors, my piece acts as a reminder of the importance of addressing mental health in the workplace. The frame represents our external appearance and how we want to be perceived. The images within and behind the frame represent our sometimes raw broken insides.

DO NOT TOUCH



Katerina Demetriou-Jones

23, BA Illustration and Visual Media

How long have you considered yourself an artist?
Two weeks (it's complicated)

What's your creative inspiration?
Women inspire me, as well as all things colourful, edible and musical

What does 'You Are Here' mean to you?
Remain present, not focused on the past or the future but enjoying your time now

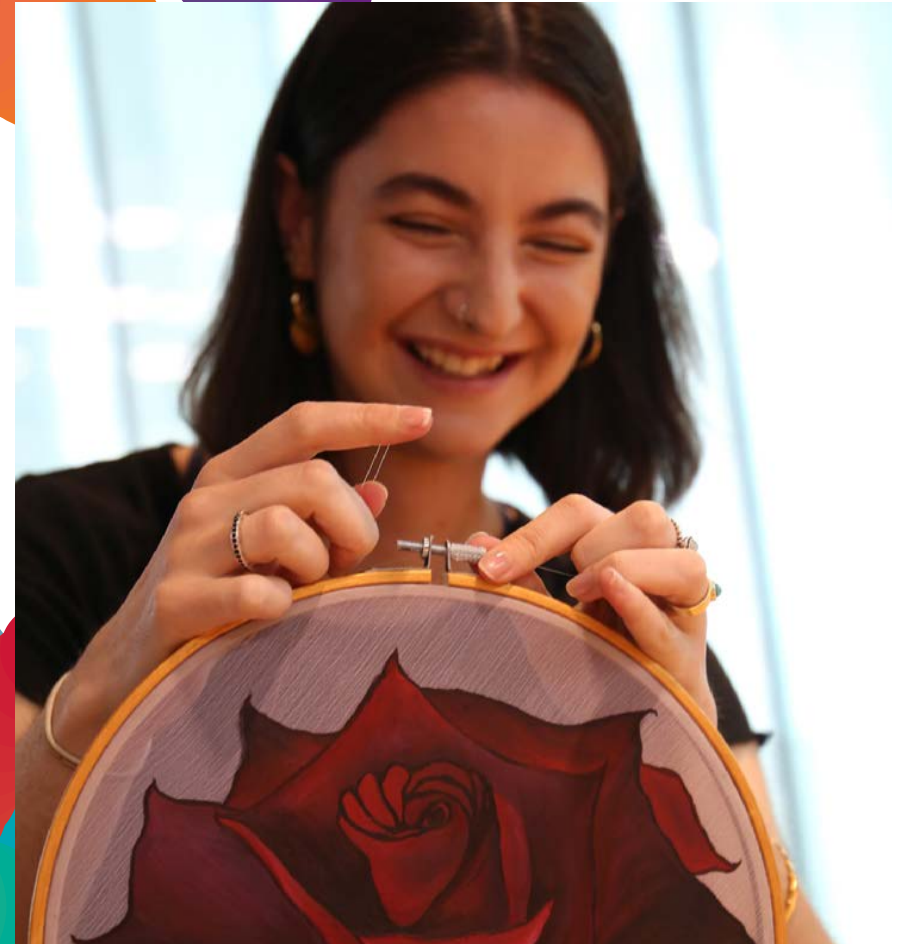




Diamonds are Forever

This piece is based on the history of engagement rings. In the 1920s, they could be used as a form of insurance for many women; for example if their partner decided to split they could claim 'Breach of Promise to Marry' and receive damages for their losses. By reclaiming and re-designing those same shiny hoops with imagery inspired by De Beers' 'A Diamond Is Forever' campaign, this installation focuses on how today in 2018, rings, the concept of marriage and the position of women have changed.

Women now work and thrive in male-dominated sectors and are increasingly their own source of security. In a way, this idea is a homage to women and how far we have come in the last 50 years.



Lakhi Soni

20, BA Illustration and Visual Media

How long have you considered yourself an artist?

I knew I wanted to do something that allowed me to express my creativity as long as I can remember, so I'd say as a young kid

What's your creative inspiration?

My surroundings

What does 'You Are Here' mean to you?

Your journey is valid and it has purpose



Open Doors

I am a multidisciplinary visual artist, interested in blurring the boundaries between traditional-based and digital media. This piece draws inspiration from my Rajasthani heritage – which is where I believe I get my love for bright colours from. Creating artwork is a means to express and understand aspects about myself and my environment.

