

# Daniel Richards

Independent designer,  
art director, and maker of things.



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# I am...

...an English art director and designer/maker with plenty of experience in both the artistic and commercial realms. Over the past eight years as a freelancer my work has included set building and construction, prop making, mold-making and casting, model-making, and graphics. Until autumn 2009 I was living and working in London, but now live and work in Norway. As you will see from my CV, I have a wide range of skills and work experience; I can be flexible in terms of the nature of work I undertake. My aim is to establish a strong network of contacts in Trondheim, offering design and construction services for creative and commercial applications.

Starting as an architectural draughtsman, followed by a number of years making and restoring musical instruments provided me with experience in working to a high degree of accuracy and quality. In 1998 I decided to return to education and took four years out to study fine art, graduating in 2002. Since that time I have been self-employed using my skills in a varied and often challenging range of projects.

Initially employed mainly by television companies and filmmakers, I later found a niche for myself providing art direction for photographers and advertising agencies as part of a working partnership with another London based designer. Covering a diverse range of magazine features, advertisements and events, the work called for a highly creative and practical approach. In 2007 I began working closely with Punchdrunk, an award winning and innovative theatre company. As the Head of Scenic Construction on their production '*The Masque of the Red Death*', I was responsible for the design and construction elements of over fifty different environments within one building, as part of an enormous 360-degree live theatre experience. With the assistance of a large group of student volunteers whom I co-coordinated, this was achieved over four months. The production gathered high critical praise and sold out six nights a week for over half a year.

Since that time I have gone on to work with Punchdrunk on several projects. *Under the Eiderdown*, an educational theatre project involving the design and construction of a temporary performance environment was successfully piloted in six schools. Following an enthusiastic reception from pupils, parents and teachers, the program is now being expanded across many more London schools. I again worked with Punchdrunk, as well as The Old Vic and Kevin Spacey, on an interactive theatre experience/art exhibition in the empty arches under

Waterloo station. Entitled *Tunnel 228* the production included a vast 'Rube Goldberg' type machine that I built with Cambridge engineering graduate and artist Ben Tyers. The show opened to great anticipation and was hugely popular with both the press and public.

As well as these more creative projects, I have been involved in commercial work for numerous clients including Marks & Spencer's, the BBC and Vogue supplying sets, props, and graphics. This has included collaborations with respected photographers such as Rankin and Nick Knight, featuring prominent public figures, and promoting businesses such as Nike, Dell Computers and British Telecom. I also have experience of working with acrylics, and casting with polyester resins as part of a long freelance working association with Studio Van Der Graaf, a specialist within the UK in unusual and unique plastics based commissions.

Since moving to Norway, I've worked closely with Oslo based fine artist Espen Dietrichson, producing a number of large sculptural works for schools and kindergartens. In addition I've forged connections within the Trondheim fine art scene, and was exhibition producer of the first *Meta.Morf* art and technology biennial in the city. Most recently I designed and built *Teigens Tivoli*, an exhibition on the life and career of Jahn Teigen for Rockheim, after being invited back due to the positive reaction to my 2011 *Wenche's Verden* exhibition.

I hope my CV gives you a good overall idea of my experience and abilities. Although I'm aware that many Norwegians speak excellent English, I realise it's important to be able to communicate with people here in their own language, so I am currently also studying norwegian, and hope I will become fluent eventually. Please feel free to contact me at any time in the future.

Vennlig hilsen,



Daniel.



