

Jo Bell  
07905173145  
mail@jobell.net

...

[www.jobell.net](http://www.jobell.net)

WHAT MAKE  
GREAT  
FICTION?

HarperFiction

What have you learned with your 'biggest' travels? Travels are really so liberating. It's when you're seeing the world, beginning the journey from childhood's desire to grow up. When I read *Shadowland* for the first time, it was like you have created this universe, as the

[illegible]

## A photograph of a man with short hair, wearing a light blue button-down shirt, sitting behind a dark wooden table. The background shows a restaurant interior with a lamp and curtains. On the left side of the page, there is a circular graphic containing the text "2016 FORTUNE MAGAZINE'S MOST POWERFUL WOMEN". On the right side, there are two columns of text, likely an interview or article related to the woman mentioned in the header.

Wegpunkt 5

[illegible]

WHAT DO YOU LOOK FOR MOST IN A NEW SUBMISSION?  
A VOICE

[illegible]

HARPER FICTION  
HARPER COLLINS  
—  
LAYOUT AND  
TYPEFACE DESIGN  
FOR A PROMOTIONAL  
MAGAZINE AIMED AT  
PUBLISHING AGENTS

hijkl

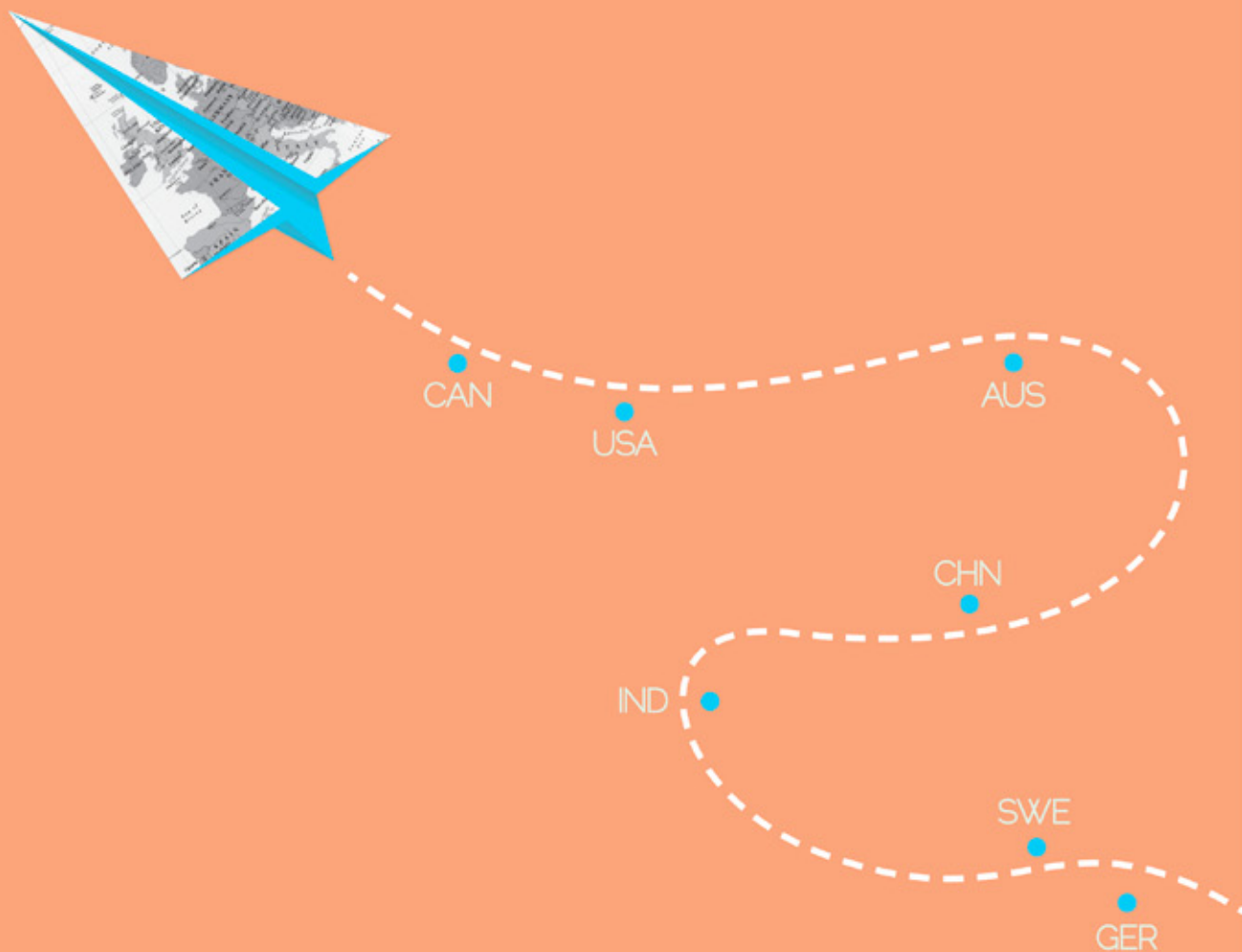




TYPE CHAIRS 2-5  
 PERSONAL WORK  
 —  
 CONCEPT FOR AN ALTERNATIVE  
 TYPE SPECIMEN; ALTERED  
 CHAIRS BY HAND TO  
 COMMUNICATE THE QUIRK  
 OF EACH TYPEFACE

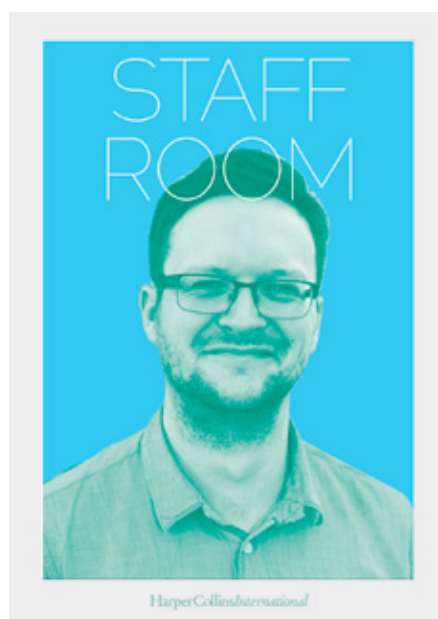
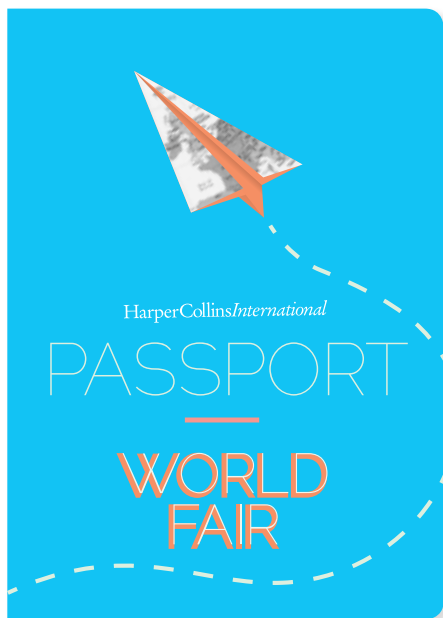
WELCOME TO

# WORLD FAIR



HarperCollins*International*





HARPER INTERNATIONAL  
HARPER COLLINS

—

IDENTITY FOR A ONE DAY EVENT  
AT HARPER COLLINS. THE PAPER  
AEROPLANES REPRESENT BOOKS  
TRAVELLING THE GLOBE FOR  
SALE IN INTERNATIONAL  
TERRITORIES

ABO

— *London* —



ABO  
— London —

Name of Person  
Job Title  
Address Line One  
Address Line Two  
City  
Postcode

Date

Dear Sir/Madame

ABO LONDON  
Fashion & Interior  
Accessories  
T: 078 525 11 365  
077 753 88 837  
E: abolondon@gmail.com  
W: abolondon.com