This is a digital collage animation; 60 seconds, 9,600 x 5,400 pixels (each screen is 1920 x 1080 pixels), comprising five synchronised animations composed of digital collages. It depicts people travelling through time from one panel to the next, all with the help of teleporting doors. Inspired by Janus, the Roman god of time, transition and passageways, Open Doors (2018) incorporates the door as the main mode of looking back at the past and planning ahead for the future.

Each panel depicts a collaged ideation of the environment the company was in at the time. From the late 19th century to the present, and possibly 150 years from now, this piece takes a playful and dream-like approach at visualising what these respective environments would look like. As QBE approaches 132 years since its founding in 1886, Open Doors (2018) reflects on its past and looks forward to the future and all the possibilities it holds.





Inna Timoshchenkova

21, BA Illustration and Visual Media

How long have you considered yourself an artist?
Since a very young age

What's your creative inspiration?
Music and nature

What does 'You Are Here' mean to you?
Catching the right moment - we have an opportunity to evidence great things happening, and sometimes we do not realise it. 'Here' is always moving and developing - it is never still



One of Londoners

My work is a representation of London through the ages. It is from the perspective of one aging citizen whose story is an example of how we, Londoners, change with the ever-changing landscape.

WALK WITH ME





Jasmine Walsh

20, BA Illustration and Visual Media

How long have you considered yourself an artist?

Every time I've ever picked up a pencil or pen from the age of 10, I've considered myself an artist

What's your creative inspiration?

Interacting with people, conversations and documentaries

What does 'You Are Here' mean to you?

The privilege of living in a city that is open minded - one that reminds you that you are a vital part of the community

