

THE STORY OF OUR TIME

PRODUCED BY



THE ELEPHANT ROOM

IN COLLABORATION WITH

ual: creative shift

I N S

P I R A

T I O N

C R E A T I V E

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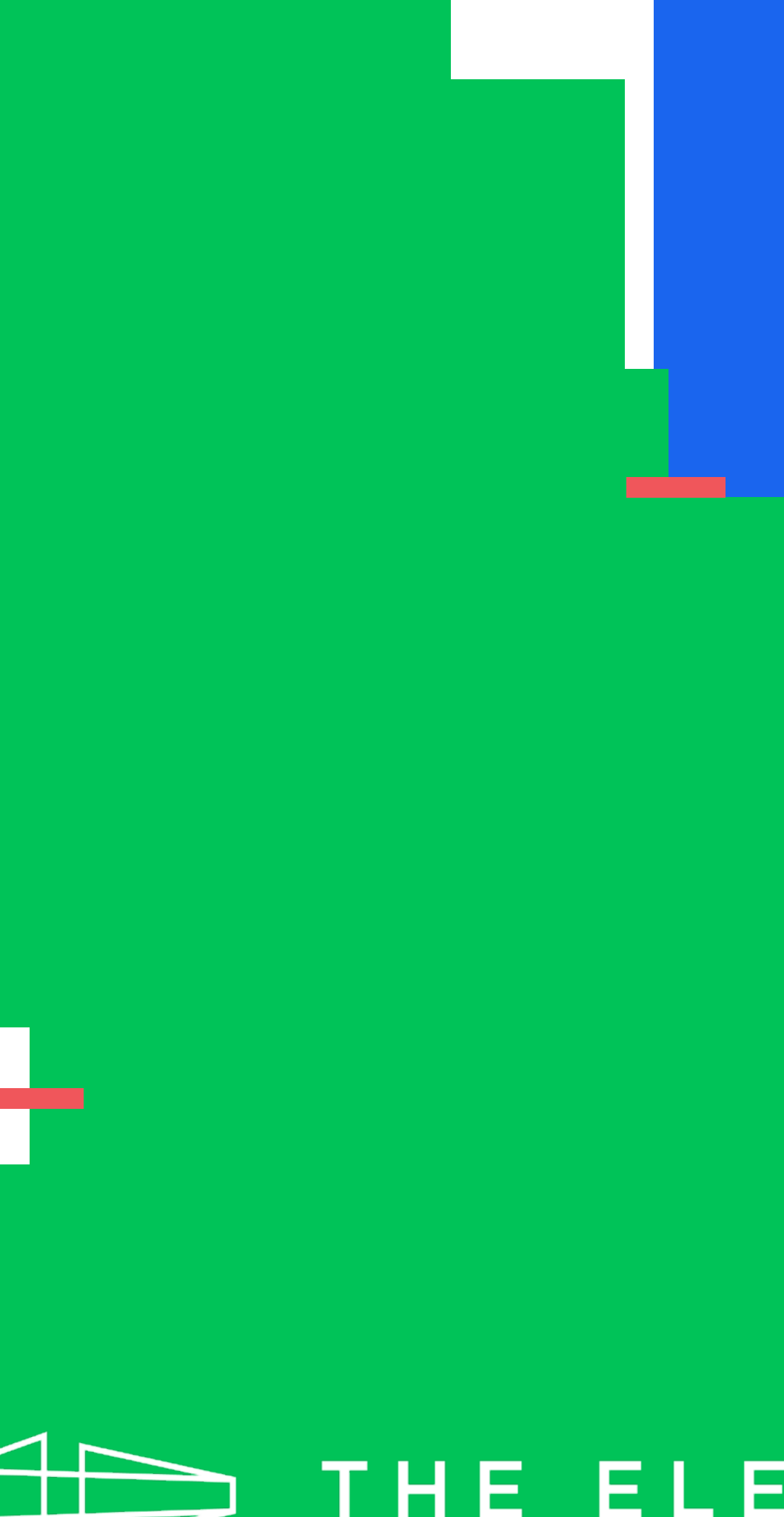
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As a creative agency dedicated to supporting and working with up-and-coming young creative talent, we at the **The Elephant Room** wanted to do something that would help those going through an incredibly tough time dealing with the stresses and anxieties of the Covid pandemic, ensuing lock down and uncertainty around exam results.

We can only imagine how challenging it must be for some of the young talent out there. Being asked to adjust to world that changes daily means it can feel like an impossible task to plan for your future. So with that in mind we came together with University of the Arts London's (UAL) Creative Shift team to offer some practical support.



