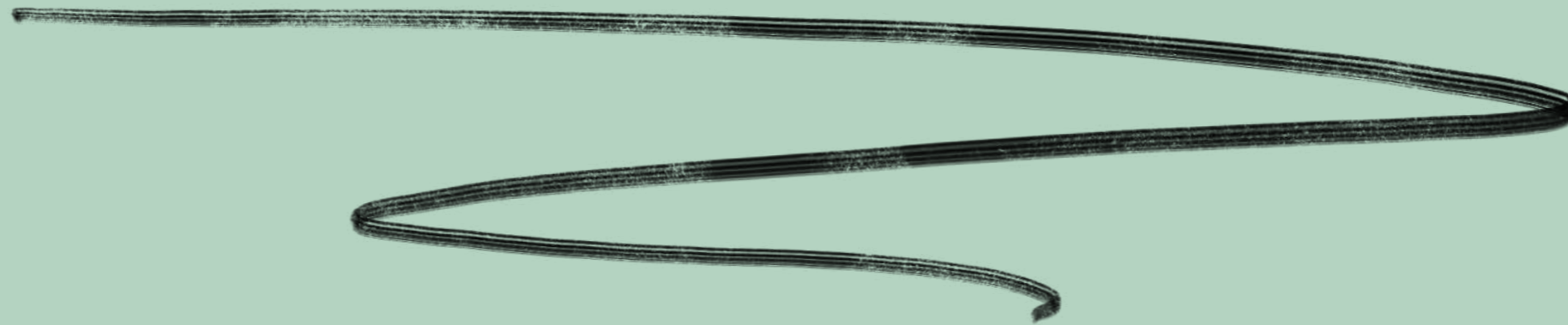


# Ellie WJ



Find out more:

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# WINGING IT

"Winging it" is a festival that is based on the historical fact that flying a kite in London is prohibited under the Metropolitan Police Act 1839. This led to the idea of a competition where you can fly anything but a kite. The festival's visual identity is built upon creating and flying unique creations, and this DIY theme is evident in various design elements throughout the festival's identity, such as the newspaper cut-out dynamic logo, stop-frame animation, collage, and illustrations. These elements effectively convey the idea of a hands on, imaginative experience where participants are encouraged to craft and fly their objects.