# Theatre - Design & Construction

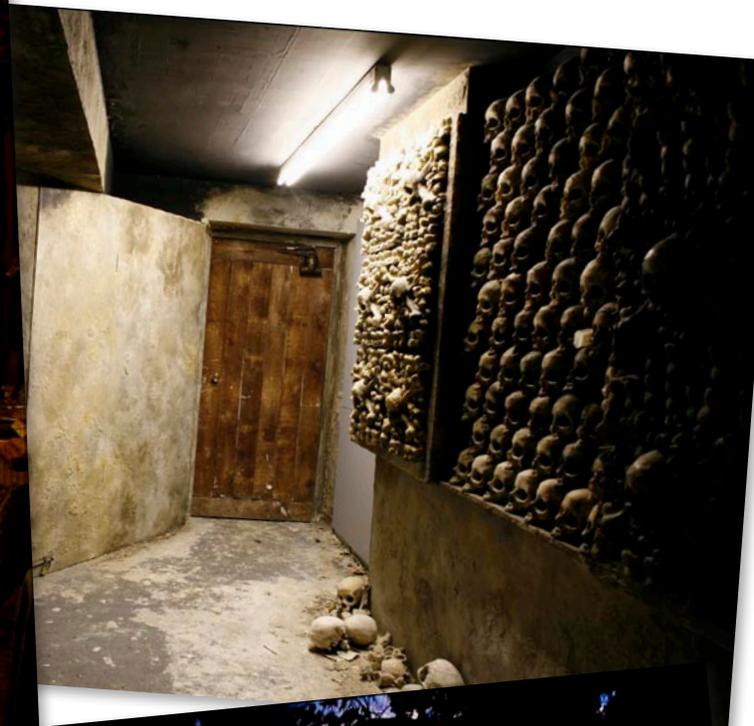
## *The Masque of the Red Death*

Punchdrunk's *The Masque of the Red Death*, realised with the cooperation of London's Battersea Arts Centre, completely transformed a very large Victorian former town hall into an immersive environment inspired by the stories of Edgar Allen Poe. Working alongside other designers and many student volunteers - offices, storerooms, corridors and auditoriums were rendered unrecognisable, as they became part of a supernatural gothic world. Spaces within the show included a vaudeville theatre, opium den, an apothecary's shop, and skull lined crypts. Because the audience were able to freely move around within the environment, great care was taken in every aspect of the design and construction process, to provide as convincing an experience as was possible.

*'The show is certainly a triumph of set decoration and atmosphere. The "Masque" experience sprawls across several floors and many rooms and has been artfully designed to transport you to a vanished past'.*

New York Times

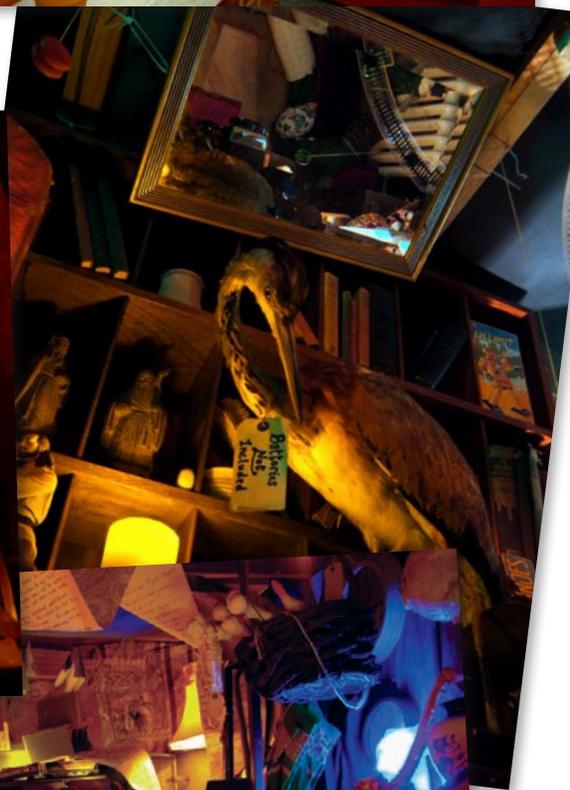




# Theatre - Design & Construction

## *Under the Eiderdown* - Schools Project

Inspired by the children's book *Who Are You, Stripy Horse?*, Punchdrunk's *Under the Eiderdown* project was created within 6 south London schools during the spring of 2009. Following a theatre workshop for the children led by a professional actor, a small design team would, over a weekend, secretly build a theatrical environment/installation within the school, based on the children's own ideas and reactions to the book and workshop. Then, during the following school week, small groups would be invited to enter the environment, where a resident storyteller (another actor) would tell them stories and encourage them to use their experience to create more tales of their own.



# Theatre - Design & Construction.

## *Tunnel 228*

During May-June 2009, Punchdrunk were, at the invitation of Kevin Spacey in his role as creative director of The Old Vic Theatre, asked to create and curate an art exhibition/performance in a recently rediscovered network of tunnels underneath London's Waterloo train station. Asked to again take on the role of Head of Construction, I assisted engineer turned artist Ben Tyers in the design and construction of a huge 'Rube Goldberg' type kinetic installation.



# Set & Props - Design & Construction

Industrial-junk sculptures.

Grace - *Detours* - EMI music.

