

Peter Hellicar
Creative Director

Peter Hellicar has worked as a hybrid designer and creative director for 20 years. His experience is very much dictated by his interest in all areas of art and design and this constant exploration of new methods has lead to a multi disciplinary and holistic approach.

The modern design environment calls for a multi faceted understanding of ideation and creation that allows for a mix of analogue and digital layers to be blended and experienced seamlessly, each layer reinforcing the other to create a strong visual and conceptual narrative.

Along side this skill set is an intrinsic understanding of the elements required to create a connected and cohesive project.

Enviroments

Diesel World

An international touring exhibition designed to illustrate and celebrate the history of the Diesel brand as part of Shanghai International Fashion Week.

Creative Elements. Creative Direction, Interior Design, Film Making, Digital Interaction, Lighting Design, Production And Execution.

<https://vimeo.com/135474989>

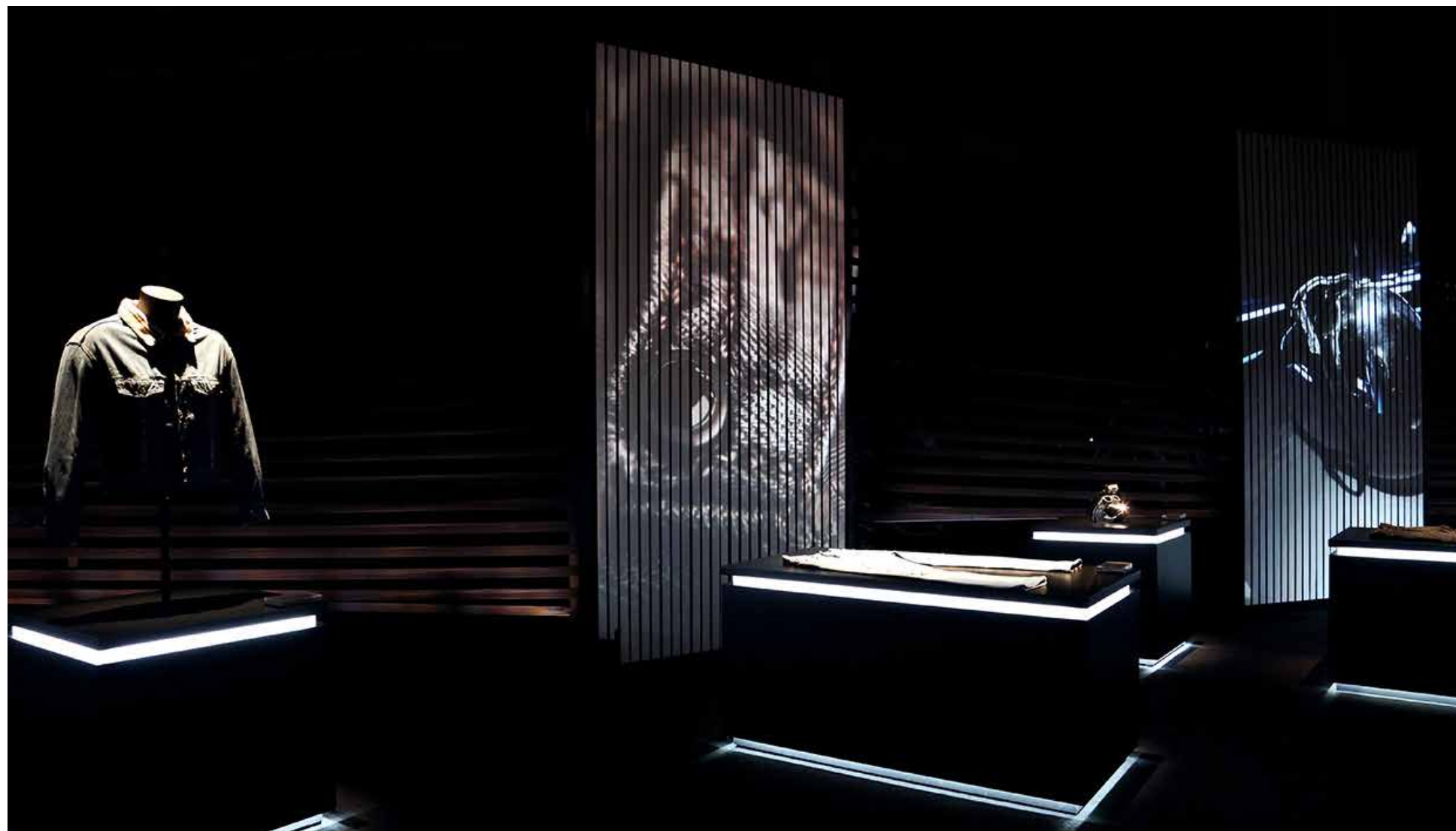