Creative Shift works within UAL's careers and employability team and shared our belief in the shaping of a more diverse creative industry. They're dedicated to supporting the employability and progression of UAL students from under-represented backgrounds including Black, Asian and those who identify as ethnic minority and first-generation students.

The Creative Shift team recognised that not all UAL students have access to professional contacts, experience, support, or the confidence to thrive in their creative practice and so exist to change this by supporting students underrepresented in the sector to make a living doing what they love.



THE STORY OF OUR TIME

With that in mind we developed,
THE STORY OF OUR TIME a practical and
inspirational pack filled with contacts,
information and a number of student's
expressive work dealing with the lived
experience throughout lock-down.

We hope this unique collaborative
project will empower students from
under-represented backgrounds,
develop their confidence, increase their
networks and employability skills, gain
industry experience and help them
develop a gratifying sustainable career
within the creative arts industry.



With the impact of the pandemic taking hold of the UK in March, all students know that this is the time when you start to prep for your end of year deadlines.

A stressful time in itself! UAL students used footage, spoken word & illustrations to express their uniquely life-defining experiences in an evocative and honest film.

Watch

THE STORY OF OUR TIME >>



Luna Islam
BA Hons Graphic
Communications

Sonia Vico
BA Graphic
& Media Design

**Amelie
Kociolkowaska**
BA Product Deesign

Helena Cartiege
BA Illustration

Becky Hancock
BA Drawing

Nadia Lino
BA Painting

Val Toro
BA 3D with Creative
Computing

Samis Addad
BA Product Design

Dilsah Kava
BA Media
Communications



Support Resources_

| Business/

Facebook Business Suport »

Gov Business Support »

Gov Finance Support »

| Wellbeing/

Nhs Talking Therapies »

One Space Mental Health »

| Creative/

Arts Council »

National Lottery »

UnLtd »



Black Owned

Businesses_

Kwanda »

Community Projects

Reach out »

Mentoring Charity

Holiday club space »

Education & Training

We Are Soul »

Events & Culture

Exist Loudly »

LGBT Community Support

Power the fight UK »

Youth Violence Support

Free Black Uni »

Education & Support

Celutions UK »

Mental Health

UFF Campaign »

Racial Justice Organisation

Nightsglobal »

Creative Festival

Step now »

Mentoring

Psycool Online »

Mental Health Support

Inside Out UK »

Mental Health Support

Mentivity »

Support Community



Feel Good Playlist



By
DJ Henriee

_@henrieviii

Popcaan_Party Non Stop /
Odunsi The Engine_Wetin Dey /
Rema _ron Man /
Fireboy DML_Jealous /
Burna Boy_Already /
Col3trane ft Miraa_Rendezvous /
WSTRN_4 Ya /
Wizkid ft Chronixx_Jam /
Darkoo ft Hardy Caprio_Juicy /
Big Tril_Parte after Parte /
Chronixx_Likes /
Chaka Demus_Murder She Wrote /
Charly Black_Party Animal

Hear the playlist ▶



The directory_

Use this handy directory
as a reference to build your
network and find your tribe.

Creatives »

Writers »

Entertainers »

**Consultants &
Project managers »**

Beauty »



Creatives/

Designers/
Creative directors/
Art directors/
Film directors/
Video Editor/
Photographers/
Developer/ UI/
UX/ 3D Artists/
Illustrator/ Music
Producer/ Fashion/
Jewellery/ Motion
Graphics/ Animator/
Installations &
Architecture/ Set
design/ Curators.

Amber Butler

Freelance Illustrator/ Designer/ Fashion/
Art Therapy Workshops.

[email](#)

Cartèlea Howell

Artist/ Designer/ Writer/ Model.

[website](#)[email](#)

Ami Vadi

Graphic Designer, Illustrator, Art, Social
Media Design.

[website](#)[email](#)

Cheryl Jordan Osei

Motion Graphics Designer/ Producer/
Director.

[email](#)

Balraj Bains

Creative, Illustrator, Graphic Designer,
Copywriter, Instagram Filters, Project
Manager, Director.

[website](#)[email](#)

Christelle Youmbi Siewe

Fashion Design/ Garment construction/
Garment pattern cutter/ Photoshop/
InDesign/ Illustrator workshops.



Christopher Adedipe

3D Artist, Motion Designer, Video Editor

- website
- email
- 

Elisia Brown

Graphic Designer / Copy-editor

- website
- email
- 

Ignitious Moyo

Film Maker.

- website
- email

Cyril Lutterodt

App Developer, Web Developer (Founder of Neu Robotics) /Software & Tech/ AI and ML.

- website
- email
- 

George Fogarty

Video Editor.