Album and single covers

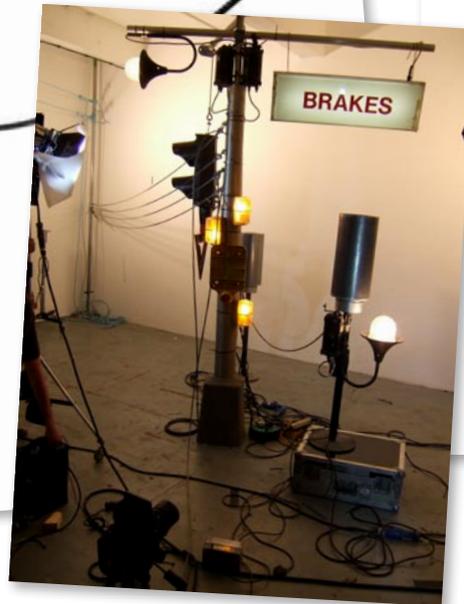
**GRACE** Detours



**GRACE** Slowly



**GRACE** Sink Like A Stone



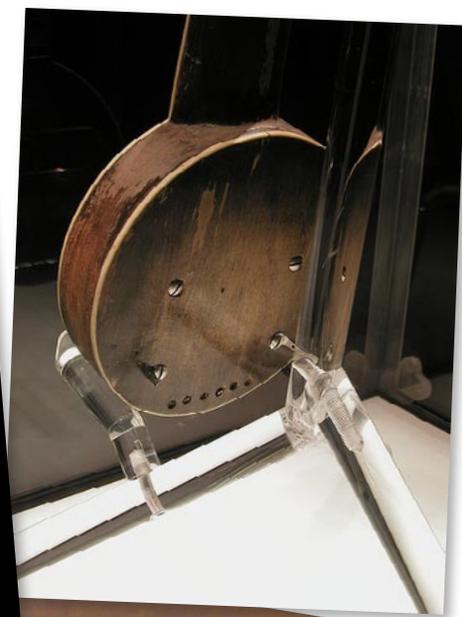
# Props, Construction & Carpentry



# Props & Display - Design & Construction

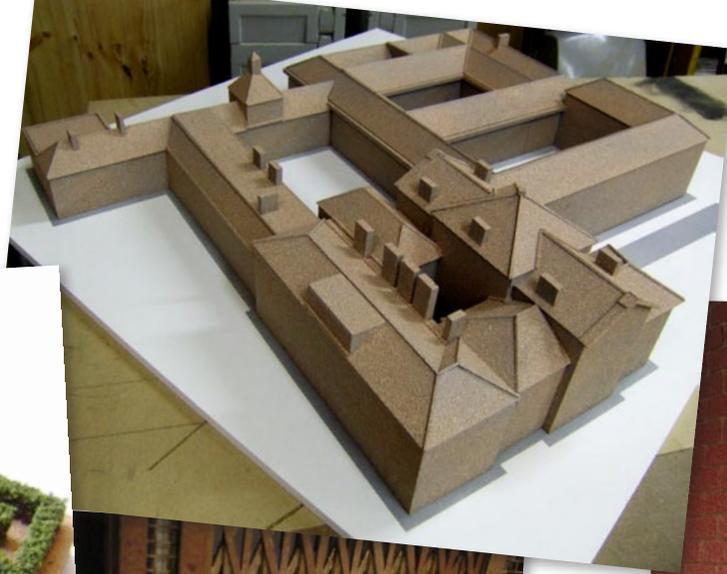
## Van Der Graaf Studio

While working as a freelancer with Van Der Graaf Design & Fabrication Studio I was the lead designer/maker on a large number of unique and challenging projects. As one of the UK's specialists in acrylics and polyester resin casting they have produced work for a huge variety of clients including Intel, Nike, Alexander McQueen and Kylie Minogue. A notable example is the clear acrylic stand for 'the frying pan' - the world's first electric guitar which I made for the *Born To Rock: The Life and Times of the Electric Guitar* exhibition.



# Modelmaking

Model house for [www.nakedcomms.com](http://www.nakedcomms.com)  
Kensington Palace model  
Maze puzzle piece for collective art project



Welcome  
↳ **naked** THE FAMILY MEETS GALLERY PRESS WEDNESDAY SESSIONS JOIN US



© 2005

# Fashion & Editorial - Props, Construction & Graphics

Lili Cole for Marks and Spencers by Rankin.  
Kate Moss for V magazine by Nick Knight.