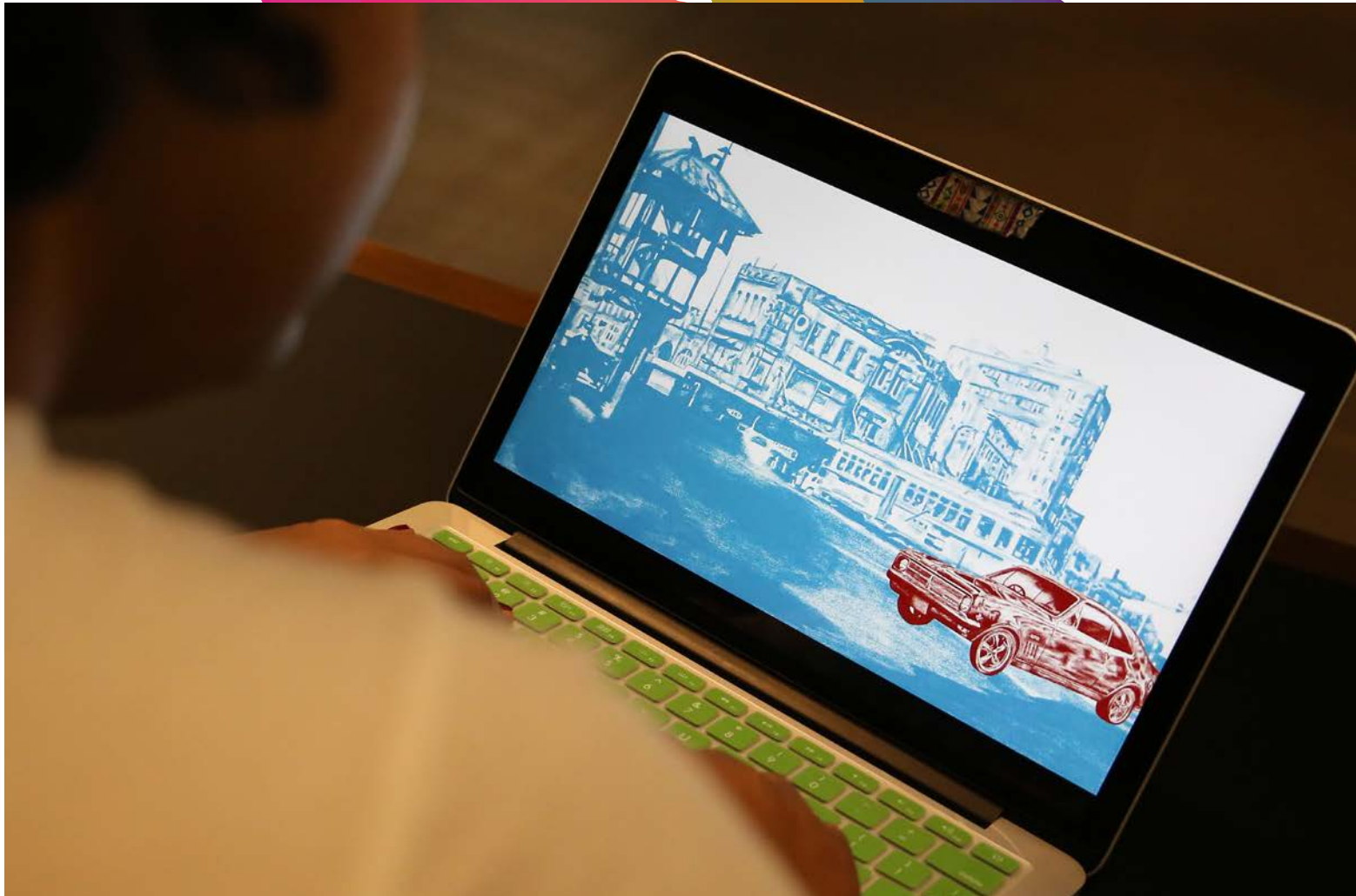




A Glance at the World of Insurance

Exploring five major cities that QBE operates in, my animations focus on a timeline of the past, present and future of insurance, with a 50 year leap between the cities. From insuring the basics of life to the newest models of vehicles and new possibilities of digital insurance, these short animations span the globe from Rome to Melbourne, London, Toronto and Tokyo.





Laura White

28, BA Illustration and Visual Media

How long have you considered yourself an artist?

I can't remember a time when I was not creating so I guess I've always been an artist

What's your creative inspiration?

I find inspiration in everything I consume - books, films, podcasts, theatre, comic books, video games, museums, galleries and other creative

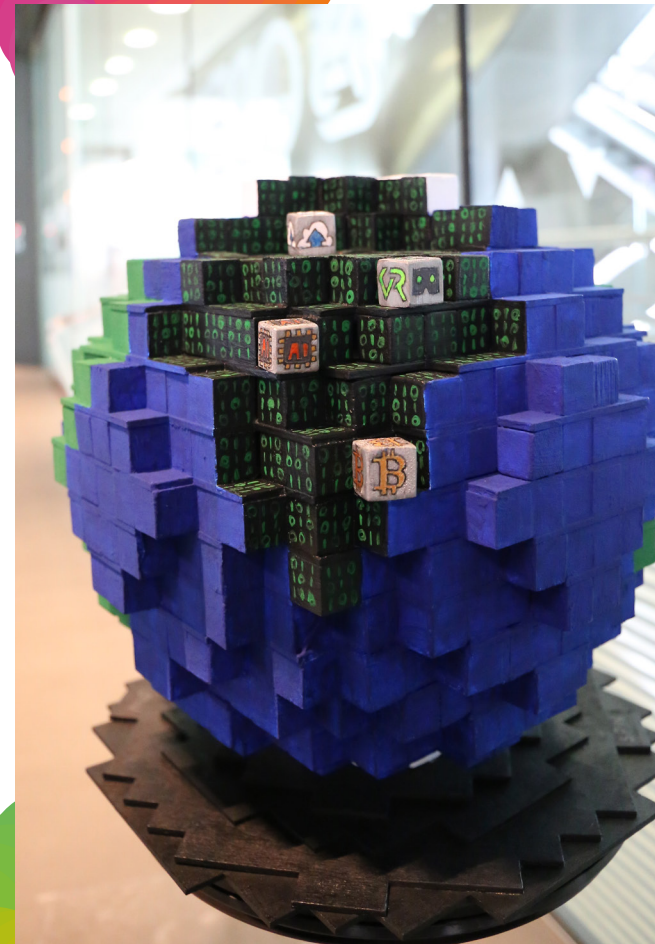
What does 'You Are Here' mean to you?