ABO  
— London —



ABO  
LUXURY SCARF BRAND  
—  
LOGO AND STATIONARY  
FOR A LONDON LUXURY  
SCARF COMPANY

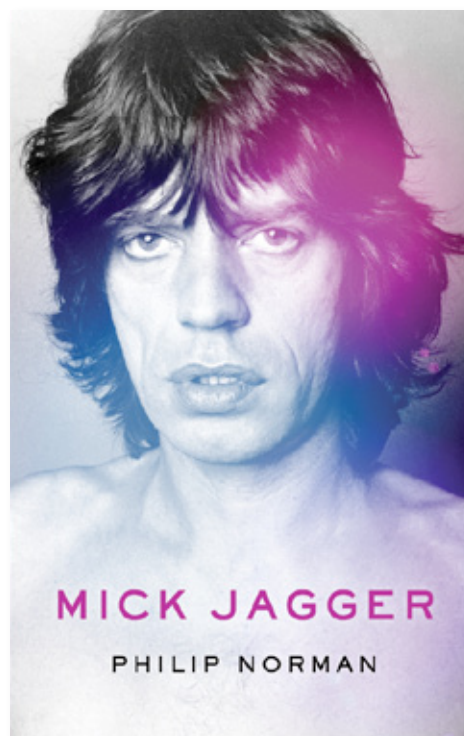
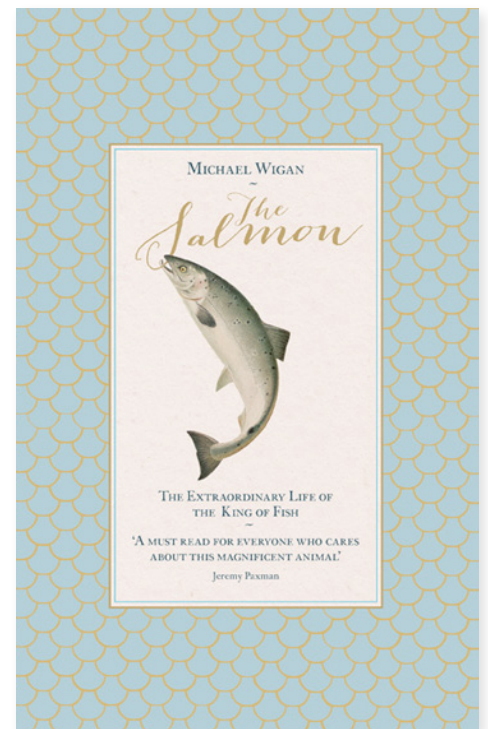
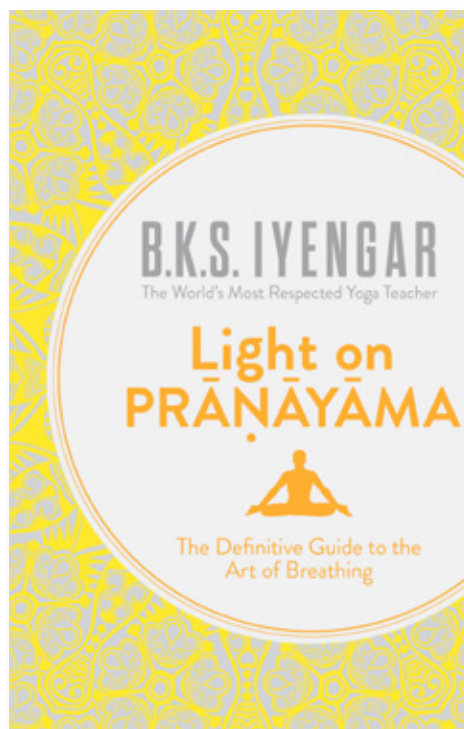




RAVENSBOURNE  
JOHNSON BANKS

—  
CHOSEN VISUAL IDENTITY  
BASED ON THE PENROSE TILE  
THAT COVERS THE BUILDING. I  
INITIATED THE IDEA OF USING  
STUDENTS AND SHOWING THEIR  
CREATIVE ENERGY, THEN  
DEVELOPED THE LOOK WITH  
THE DESIGNER





SELECTED NON FICTION  
BOOK COVERS  
—  
HARPER COLLINS







## STUDIO VOLTAIRE

[www.studiovoltaire.org](http://www.studiovoltaire.org)

VISITORS PER M2	11
DAYS OPEN	200
STAFF	2
ARTISTS REPRESENTED	0
EXHIBITIONS PER YEAR	5
DATE ESTABLISHED	1994

**DESCRIPTION**  
Studio Voltaire exists to support artistic practices and create a space for thought, experimentation and reflection.