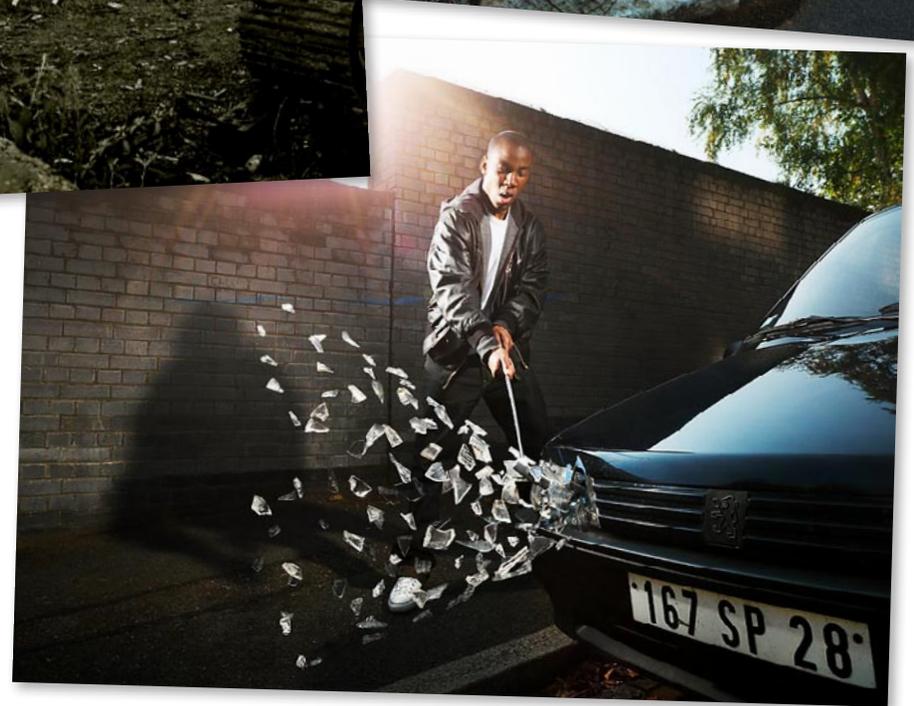
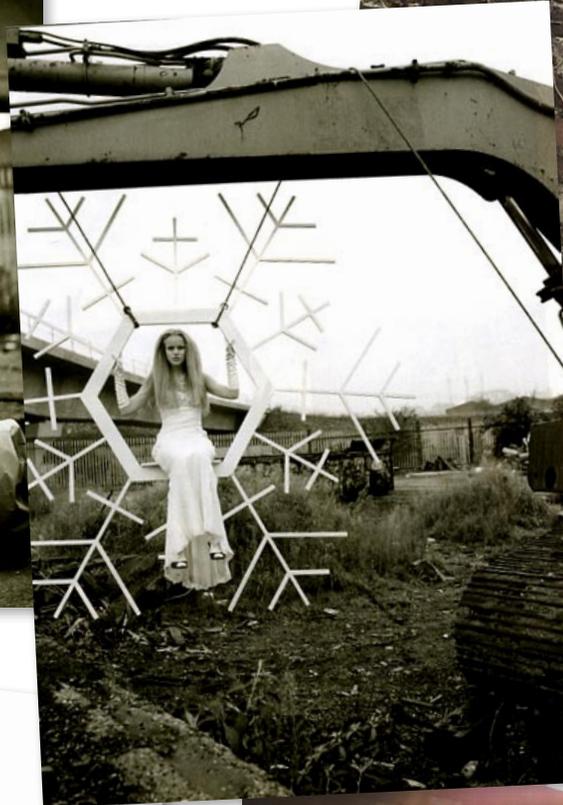
JCDecaux

Get registered.

# Fashion & Editorial - Props, Construction & Graphics



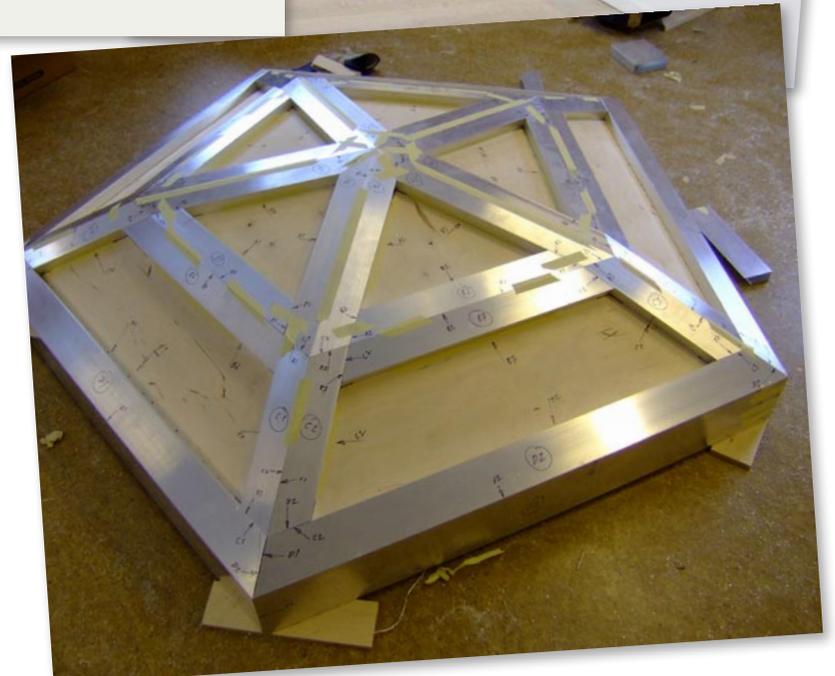
# Fashion & Editorial - Props, Construction & Graphics