Diesel World



The brief was to create a layered space that expressed the history of the Diesel brand as part of Shanghai International Fashion Week.

The space was designed to create an immersive environment that combined 3D and 2D design, video content and real time digital interaction. This unfolded over a series of linked spaces that led guests through three defined parts: a Museum about the heritage of Diesel and an exposition of the current collection, a Catwalk Show to showcase an upcoming collection and a Music performance to celebrate the moment.



The exhibition consisted of a of lit physical elements that allowed for the display of key elements from Diesels history in new and innovative ways - integrating film, lighting, live digital microscopes and projection surfaces into one designed whole.

ROLE: Creative Direction, Set Design, Film and Interactive content.

Diesel World



Nike : Feel TV

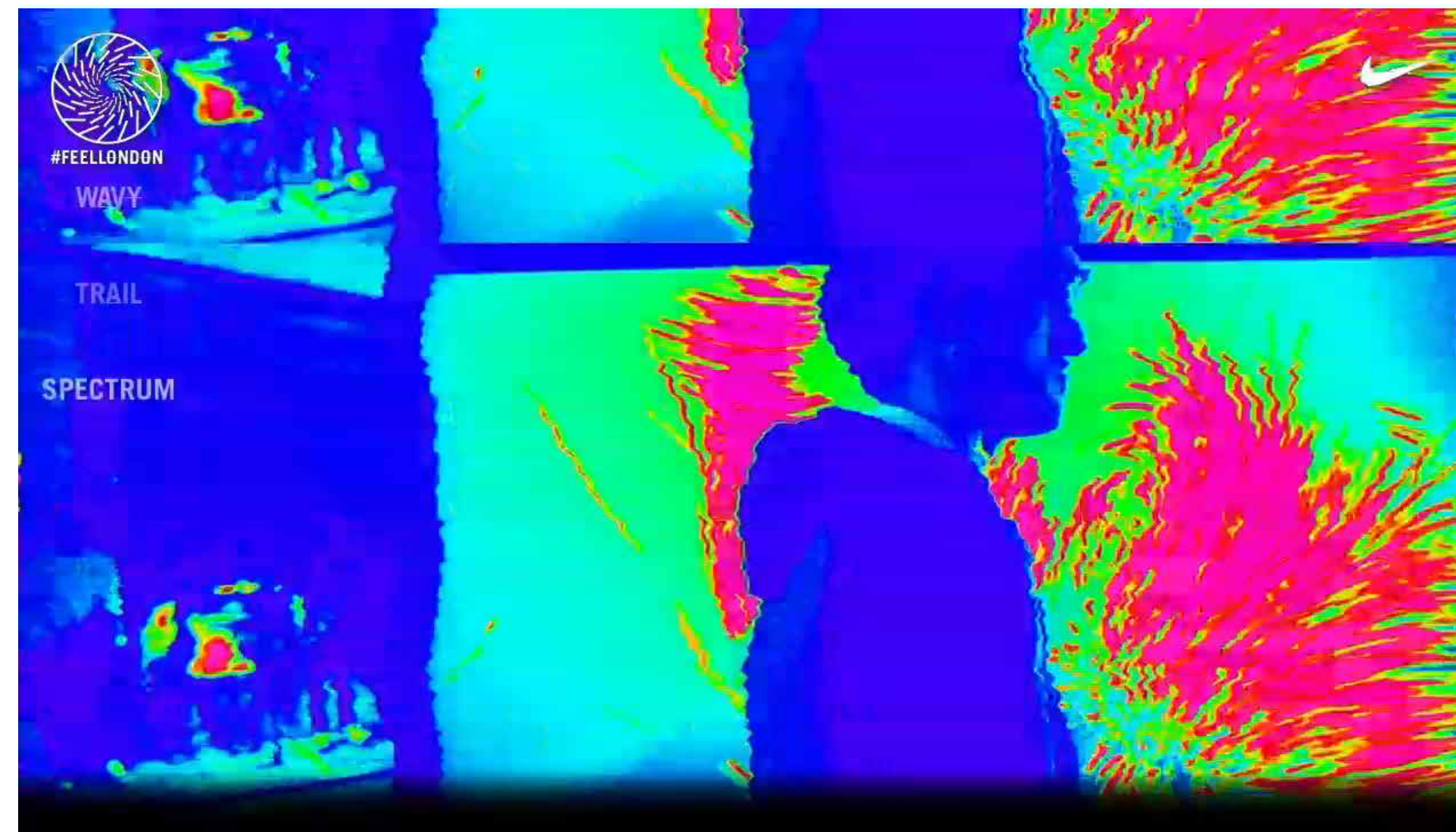
What happens when the viewer can control the broadcast using twitter as the control method?