## BARBICAN ART GALLERY

[www.barbican.org.uk/artgallery](http://www.barbican.org.uk/artgallery)

VISITORS PER M2	219
DAYS OPEN	280
STAFF	30
ARTISTS REPRESENTED	0
EXHIBITIONS PER YEAR	3
DATE ESTABLISHED	1982

**DESCRIPTION**  
Barbican Art Gallery is a public art space in the heart of the City that presents major exhibitions by leading international figures.

## HERALD STREET

[www.heraldst.com](http://www.heraldst.com)

VISITORS PER M2	16
DAYS OPEN	210
STAFF	4
ARTISTS REPRESENTED	19
EXHIBITIONS PER YEAR	8
DATE ESTABLISHED	2005

**DESCRIPTION**  
Contemporary art gallery exhibiting an international roster of emerging and mid-career artists based in East London.



[www.ica.org.uk](http://www.ica.org.uk)

VISITORS PER M2	176
DAYS OPEN	260
STAFF	75
ARTISTS REPRESENTED	0
EXHIBITIONS PER YEAR	8
DATE ESTABLISHED	1947

**DESCRIPTION**  
Established by a collective of artists, poets and writers to explore contemporary culture across the broadest platforms, the ICA presents exhibitions, artists, films, and music.

## TATE MODERN

[www.tate.org.uk](http://www.tate.org.uk)

VISITORS PER M2	138
DAYS OPEN	362
STAFF	-
ARTISTS REPRESENTED	0
EXHIBITIONS PER YEAR	13
DATE ESTABLISHED	2000

**DESCRIPTION**  
Created from a disused power station, Tate Modern displays the national collection British art and of international modern art.

Tate Modern displays between 11-15 exhibitions per year, this statistic represents an average

## WHITE CUBE

[www.whitecube.com](http://www.whitecube.com)

VISITORS PER M2	187
DAYS OPEN	165
STAFF	-
ARTISTS REPRESENTED	50
EXHIBITIONS PER YEAR	6
DATE ESTABLISHED	1993

**DESCRIPTION**  
Set up by Jay Jopling, White Cube is arguably one of the most influential commercial galleries of the past decade.

## HAUSER WIRTH

[www.hauserwirth.com](http://www.hauserwirth.com)

VISITORS PER M2	-
DAYS OPEN	240
STAFF	40
ARTISTS REPRESENTED	50
EXHIBITIONS PER YEAR	5
DATE ESTABLISHED	2003

**DESCRIPTION**  
Hauser & Wirth is located in New York, Zurich and London. The gallery represents both emerging and established contemporary artists.



[www.serpentinegallery.org](http://www.serpentinegallery.org)

VISITORS PER M2	1778
DAYS OPEN	245
STAFF	60
ARTISTS REPRESENTED	0
EXHIBITIONS PER YEAR	5
DATE ESTABLISHED	1970

**DESCRIPTION**  
Serpentine Gallery is set in the heart of Kensington Gardens. It exhibits modern and contemporary art alongside an architecture, education and public programme.



[www.peeruk.org](http://www.peeruk.org)

VISITORS PER M2	73
DAYS OPEN	200
STAFF	3
ARTISTS REPRESENTED	0
EXHIBITIONS PER YEAR	4
DATE ESTABLISHED	1994

**DESCRIPTION**  
PEER is an independent arts organisation which commissions imaginative and ambitious projects by international, established and emerging artists in the heart of East London.



[www.whitechapelgallery.org](http://www.whitechapelgallery.org)

VISITORS PER M2	223
DAYS OPEN	310
STAFF	60
ARTISTS REPRESENTED	0
EXHIBITIONS PER YEAR	7
DATE ESTABLISHED	1901

**DESCRIPTION**  
Internationally acclaimed for its exhibitions of modern and contemporary art and its pioneering events, Whitechapel plays a unique role in the capital's cultural landscape.