- Linkindln
- email

Jade Adeyemi

Art Director / Set Designer / Event Producer.

- website
- email

Daniel Peñafiel

Photographer / Content Creator / Writer.

- website
- email
- 

George Thomas

Multimedia Designer / Music Producer / DJ.

- website
- email
- 

Jana Dahlawi

Videographer / Video Editor.

- website
- email
- 

Jasreen Jawanda

Digital Marketing / Social Media / Fashion Stylist / Fashion Blogger / Writer.

[website](#)[email](#)

Kiran Gidda

Photographer.

[website](#)[email](#)

Lizzie Reid

Illustrator / Designer / Poet

[website](#)[email](#)

Johnny Fonseca

Photographer / Director / Content Creator / Creative Direction / Consultant.

[email](#)

Kirin Sall

Photographer / Writer / Social Media & Digital Marketing Consultant.

[email](#)

Marina Townsend

Fashion designer / writer / merchandiser / editor.

[website](#)[email](#)

Kemi Adeeko

Director / Visual storyteller / Stylist / Founder of The Curly Connect.

[website](#)[email](#)

kofi mayhew

Vegan Baker / Bakery Owner / Caterer.

[email](#)

Maureen Kargbo

Set Design / Event Producer.

[email](#)

Nadia A

Jewellery Technologist / Designer / Maker.

[website](#)[email](#)

Shirin Naveed

Architecture / artist / designer /
photographer / workshop facilitator / DJ /
events management / marketing / strategist.

[email](#)

Uzoma Orji

Creative developer / website / Apps /
Games / Photography-based digital artist.

[website](#)[email](#)

Olive Hooper

Fashion Designer / Graphic Designer /
Illustrator / Amateur DJ.

[website](#)[email](#)

Terna Jogo

Photographer / Content Creator /
Producer.

[website](#)[email](#)

Yeside Williams

Fashion designer / writer / merchandiser /
editor.

[website](#)[email](#)

Perola Da Cruz

Digital Designer / Web/Apps / UX/UI / AR /
instagram filters.

[website](#)[email](#)

Tolu Fasoyiro

Travel Content Creator.

[website](#)[email](#)

Writers/

Copywriters/
Script writers/
Authors/ Content
Writers/ Blogger/
Songwriter/ Poet/
Journalists

D'vyne Comfort

Singer-Songwriter.

[website](#)[email](#)

Gabriel Dedji

Author / social activist / blogger / writer /
public speaker.

[website](#)[email](#)

Daniel Peñafiel

Photographer / Content Creator / Writer.

[website](#)[email](#)

Ilayda McIntosh

Copywriter / Social Media Producer /
Photographer.

[website](#)[email](#)

Jasreen Jawanda

Digital Marketing / Social Media / Fashion Blogger / writer / Fashion Stylist.

[website](#)[email](#)

Serea Reid

Therapy Coordinator / Project Manager / Writer & Blogger / Public Speaker / Podcaster.

[website](#)[email](#)

Vaneeta kaur

Author / Creative Writer / Emotional Wellness Advocate.

[website](#)[email](#)

Leonie Owiredu

Cultural Strategy and Research / Writer / Diversity Consultant.

[website](#)[email](#)

Steph Carney

Social Media Manager / Singer / Songwriter (oshens).

[website](#)[email](#)

Vicky Gayle

Investigative journalist / Content Writer.

[website](#)[email](#)

Ray Sang

SEO Specialist (Content) / Copywriter / Music Editor (ASBO Magazine & IndustryMe) / Music & Culture Writer.

[website](#)[email](#)

Tahmid Akthar

Content & Copywriter / Cultural Analyst / Strategist / Researcher / Stylist.

[website](#)[email](#)

Entertainers/

Models/ Dancers,
Actors/ voice over/
Singer/ Fitness/
Public Speakers/
DJ/ Podcaster/
Music Producer/
Presenter

Anas Cheramat

Actor / Presenter / DJ.



Alexandra Carney

Creative Productions, Events, Artist & Dj.

website

email



Anissa Whyte

Presenter / Host / Digital Content Creator.

email



Ben Temple

Music Producer / DJ / Website Consultant.

website

email



Antonia Odunlami

Radio producer (Beats 1 / Apple Music) / DJ.

email



Benjamin Opoku

Producer / model & actor / management.

website



Charlotte Haynes

Podcaster (The Hustle Hotline) / Travel & Lifestyle Content Creator.

- website
- email
- 

Fee Mak

Radio & TV presenter / VO artist.

- website
- email
- 
- 

Janine George

Fitness Professional / Personal Trainer, / Group Exercise Instructor / Fitness Model / Voice Over Artist.