**Winging it**  
LET'S GO FLY (ANYTHING BUT) A KITE

FLY ME

PARLIAMENT HILL  
HAMPSTEAD HEATH  
TICKETS: WINGINGIT.CO.UK

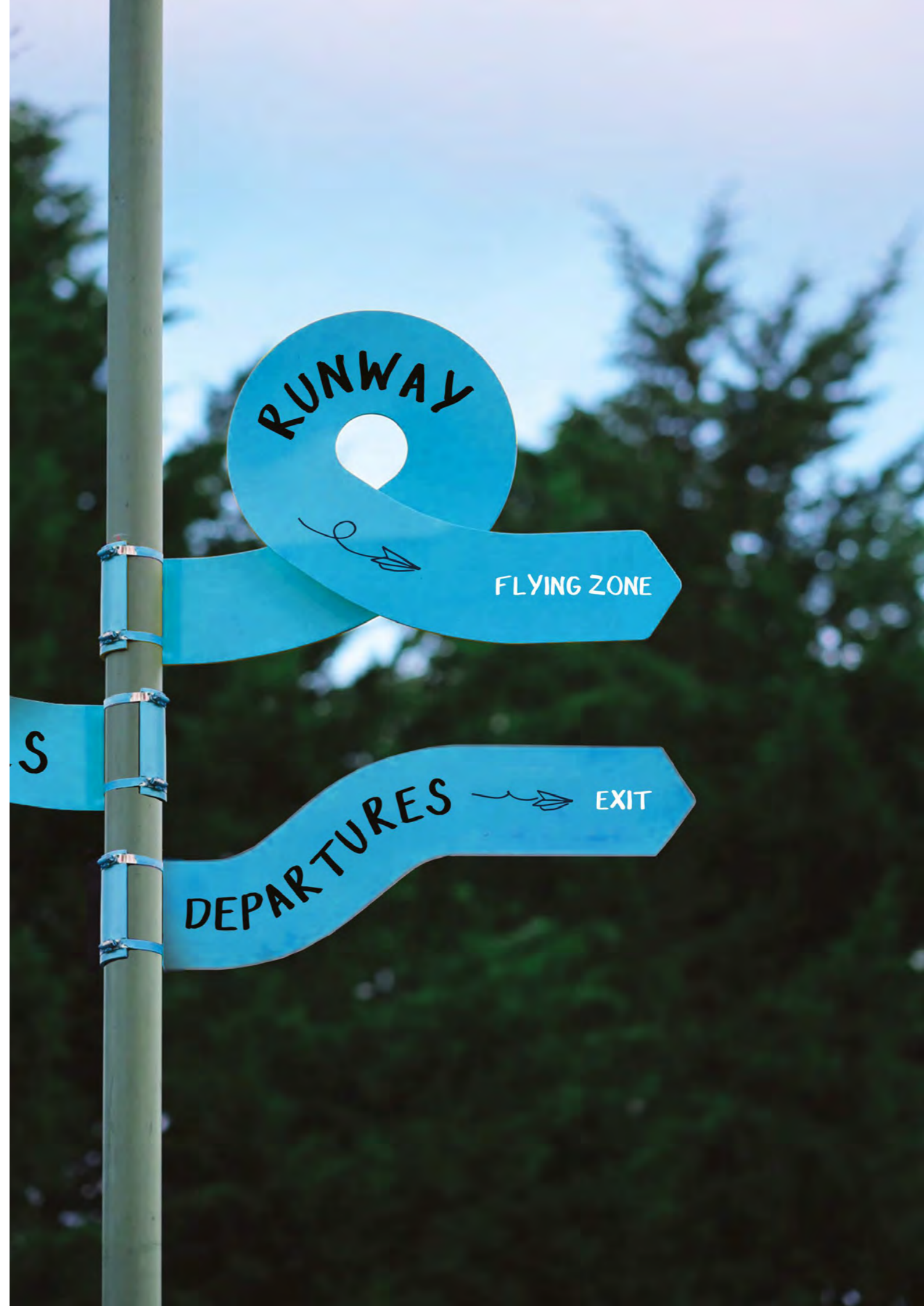
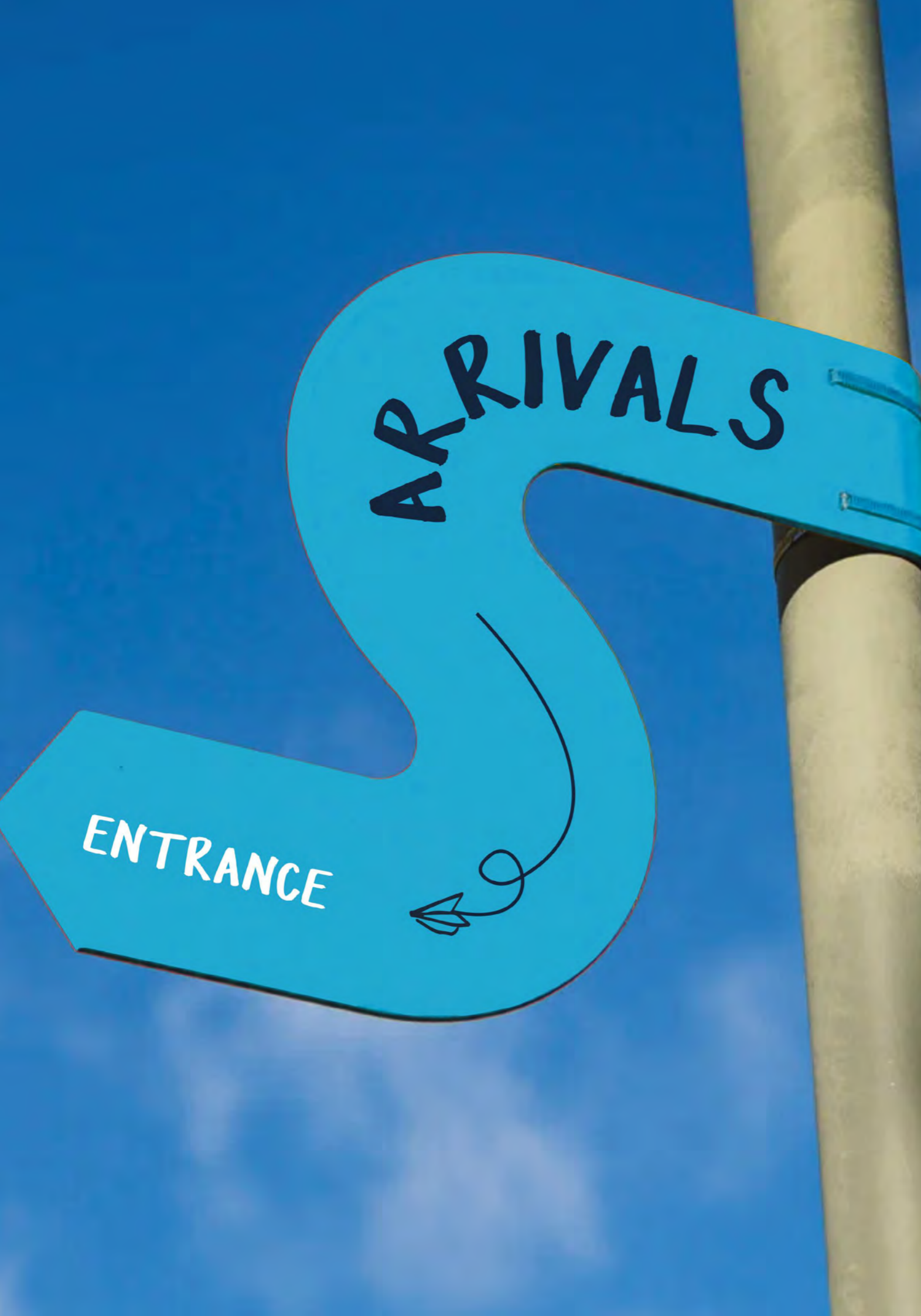
08.02.2023 9AM-5PM  
@WINGINGIT.LDN