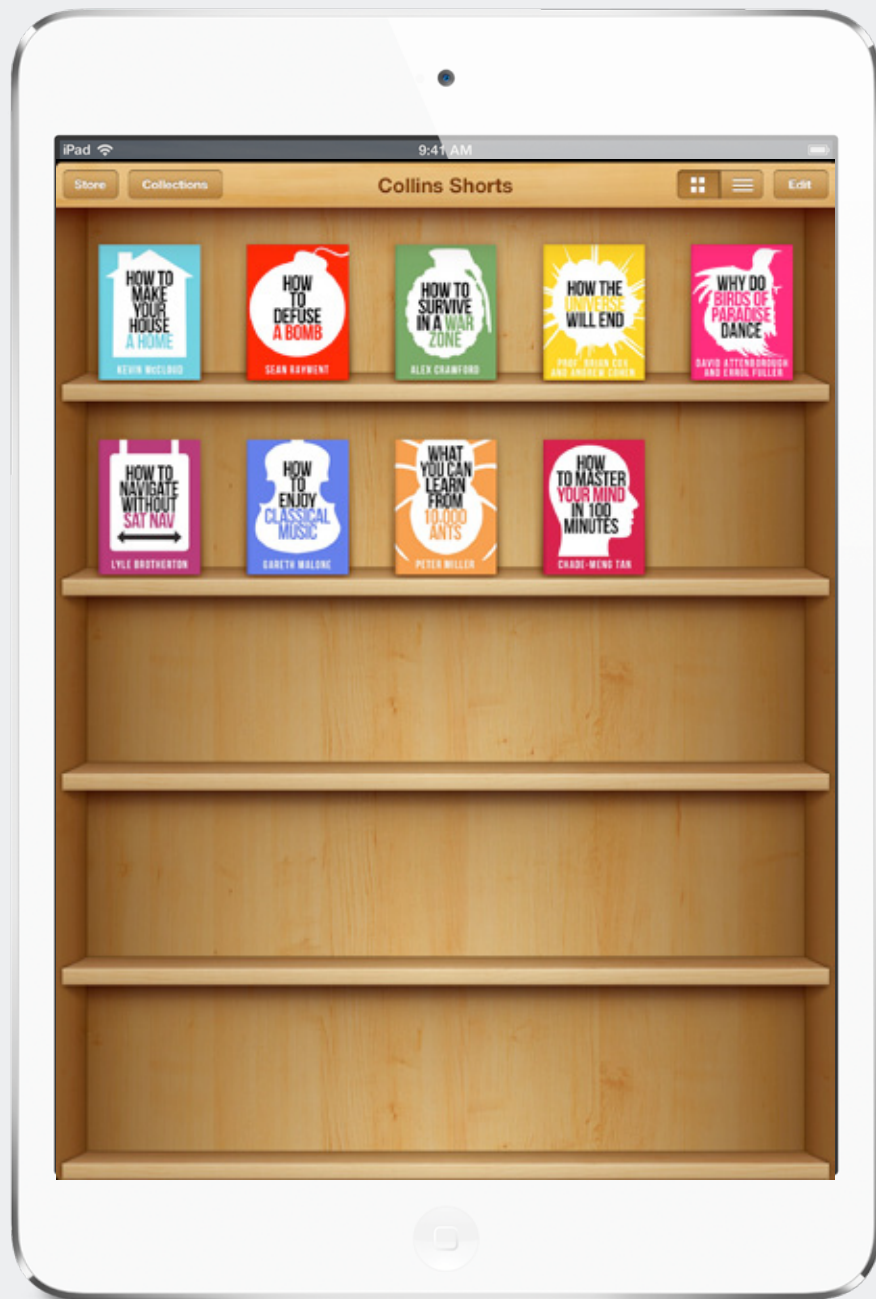
TRUMP CARDS  
DESIGN & ILLUSTRATION

PRODUCED WITH ARTIST  
DUO TURNHURST, GALLERY  
TRUMPS PROVIDES STATISTICS  
ON LONDON GALLERIES TO  
SPARK DISCUSSION & DEBATE  
ABOUT WHAT MAKES  
ONE GREAT