Creative Elements. Digital Creative Direction, Interior Design, Film Making, Digital Interaction, Lighting Design, Digital Production And Execution.

<https://vimeo.com/84049996>



Nike: Feel TV



'Feel TV' was an interactive live broadcast which was part of Nike's 'Festival of Feel' in Shoreditch, London, developed in collaboration with INT Works.

The live broadcast enabled viewers to tweet in shout-outs and visual effects that effected the broadcast in real time.

The technical system, interaction design and art direction behind the broadcast was developed by the Hellicar&Lewis studio.

The broadcast of 2.5 hours achieved a global reach of 1.7 million and average visit duration of 31minutes.



ROLE: Creative Direction, Set Design, Film and Interactive content.

House of Vans

Built as a celebration of skateboard culture and all that it encompasses.

Creative Elements. Concept Design, Creative Direction, Interior Design, Film Making, Lighting Design, Production And Execution.

<https://vimeo.com/104508736>



House of Vans



Working with architect Tim Greatrex we created a beautiful multi purpose space located in five tunnels underneath the its public platforms.

The challenge was to create an environment that was as multi-purpose as possible - combining a cinema, artist lab, bars, art gallery, green room, gig venue and restaurant with a world class skate park.

Throughout the venue we focused on materials and processes that would allow for a robust yet beautiful interior, each tunnel being given its own character and signature with a Vans shoe inspired floor pattern.