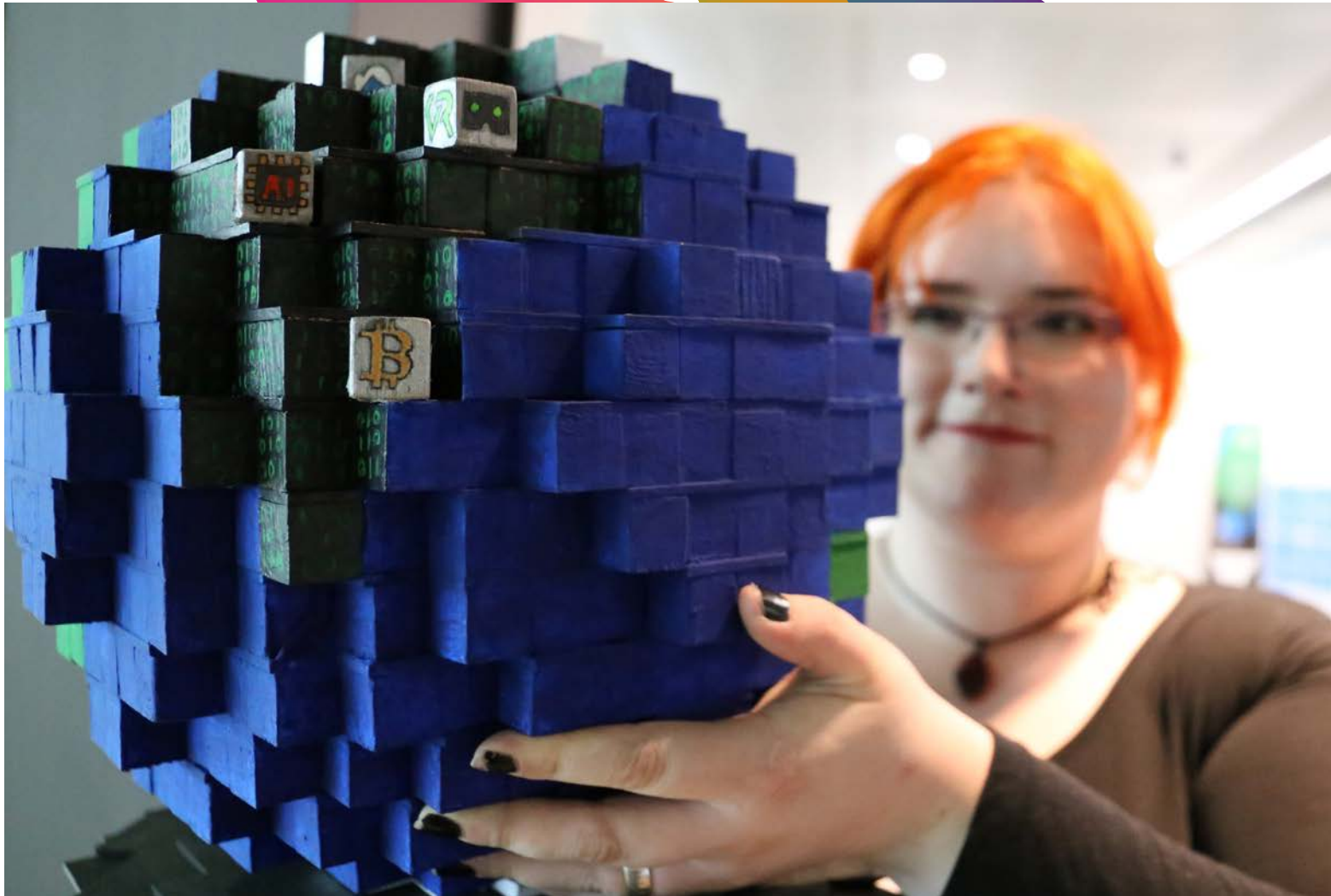
This is your time, your place, in the whole of space and time, to do so as you wish - it is the only thing you can be wholly certain of



Terra³

'Our world is becoming more digital each day, incorporating and changing with the expansion of the internet, and insurance is no different. My piece symbolises global digitalisation and the online innovations that affect insurance: Big Data, Virtual Reality, Artificial Intelligence and Blockchain/Cryptocurrency.'

SPIN ME



A special thank you to all those involved in the planning, development and installation process of the project, including:

Judging Panel:

Barbara Riggs (Head of Legal Underwriting)
Erica Constance (Portfolio Manager Cyber)
Erin Thorogood (PA to Head of Communications and Marketing)
Hasib Dewan (Project Manager)
Roger Lowry (Head of Communications and Marketing)
Sirida Pensri (Creative Designer)
Vidhu Sharma (Content Adviser)

London College of Communication:

Dr Nicky Ryan (Dean of Design)
Dilesh Patel (Digital Support Technician)
Matt Guy (Business and Innovation Partnerships Manager)
Maureen Salmon (Knowledge Exchange Lead and Senior Lecturer)
Natalie Murphy (Technical Coordinator)
Sara Ortolani (Graduate Assistant)

Marketing & Communications:

Alan McKenzie (Intranet Development Adviser)
David Tregoning (Website Development Adviser)
Emily Denning (Events Manager)
Paul Murton (Senior Employee Communications Manager)
Shauna Kealy (Creative Operations Manager)

Corporate Real Estate Services & Reception:

Darren Ally (Engineer)
Gary James (Acting Facilities Manager)
Giovanny Jalton (Engineer)
Giuseppe Vianello (Client Services Operations Manager)
Kristina Gadeikyte (Photographer)
and the entire reception team for being instrumental in the installation process



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