# Fine Art - Design & Construction

Espen Dietrichson

Construction of sculptural pieces for the Arendal based artist Espen Dietrichson.



Education BA Hons. Fine Art, London Guildhall University

Key Skills Concept and design, construction and fabrication, prop styling, prop and model making.

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ADVERTISING, ART, EXHIBITIONS, PHOTOGRAPHY & WEB

Date	Production	Type of work	Position held
August 2009	<b>Dell Computers</b>	Advertising photography	Prop stylist
May 2009	'Visit London' campaign	Promotional photography	Prop stylist
Feb 2009 - Ongoing	Espen Dietrichson	Fine art sculpture	Technician
Dec 2008	<i>Pot Noodle</i>	Advertising photography	Asst Art Director
Sept 2008	<b>British Telecom</b> w/Rankin	Advertising photography	Art Director
Sept 2008	<i>Jane Norman</i>	Advertising photography	Asst Art Director
July 2008	<b>Marks &amp; Spencers</b> w/Rankin	Advertising photography	Asst Art Director
June 2008	<b>GQ</b> magazine	Editorial photography	Art Director
June 2008	<b>'RockNRolla'</b> - Guy Ritchie	Promotional photography	Asst Art Director
Feb 2008	<b>Arena</b> magazine	Editorial photography	Asst Art Director
Feb 2008	<i>TV Guide</i> (USA)	Editorial photography	Asst Art Director
Dec 2007	<i>V Magazine</i> w/Nick Knight	Editorial photography	Asst Art Director
Nov 2007	<b>Marks &amp; Spencers</b> w/Rankin	Advertising photography	Asst Art Director
April 2007	Grace (UK based band)	Promotional photography	Asst Art Director

Aug 2006	<b>Ferrero Rocher</b>	Advertising photography	Asst Art Director
Aug 2006	<b>Cosmopolitan</b> magazine	Editorial photography	Asst Art Director
July 2006	<b>Next</b> Clothing	Advertising photography	Asst Art Director
June 2006	<b>Vogue</b> magazine	Editorial photography	Asst Art Director
April 2006-July 2008	Complete Integrated Marketing	Advertising photography	Construction - Ongoing
June/July 2005	Hi-ReS!	Website photography	Design and construction
March 2004	<b>Tate Modern</b>	Display units	Design and construction

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#### FILM, THEATRE, TV & COMMERCIALS

Aug 2008	'Dead Set'	TV promo ( <b>Channel 4</b> )	Asst Art Director /Construction
Aug 2008	'Neopolitan Dreams' -Lisa Mitchell	Music video	Set/Prop construction
Aug 2008	'How Come Loretta' -The Ryes	Music video	Set/Prop construction
June 2008	'Brown Trout Blues'	Music video	Art Dept/Construction
Jan 2008	'Dido, Queen of Carthage'	Theatre prod. at Kensington Palace, London	Associate Designer (Construction)
Nov 2007	'Was He Anyone'	Theatre prod.	Set/Prop construction
Oct 2007	'4 On Demand'	TV promo ( <b>Channel 4</b> )	Asst Art Director
June - Oct 2007	'Masque of the Red Death'	Punchdrunk/BAC Theatre prod.	Head of Scenic Construction
Feb 2007	'All About Me'	TV Drama ( <b>BBC</b> )	Art Director
Aug 2006	'Deal Or No Deal'	TV Promo ( <b>Channel 4</b> )	Art Dept Assistant
May 2006	More 4 News	TV Promo ( <b>Channel 4</b> )	Art Dept Assistant