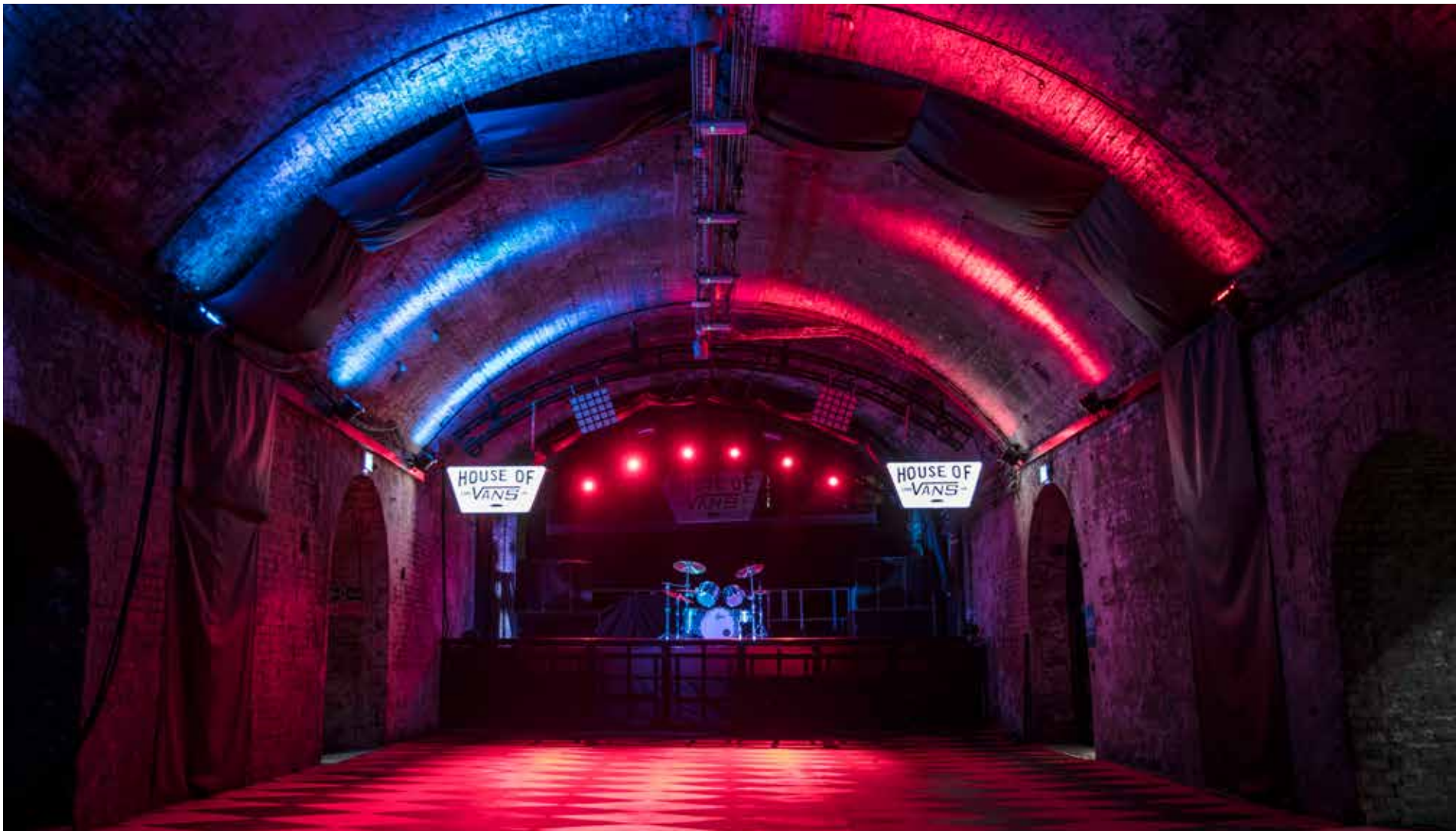
From the illuminated numbers to the lamp shades we crafted an interior that was a new and exciting progression for Vans - combining the intrinsic beauty of the 170 year old Victorian tunnels with modern materials, processes and innovative uses of space.

Commissioned to design the publications, films and billboard advertising for the new House of Vans launch I used the space as the canvas utilising CGI, long exposure photography, projection and light painting to create a film that hinted at the different kinds creative energy that the House of Vans would release once activated by skaters and the local community.



ROLE: Concept, Creative Direction and design.

House of Vans



Adidas: #MiZXFlux

The brief was to create an installation to complement the announcement of their new mi ZX Flux app at their Berlin Adidas Originals flagship store

Creative Elements. Concept & Design, Creative Direction, Installation Design, Film Making, Lighting Design, Production And Execution.