- website
- email

Davinia Vincent

Session singer.

- email
- 


George Thomas

Multimedia Designer / Music Producer / DJ.

- website
- email
- 

Kwame Asiedu

Actor.

- website
- email
- 

Ebinehita Iyere

Therapeutic Youth Practitioner / Founder of Milk & Honey / Speaker.

- website
- email
- 
- 

GLOR1A

Experimental RNB music artist.

- website
- email
- 

Lisa Kennedy

Curator / Content Creator / Public Speaker.

- website
- email
- 



Naomi Belle

Singer-Songwriter/Actress/Virtual Assistant.

[website](#)[email](#)

Paula Oyinkan

Digital marketing / social media consultant
/ Speaker / entrepreneur (fashion and social
enterprise).

[website](#)

Talitha Lindo

Actress / Pole Fitness Instructor /
Photographer.

[email](#)

Consultants & Project managers/

Social Media
planners/ Strategics/
Researchers/
Insights/
Communications/
Digital/ Marketing &
advertising/ Client
Services/ Producer/
Event Manager/ Tours/
PR & Marketing/
Artists Manager/ AR/
Promoter

Alexandra Ampofo

Music Promoter / Diversity Leader / Live
events / Community Safe-Spaces For
Women Non-Binary & Trans.

[website](#)[email](#)

Bilal Harry Khan

Facilitator / Event Host / Youth
Engagement / D&I.

Anthony Odogwu

Tech Entrepreneur Founder of Future
Space Technologies.

[website](#)[email](#)

Damilola Dawodu

Advertising & Marketing Consultant.

[email](#)

Bayo Obasaju

Culture, Creative & Enterprise Strategy &
Development.

[website](#)

Damilola Onamusi

Events Curator / Manager & Strategist.

[email](#)

Consultants & Project managers/

Dean Annon

Producer / Director (Online & TV) Long & Short Form Content.

website

email



Elizabeth Puddicombe

Social Media Marketing / Content Marketing.

website

email



Hustle & Heels

Business support platform for under-represented entrepreneurs.

website

email



Derrick Owusu Amoako

PR & Strategic Comms Consultant.

email



Georgette Olaiya

Influencer Marketing Manager.

email

Ja'maul Madden

PR / Marketing & Creative Exec.

email



Dirujan 'Diri' Sabesan

Social Media / Brand Consultancy.

website

email



Girls Talk London

A community connecting women with global businesses, programmes, digital content & events.

email



Jessica Debrah

Music Manager / A&R / Social Media Consultant / Content Creator & Podcaster (The Hustle Hotline).

website

email



Consultants & Project managers/

Josh Akapo

Merchandise / design & digital marketing (archetype) / Research & strategy / Marketing & Advertising.

[website](#)[email](#)

Leyya Sattar

Diversity & inclusion training / bias / consultancy / events / The Other Box

[website](#)

Micha Oates

Producer / Director.

[email](#)

Kemal Ibrahim

Artist Management / Artist Development & consultant.

[website](#)[email](#)

Lodina Agyeman

PR / Marketing & Events.

[website](#)[email](#)

Michael Makinde

Music Manager / A&R / Social Media Consultant / Content Creator & Podcaster (The Hustle Hotline).

[website](#)[email](#)

Kuba Domagala

Social Media Marketing / Media Buyer Expert / Digital Marketing consultant.

[email](#)

Martina Gordeen

Social Media Consultant / Event Curator.

[website](#)[email](#)

Naomi Grant

Junior Strategist / Filmmaker.

[website](#)[email](#)

Consultants & Project managers/

Ola Christian

Casting Director / Producer / Events Curator / Organiser.

email



Renée Graham

Events Manager / Tour Manager / Creative Admin & Social Media Manager.

email



Subomi Odanye

Brand Strategy / Digital Marketing Consultant.

Precious Osoba

Marketing / Research & Strategic Insights.

website

email

Shinx Gerald Kamanga

Artist Management / Artist Development / Creative Studio Space / Web Designer.

website

email



Taro Shimada

Research / Insight / ethnographies / Co-founder of ON ROAD.

website



Rebecca Coldicott

Digital Marketing Consultant / Teacher / Author.

website

email



Stacey Olika

BBC Production Management / Freelance Graphic Designer / Creative Producer & Curator.

website

email



Toni Ojo

Brand Strategist / Designer & Illustrator.

website

email



Beauty/

Hairdressers/
Makeup Artists
Beauty Specialist/
Stylists/ Wardrobe

Anna Britton

Founder of Coorie Curls (Vegan hair-care and accessories brand)

website

email



Shaz Hussain

Fashion curator / Stylist.