March 2006	'Stan'	TV drama ( <b>BBC</b> )	Art Dept Assistant/Construction
Jan 2006	'Samuel Johnson'	TV docu-drama ( <b>BBC</b> )	Art Dept Assistant
Dec 2005	'Accused'	TV docu-drama	Art Dept Assistant
Oct 2005	'Warburtons 'How' & 'Corners'	TV Commercial	Art Dept Assistant
Oct 2005	San Miguel 'The Dancer'	TV Commercial	Art Dept Assistant/Construction
Oct 2005	'Animals'	TV docu-drama ( <b>Channel 4</b> )	Art Dept Assistant/Construction
March 2005	'Modern Toss'	TV comedy ( <b>Channel 4</b> )	Asst Art Director/Construction
Sept 2004	'You Wish'	TV pilot ( <b>Nickelodeon</b> )	Head of Graphics / Props stylist
Aug 2004	British Telecom	TV Commercial	Prop construction
April/May 2004	'Sex, Footballers and Videotape'	TV drama ( <b>ITV</b> )	Asst Art Director, Graphics
March 2004	'Quietus'	Independent digital short film	Asst Art Director, Modelmaker

+ Earlier Film/TV work while at Nimblejack Ltd. – Construction/Maintenance/Adaptation of musical instruments for amongst others, Jane Campion's The Piano, David Ward's King Ralph, and ITV's Bramwell.

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#### OTHER SKILLS/RESOURCES

Extensive knowledge of materials and their relevant uses and qualities (wood, metal, acrylics, polyester resins, ceramics).

Wide range of design and manufacturing techniques gained over several years of workshop and on-site experience.

Draughtsman / Graphic Artist (By hand/Computer)

IT Skills (Mac & PC) – Adobe Photoshop & Illustrator, Microsoft Word.

Photographic knowledge / darkroom techniques.

## OTHER EMPLOYMENT

2002 - 2007 Van Der Graaf, London.

Position: occasional freelance designer/fabricator.

Mould-making and casting using glass fibre, resin and silicone rubber. Design, manufacture and finishing of (principally) Perspex and Polyester resin bespoke high quality items – film and stage props, architectural features, furniture, jewellery.

1991 – 1998 Nimblejack Ltd, Windsor.

Position: Musical Instrument Maker/Restorer. Construction, restoration and repair of stringed musical instruments, harpsichords, pianos, violins, guitars etc. Workshop and on-site work – regular clients included Pinewood and Shepperton Film Studios, Eton College, and Royal Holloway College (Brunel University). Display and marketing design, liaison with customers, supervision of stock and materials.

1988 – 1991 3D Developments, Windsor.

Position: Draughtsman/Surveyor/Estimator.

Execution of architectural drawings, artist's impressions, on-site surveys. Liaison with contractors, material quantities estimation and ordering.

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## ACTIVITIES & INTERESTS

Part Time tutor – Life Drawing Classes 2006-2007

Volunteer involvement in an organisational and creative role (set design and construction, lighting, poster design and publicity) for numerous music and theatre events and productions at Windsor Arts Centre and other venues.

Musician (bassist) in a number of bands – semi-professional and signed to a record label during the 1990's.

Keen amateur photographer, pinhole camera designer - 'The Mailart Pinhole Camera Project' – pilot site for a global non-profit postal photographic project. Design of accompanying website (see [www.daniel-richards.co.uk](http://www.daniel-richards.co.uk) for more information).

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## REFERENCES

(Norway) Espen Dietrichson, Artist/kunstner  
+47 92436703, [espen@espendietrichson.com](mailto:espen@espendietrichson.com)

(UK) Glyn Owen, Production Designer.  
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## Clients & Work Associates

British Telecom BBC Rankin Jane Norman Arena Glyn Owen Marks & Spencer's GQ Guy Ritchie  
Arena magazine TV Guide (USA) V Magazine Nick Knight Espen Dietrichson Grace Ferrero  
Rocher Next Clothing Vogue Complete Integrated Marketing Hi-ReS! TateModern Channel 4  
Johnny Flynn Angels in the Architecture Battersea Arts Centre Punchdrunk ITV Jane Campion's  
'The Piano' The Old Vic & Kevin Spacey Kick Knight Nike Fender Guitars Alexander McQueen  
Cosmopolitan Kylie Minogue Goldfrapp Orange Swarovsky Sky Television Trøndelag Senter for  
Samtidskunst Trondheim Elektroniske Kunstsenter Gråmølna Kunstmuseum