<https://vimeo.com/110152541>



Adidas: #MiZXFlux



An installation to complement the announcement of their new mi ZX Flux app at their Berlin Adidas Originals flagship store. As the new app allowed for individual customisation of shoes using 3D photo wrapping it was natural to explore projection mapping and real time social interaction to allow Adidas fans globally to take part in the launch.

When users tweeted or instagrammed with the #mizzflux hashtag, the installation would grab their imagery and then projection map it onto not only the ZX FLUX shoe but also a sculptural surface based on the topology of Berlin. Social users would then receive an image tweeted to their account in return - taken by a digital SLR camera installed as part of the installation. Finally, the entire installation was audio reactive, meaning DJ's at the launch event could change the appearance of the sculpture in real time with their mix.



In addition to the creation of the bespoke installation, my team was also tasked with producing graphic, motion and film assets for the launch - all based on the real-time visuals created by the installation itself.

Adidas: #MiZXFlux

ROLE: Creative Direction, Set Design, Film and Interactive content.



NikeLab x Riccardo Tisci

Brief: Create a new and innovative environment for the collaboration between NikeLab and Riccardo Tisci.

Creative Elements. Concept & Design, Creative Direction, Installation Design, Direction Of Creative Coders, Lighting Design, Production, Choreography And Event Execution.



NikeLab x Riccardo Tisci



To launch the collaboration between NikeLab and Riccardo Tisci, we created a series of hybrid analogue/digital installations inside the iconic Village Underground venue in Shoreditch, London.

Our concept for the space was inspired by the floral patterns of the collection as well as three incredible performances by Travis Scott, Boychild and Kirikoo of NSDOS.

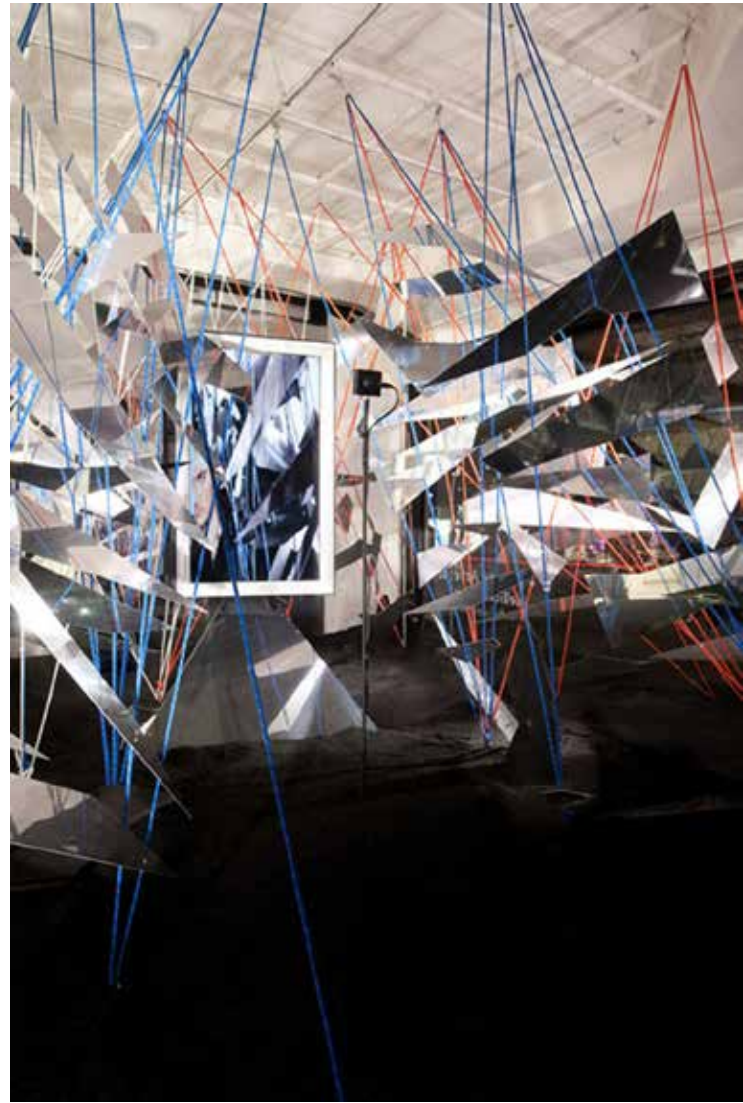
The performances were strictly choreographed to bring the artists and crowd together. Each artist moved through the space engaging with the audience and building as a complete performance over the course of the event.

