

# METRO behind the idea

PIONEERING PEOPLE AND IDEAS IN THE CREATIVE INDUSTRIES

## Brief encounters with new talent

**T**HE future is clever – that’s the line of thinking at Let’s Be Brief (LBB), a platform for young creative talent set up by agency twenty%extra.

LBB started off as a youth workshop programme in the summer of 2009 with the aim of encouraging critical thinking in young people. Using branding and advertising, the course deconstructed media and advertising messaging before challenging students to answer a creative brief.

Since then, it has developed into a mentoring programme for young creatives, as well as a co-creation and engagement tool for the creative agency, working with a range of clients such as Louis Vuitton Young Arts Project, Virgin Media Pioneers and 4Talent.

This summer sees the relaunch of LBB, with new branding and a

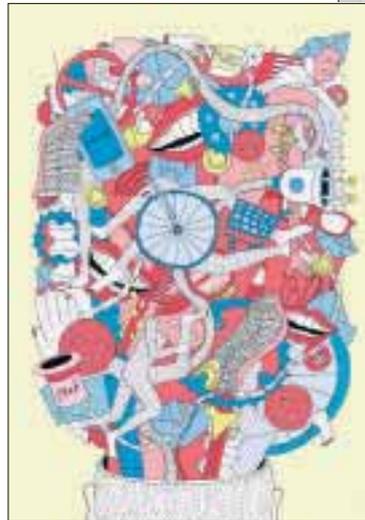
### LET’S BE BRIEF: CREATIVE AGENCY TWENTY%EXTRA IS FOSTERING YOUNG DESIGNERS WITH ITS RELAUNCHED PROJECT

new website. It will continue to cast a critical eye on all things creative, political and social, with content curated by twenty%extra and the LBB ambassadors.

A bespoke series called The Specials will shed light on the processes of established and emerging agencies. The mentoring side has also stepped up a gear, turning into a fully fledged talent agency, representing and working collaboratively with new designers.

‘We’re dead excited about the talent agency, as we want to provide a platform for young designers,’ says twenty%extra managing director Stephanie McLaren. ‘Unfortunately, the creative industry is sometimes still a place of who you know rather than what you know. LBB will support and nurture those with the vision and hunger so as to ensure that the future is indeed clever.’

The first LBB talent agency incumbents are Yinka Ilori (upcycling furniture designer), Sky Nash (illustrator) and Martina Paukova (Illustrator and graphic designer).



Grand designs: The work of Sky Nash (above) and Martina Paukova (left), two of the initial Let’s Be Brief intake



Chair necessity: The work of LBB’s Yinka Ilori

### CONTAGIOUS IDEAS: COMMON THREADS

Ever heard of a company that tells you not to buy its clothes? US-based company Patagonia is doing just that. In a move to minimise waste clothing – and to promote the durability of its products, of course – Patagonia is asking customers to reuse their old products.

The Common Threads initiative, launched in association with eBay, allows people to re-sell Patagonia

products online. To interact with the eBay-style site, sellers and purchasers must take a pledge to ‘reduce, repair, reuse, recycle and reimagine’, which includes buying second-hand items wherever possible and selling clothes they no longer wear – because the most sustainable products are those that already exist.

<http://campaigns.ebay.com/patagonia>



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