email



Symone Keisha

Fashion Stylist.

website

email



**We at The Elephant Room
and Creative Shift hope for
this pack to be a source
of inspiration and a useful
resource for you to continue
your creative path.**

Contributor credits_

Yula Oh

Mixed Media Editor

Charline Springer

Creative Shift

Sat Sehmbe

Creative Shift

Katy Sumption

Former The Elephant Room
Creative Director

Shannie Mears

Project Lead The Elephant Room

Khutina Griiffiths

Lead Designer The Elephant room

Shenell Poorman

Concept Contributor

ual: creative shift

**Student
Contributor
Bios_**

Nadia Lino

BA painting year

nadialinoartist.com

nadia.lino@icloud.com

@nadialino.artist



Mining, my own business.
During isolation

I see beauty in many, which is why I prefer creating portraits of people. Portraiture offers insights into psychology and the way people - including myself - think. My portraits offer a heavenly mental landscape for people to journey through. I take inspiration from my auditory surroundings. What you consume through listening, is as important as what you see and soak in. The silence allows me to stay in creative space and to listen to my gut feelings. The process of making a graphite drawing is the most important part for me. I measure my art with my thoughts. The more thoughts I put into a work, through time, focus and development, the more valuable I find my finished piece.



Amelia Kociolkowska

BA Product Design

a.kociolkowska@gmail.com

@ak.designspace



Isolation

I am interested in how design can be used as a conversation starter and a tool for debate. "I believe that design is an agent of change and good design can be measured upon its outcome. As a product and industrial designer, I regularly work in 3D. Due to the lockdown, I no longer have access to the same range of materials and advanced machinery. One change I have had to implement is making models solely out of the materials I have around me and those that I can manipulate with basic tools safely at home. This piece is a collage of used packaging, recycling/waste, basic tools and sources of inspiration gathered from around my home, and it represents the changes many of us have had to make in order to keep our creative work moving forwards.

