



BRISBANE
04 SEP

MELBOURNE
11 SEP

2015 PRESS KIT

**SEX,
DRUGS
&
HELVETICA**

Website — sexdrugshelvetica.com
Facebook — [/sexdrugshelvetica](https://www.facebook.com/sexdrugshelvetica)
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FOR IMMEDIATE RELEASE

Sex, Drugs & Helvetica is an event like no other. Described as “industry espionage” and “work experience at six studios in one day”, it’s an exclusive look at the highs, the hurdles and the learning curves behind six different projects. It’s insightful presentations. It’s unparalleled interviews. It’s an opportunity to not only be surrounded with other like-minded creatives, but to meet and talk with six Australian- and internationally-renowned designers.

Our incredible lineup of speakers for 2015 features Cheryl Heller (US), James Greenfield (UK), Interbrand creative director Ben Miles, Eskimo founder Zoë Pollitt, Projects of Imagination founder Nick Cox and August co-founder Daniel Banik.

Find out why Cheryl Heller developed an entire Master’s program in Design for Social Innovation for NYC’s esteemed School of Visual Arts. See how James Greenfield led a design team in the reimagination of the brand and digital presence for Airbnb – a company worth more than \$10billion. And from a man who’s worked with Chin Chin, Yo-Chi and Coda, hear Nick Cox discuss the ins and outs developing an immersive brand experience for Supernormal – one of Australia’s Top 25 restaurants.

And, for the first time, we’re running masterclasses in Brisbane, Sydney and Melbourne. This is a chance to participate in an intimate session with our international speakers, learning techniques both essential and invaluable to your personal and professional life.

Tickets for the Brisbane and Melbourne conference and the Brisbane, Sydney and Melbourne masterclasses are now on sale. For more information and full ticket details please visit: sexdrugshelvetica.com

For media enquiries, please contact leisha@sexdrugshelvetica.com

Please share #sdhmel2015 and #sdhbne2015

Thank you,
Andy, Leisha, Nick & Zac

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SPEAKERS



CHERYL HELLER (USA)

Chair, Design for Social Innovation program
at the School of Visual Arts

Website dsi.sva.edu
Twitter [@cherylheller](https://twitter.com/cherylheller)



JAMES GREENFIELD (UK)

Founder / Creative Director, Koto

Website studiokoto.co
Twitter [@gradiate](https://twitter.com/gradiate)
Instagram [@studiokoto](https://www.instagram.com/studiokoto)



NICK COX (AUS)

Founder / Creative Director,
Projects of Imagination

Website projectsofimagination.com



DANIEL BANIK (AUS)

Founder / Director, August

Website august.com.au
Twitter [@DanielBanik](https://twitter.com/DanielBanik)



ZOË POLLITT (AUS)

Founder / Creative Director, Eskimo

Website eskimodesign.com.au
Twitter [@snowyzoe](https://twitter.com/snowyzoe)
Instagram [@eskimodesign](https://www.instagram.com/eskimodesign)



BEN MILES (AUS)

Creative Director, Interbrand

Website standapart.com.au
Twitter [@benmiles9](https://twitter.com/benmiles9)

Website — sexdrugshelvetica.com
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BRISBANE (#SDHBNE2015)

WHEN

Friday, 4 Sep 2015
9.30am – 6pm

WHERE

Brisbane Convention Centre
South Brisbane
Brisbane



MELBOURNE (#SDHMEL2015)

WHEN

Friday, 11 Sep 2015
9.30am – 6pm

WHERE

Melbourne Convention Centre
South Wharf
Melbourne



MASTERCLASSES



STRAIGHT TO THE POINT: HOW TO COMMUNICATE EFFECTIVELY WITH CHERYL HELLER

Communication is the most powerful skill a creative professional can possess. It's essential to forging strong connections, achieving success and being heard.

An AIGA medalist for her contribution to the field of design and Founding Chair of NYC's first MFA program in Design for Social Innovation, Cheryl Heller will take participants through the essentials and secrets of communication design. Cheryl will help participants strengthen their personal voice, build compelling arguments and persuasive presentations and teach them to grow their professional practice through effective communication.

They will learn how to skip the jargon and get in touch with what they really want to say. From reading the invisible dynamics of an audience, to maximising their personal and social impact as a communicator – this masterclass has it covered.

Full masterclass details available [here](#)



HOW TO MAKE A MEANINGFUL BRAND WITH JAMES GREENFIELD

Making a brand that successfully engages its audience is the end goal for any designer working in branding, so the process designers take to get there is crucial.

This invaluable masterclass will be run by London-based creative director James Greenfield, who has worked on projects for some of the world's biggest brands, including Google, Microsoft and Nike. Taking participants step-by-step through the same in-house design process James and his design team used to rebrand Airbnb, the workshop will place them in the shoes of Airbnb's founders and reveal just what it takes to rebrand a \$10billion company.

Through branding exercises and discussions, participants will learn how to make a brand that wins over the client and engages with its audience. From how to communicate a company's values and personality, to learning effective communication skills to sell their ideas, James will cover it all.

Full masterclass details available [here](#)

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PRESS

PRESS PASSES

There are a limited number of press passes available for each conference for those who wish to cover the event. If you'd like a press pass, please get in touch.

PRESS ENQUIRIES

Leisha Muraki
leisha@sexdrugshelvetica.com