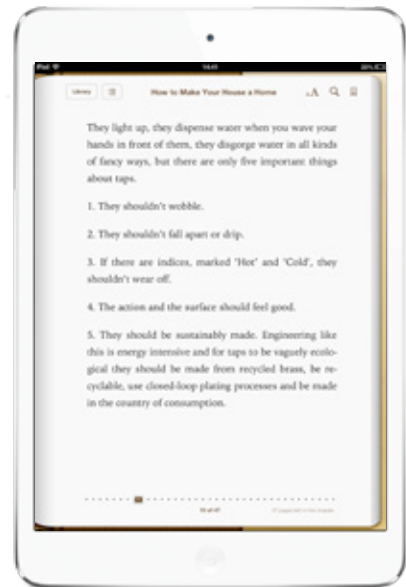
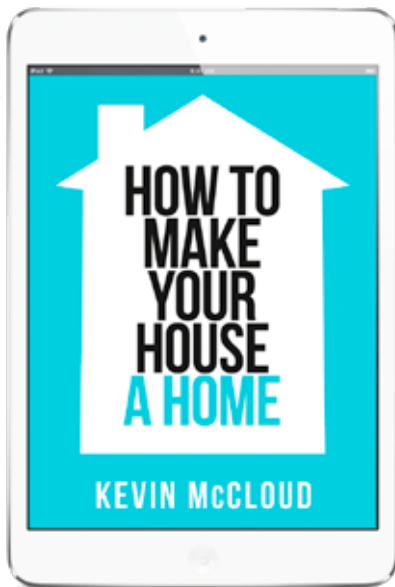


LONDON GALLERY TRUMPS

LONDON GALLERY TRUMPS







COLLINS SHORTS  
HARPER COLLINS

—  
DESIGN CONSCIOUS EBOOKS  
WITH STRONG TYPOGRAPHY  
AND GIF ANIMATIONS.






## Taps

They light up, they dispense water when you wave your hands in front of them, they disgorge water in all kinds of fancy ways, but there are only five important things about taps.

- 1 They shouldn't wobble.
- 2 They shouldn't fall apart or drip. I've worked with a family firm of tap makers in the UK, Samuel Heath, who design and engineer their product to last a lifetime.
- 3 If there are indices, marked 'Hot' and 'Cold', they shouldn't wear off.
- 4 The action and the surface should feel good.
- 5 They should be sustainably made. Engineering like this is energy intensive and for taps to be vaguely ecological they should be made from recycled brass, be recyclable, use closed-loop plating processes and be made in the country of consumption (see point 2).







Jo Bell  
07905173145  
mail@jobell.net

...

www.jobell.net

## FREELANCE WORK

Hoyne (Sydney) - Feb 2013

HarperCollins - Jan 2012-Jan 2013

Kimpton Creative - Dec 2011

Marc&Anna - May 2011-Nov 2011

NB Studio - June 2010-Oct 2010

Octopus Publishers - Ongoing

OddBoy Film - Ongoing

Friendship Works - Ongoing in 2011

## PLACEMENT WORK

Jun 2009 - May 2010

Nov 2010 - April 2011

Johnson Banks - 3 months

NB - 2 months

Waitrose Inhouse, Blast, GBH, YCN,  
Radford Wallace, Purpose, Hat-trick,  
Together, Williams Murray Hamm - all  
1 month

## CLIENTS INCLUDE

The Royal Mail  
Cancer Research UK  
British Heart Foundation  
Arts Council England  
Friendship Works  
Limoncello Gallery  
OddBoy Films  
Friendship Works

## PERSONAL STATEMENT

Having graduated with a first from Kingston University in 2009, I have gained experience in a range of great design companies. Working on branding projects, book design, print and illustration for clients including The Royal Mail and the Arts Council. I have recently travelled Australia and spent time working in a Sydney design studio.

## QUALIFICATIONS

BA(Hons) 1st Class *Graphic Design*  
Kingston University

Merit Foundation Diploma *Art&Design*  
Surrey Institute of Art

Short Course *Portrait Drawing*  
&*Painting* Central Saint Martins

## SKILLS & ACHIEVEMENTS

- London Gallery Trumps, a personal project, was featured in Art Review Magazine, The Art Newspaper and is available to buy in bookshops and galleries across London
- Illustrations published in Harper Collins' book '43 Principles of Home'.
- Have printed and exhibited letterpress works
- Winner of RSA Design Directions for the design brief Elegant Frugality; developed my interest in the environmental design.
- Selected by Graham Fink from Saatchi to exhibit my conceptual photography *Disposed of Cameras* at the late Paul Arden's gallery.
- Exhibited a collaborative pinhole photographic piece *In the Dark* with Laura Bowman at ROOTED; an exhibition initiated in central London by Kingston University.
- Gained relevant design skills; CS5 packages, traditional darkroom and digital photography, bookbinding and typographic skills.