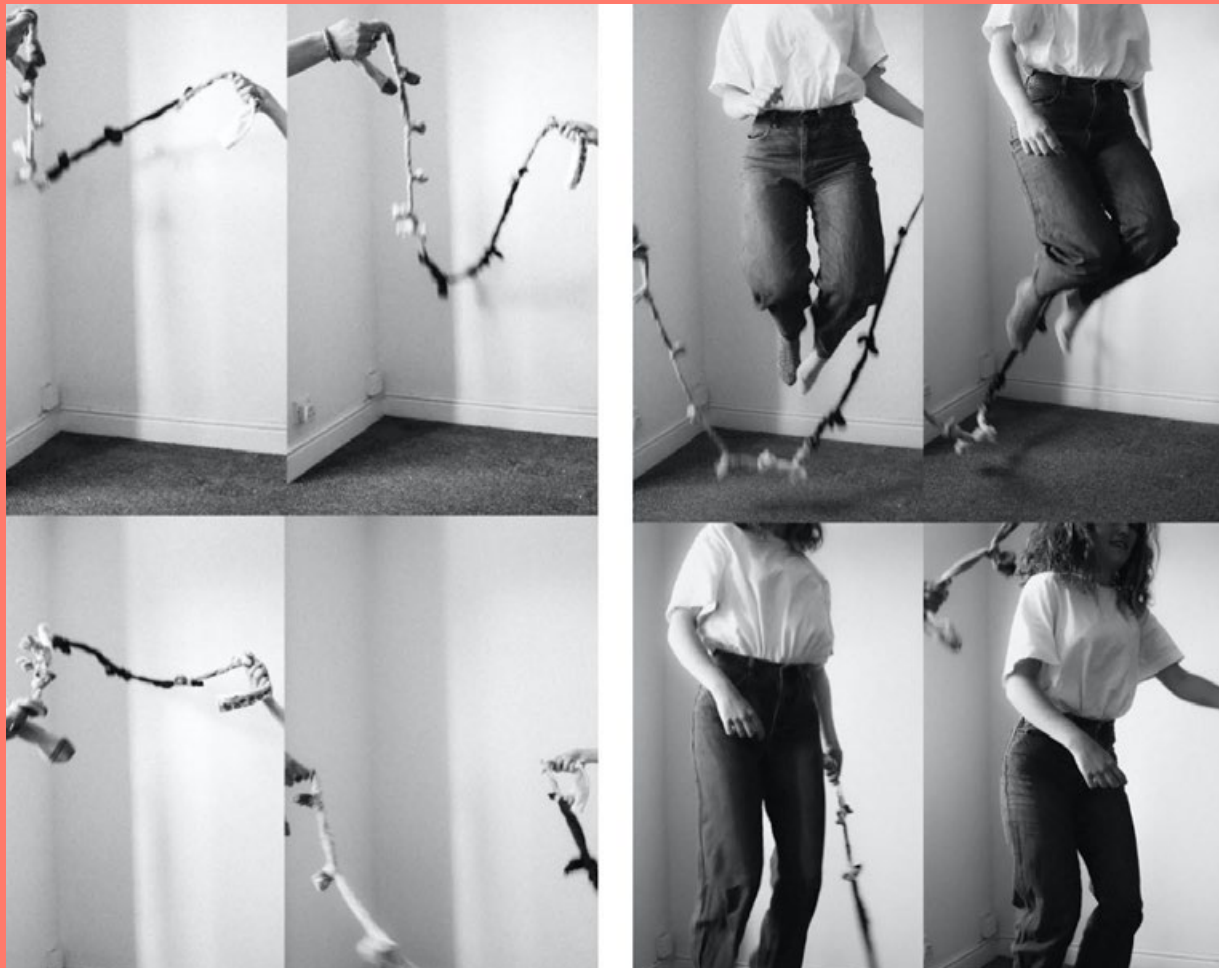
Becky Hancock

BA Drawing / Fine Art

rebeccaahh@gmail.com

@studiobeck_

I am a London/Brighton based artist/curator about to graduate from Camberwell, BA Drawing. My practice is a material exploration of the domestic, responding to words of interest and relevance; repetition, anticipation, frustration, disruption, fragmentation, play and movement. I focus around the relationship between drawing, object and film; however delving also into photography, sound and painting. During Isolation, I have adapted my living room as my studio and gallery space.



Restriction of materials Rhythm Play
Activities to pass time Routine

Dilsah Kavas

BA Product Design

dkavas.wixsite.com/portfolio

dilsah_sener@hotmail.com

I'm Dilsah, a 22 year old student from Stockholm/ Sweden, who currently is studying at LCC, whilst juggling a part-time job as a sales assistant. I'm studying advertising, and although I enjoy it, I have realised that I have a bigger passion for graphic design - something I spend the majority of my free time trying to learn, when I'm not catching up with friends or working. The work I've submitted is the portrayal of how I've felt during the pandemic. As I'm someone who always surround myself with people, having to distance myself has been hard, and at times lonely.