ROLE: Creative Direction, Set Design, Film and Interactive content.

<https://vimeo.com/181663028>

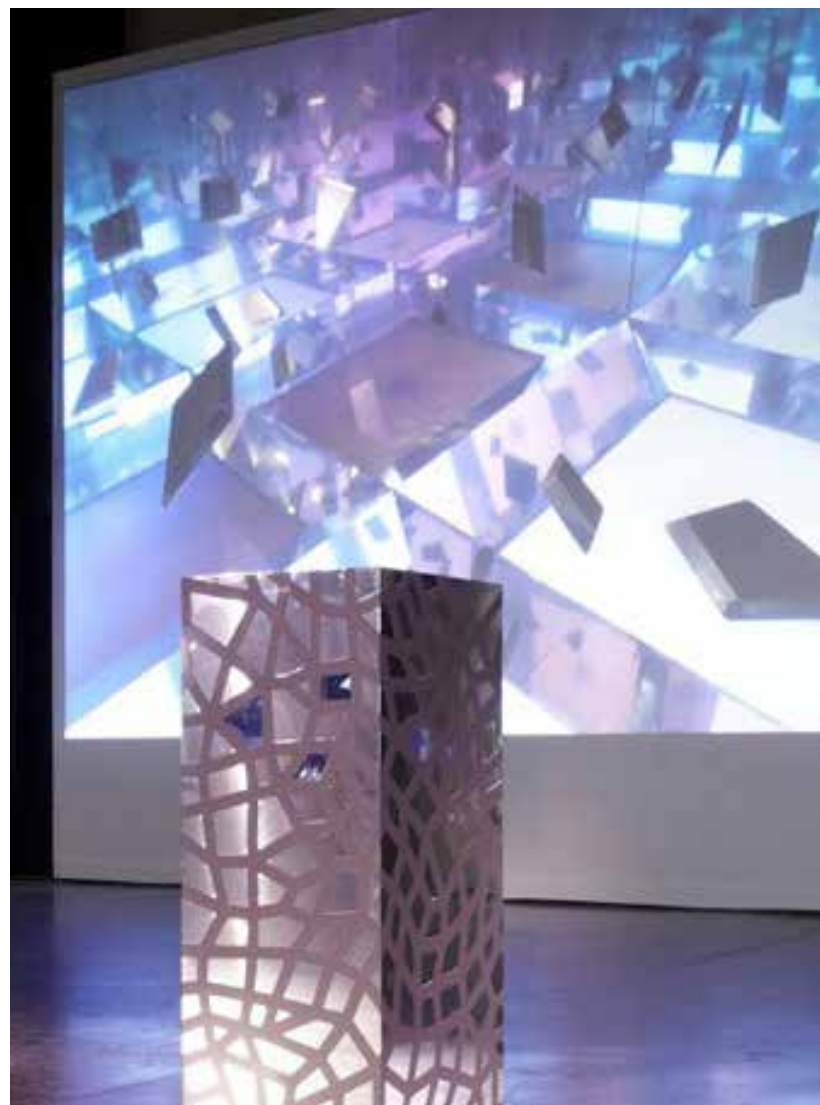


Assorted



"I have tried to be as eclectic as I possibly can with my professional life, and so far it's been pretty fun."

Roland Barthes



Thank You

***Contact: 07958 474493
email: Pete@hellicarstudio.com***