Lonely



Dominik Slowik

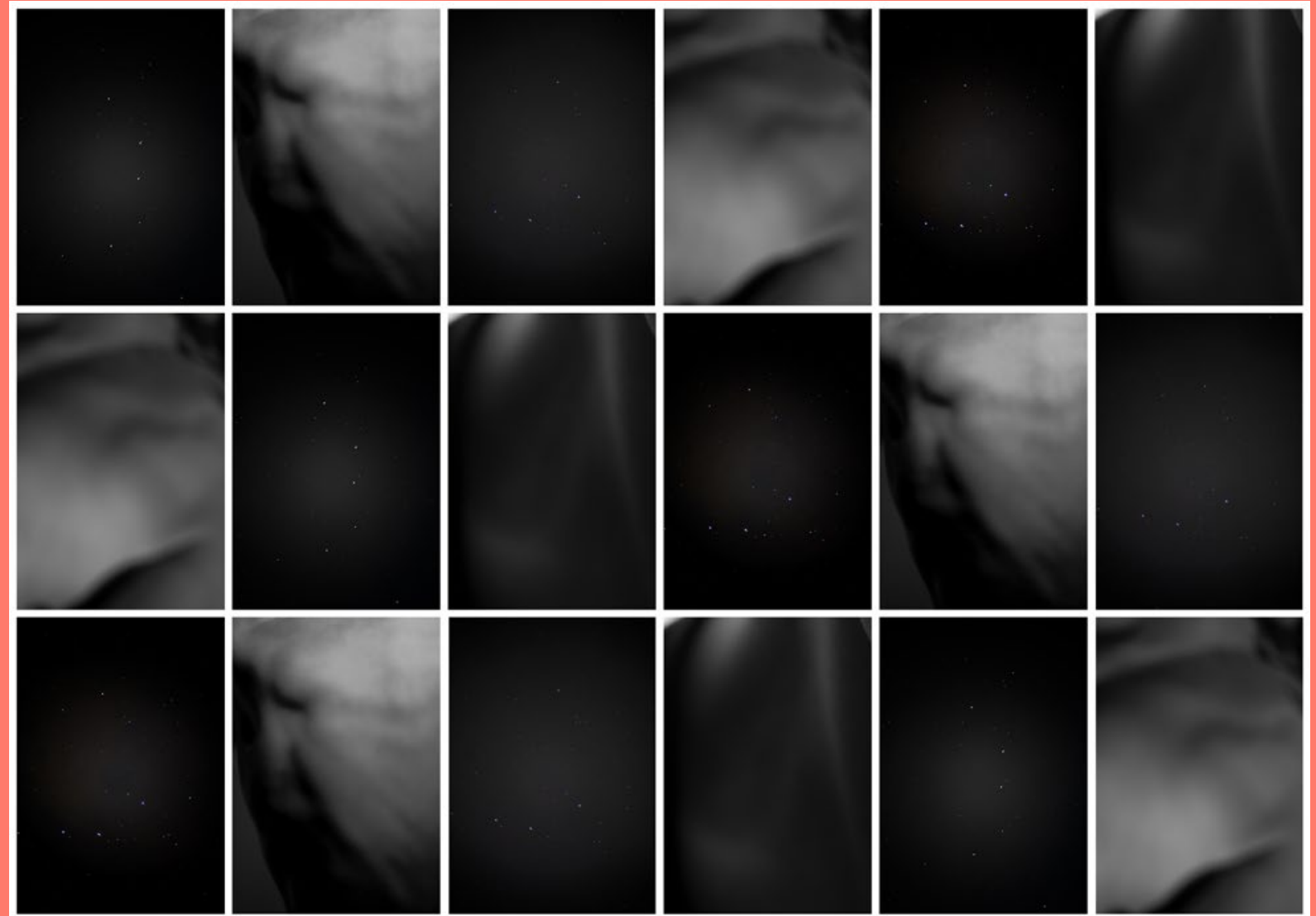
BA Fashion communication
& Promotion

dominikslowik.com

dominikslow@gmail.com

@domslowik

I'm a fashion communication student who is interested in photography and illustration. Recently, during the lockdown I became interested in astrophotography.



Photographs of the night sky and self portraits repeated and rearranged.

Helena Cartledge

Illustration BA hons

h.cartledge0220171@arts.ac.uk

@thesmallillustrator

I'm Hellie, The Small Illustrator, a Manchester bred London based Illustrator and Print maker. The most valuable stories to me are found in the little gems of life - the everyday aesthetic and the mundane which I communicate through bold shapes, line and colour. In particular I am fascinated with objects of antiquity and creating narratives which give them a place and value in contemporary domestic spaces. I am prolific in my working method, I struggle to put the pencil down, believing that there is always more tales around me which are waiting to be told.

ual: creative shift



Support of creativity from briefs
in the online community

Luna Islam

BA Graphic Communication Design

l.islam0320171@arts.ac.uk



Typographic posters

These unprecedented times had caused me to feel overwhelmed. Approaching the transition from completing my degree and going on to the next stage in my life, whilst being socially distanced, seemed so daunting and left me battling with procrastination. But looking at others in my exact situation and prioritising self-care brought about a shift in attitude, and in turn reminded me of my passion which I used to create and be productive. So, I pushed myself out of my comfort zone and strayed away from monochromatic fine lines, and instead let the current dynamics be my inspiration. The bright colours and distorted patterns aim to capture the surreal normalcy that quarantine has brought about. I wanted the piece to be reminiscent of psychedelic art to convey a sense of togetherness in this all. The words capture the mantra's that I told myself; the thoughts and feelings that have helped me stay positive."

Samia Addad

BA Product Design

s.addad1@arts.ac.uk

My passions aside from creativity and design lie in watching and reviewing films, trying to live as sustainably as possible and recently, in vegan living. Over the quarantine period, I have had time to experiment and try new activities which has helped me develop as an individual. This visual representation documents the indoor activities many can relate to! This includes cleaning, baking, applying make-up, reading, watching TV, uploading videos to TikTok and taking selfies at home. These occupations keep us connected to the world in diverse ways and help us stay positive and busy during the Covid-19 pandemic.



House of self-fulfilment

Sonia Vico

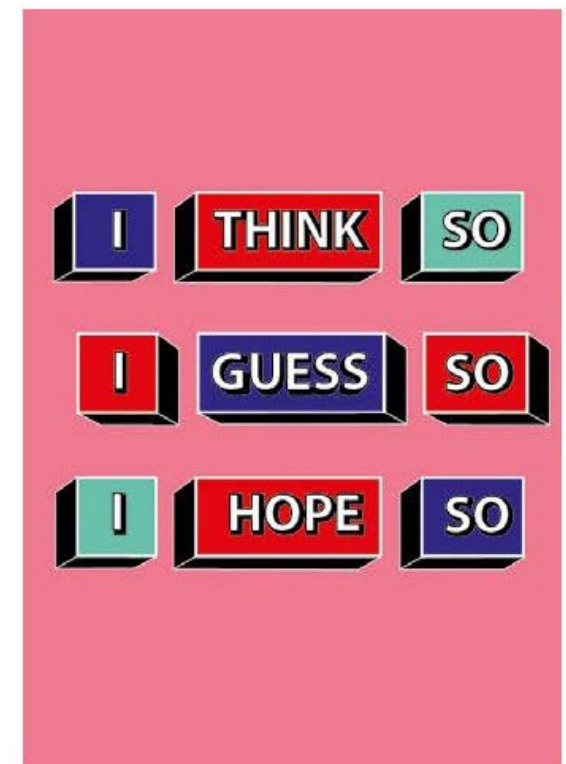
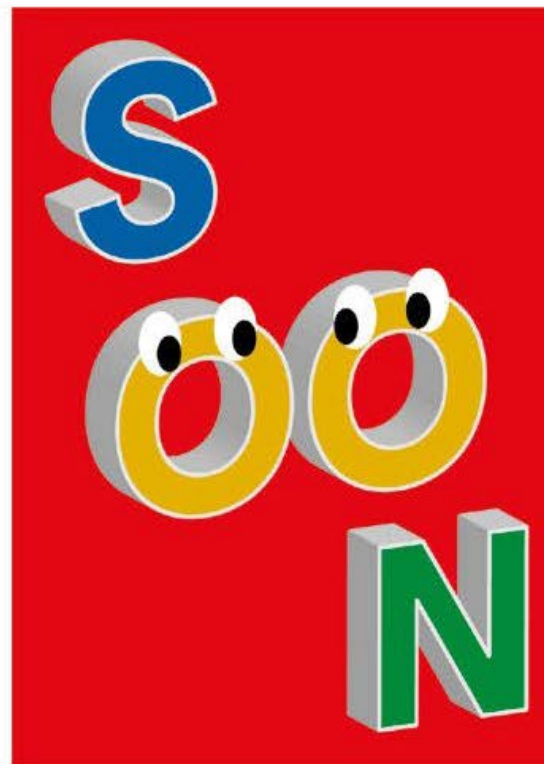
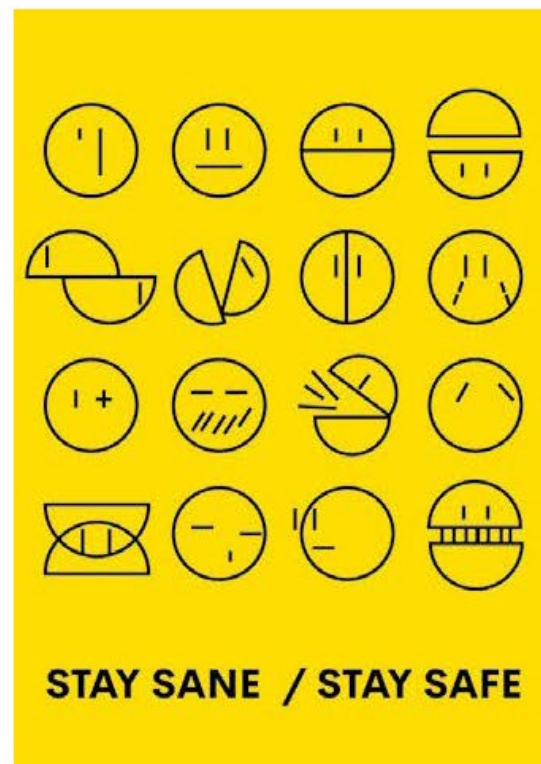
BA Graphic and Media Design

www.sonia-vico.com

s.vico0720181@arts.ac.uk

@_soniavico

Sonia's work is a contextual response through social communication. With a background in street photography and portraiture, she is interested in campaigns and social design.



Poster Series

Val Toro

BA 3DD with Creative Computing

ValeriaToro@hotmail.co.uk

Trails of Melancholia. An original poem detailing the chronicles of quarantine.

Val Toro is a London based multidisciplinary designer, Make up Artist and coder, currently studying 3DDesign with Creative Computing at UAL. In the last year, Val has taken up coding and film as a way of further acquire skills to fulfil her curious nature recently combining her coding practice to produce experimental films. She engages in makeup design, taking the role as creative director and MUA in fashion brand 'House of Jasmine' and her own personal projects. Her engagement with MU is to proceed with the next evolution of makeup, one of abstraction and without gender. In addition to her art endeavours, Val is a designer working with a variety of materials. Having previously worked alongside a furniture company, she realized that her interests lay within Speculative Design, producing tools and environments that engages audiences to question more about society.





THE ELEPHANT ROOM



ual:creative shift