**Winging it**  
LET'S GO FLY (ANYTHING BUT) A KITE

FLY ME

PARLIAMENT HILL  
HAMPSTEAD HEATH  
TICKETS: WINGINGIT.CO.UK

08.02.2023 9AM-5PM  
@WINGINGIT.LDN







wingingit\_ldn

Following

Message



30 posts 2k followers 500 following

Winging It

LET'S GO FLY (ANYTHING BUT) A KITE

Craft your Aircraft to fly on 8th February 2023

Parliament Hill, Hampstead Heath

POSTS

TAGGED



20:56

wingingit\_ldn



30 Posts

2k Followers

500 Following

Winging It

LET'S GO FLY (ANYTHING BUT) A KITE

Craft your Aircraft to fly on 8th February 2023

Parliament Hill, Hampstead Heath

Following

Message





# The Originals

adidas | Werther's

It has been found that up to 93% of older adults regularly experience at least one of ten forms of ageism. This includes the assumption that they don't do anything important or valuable. We're fighting these stereotypes by creating a collaboration between the stereotypically old audience brand Werther's Originals and the younger demographic brand Adidas Originals, creating the collaboration "The Originals". The aim of this collaboration is to make the older generation feel more relevant and remind the younger generation that they are still valued in society.





# Eye candy.

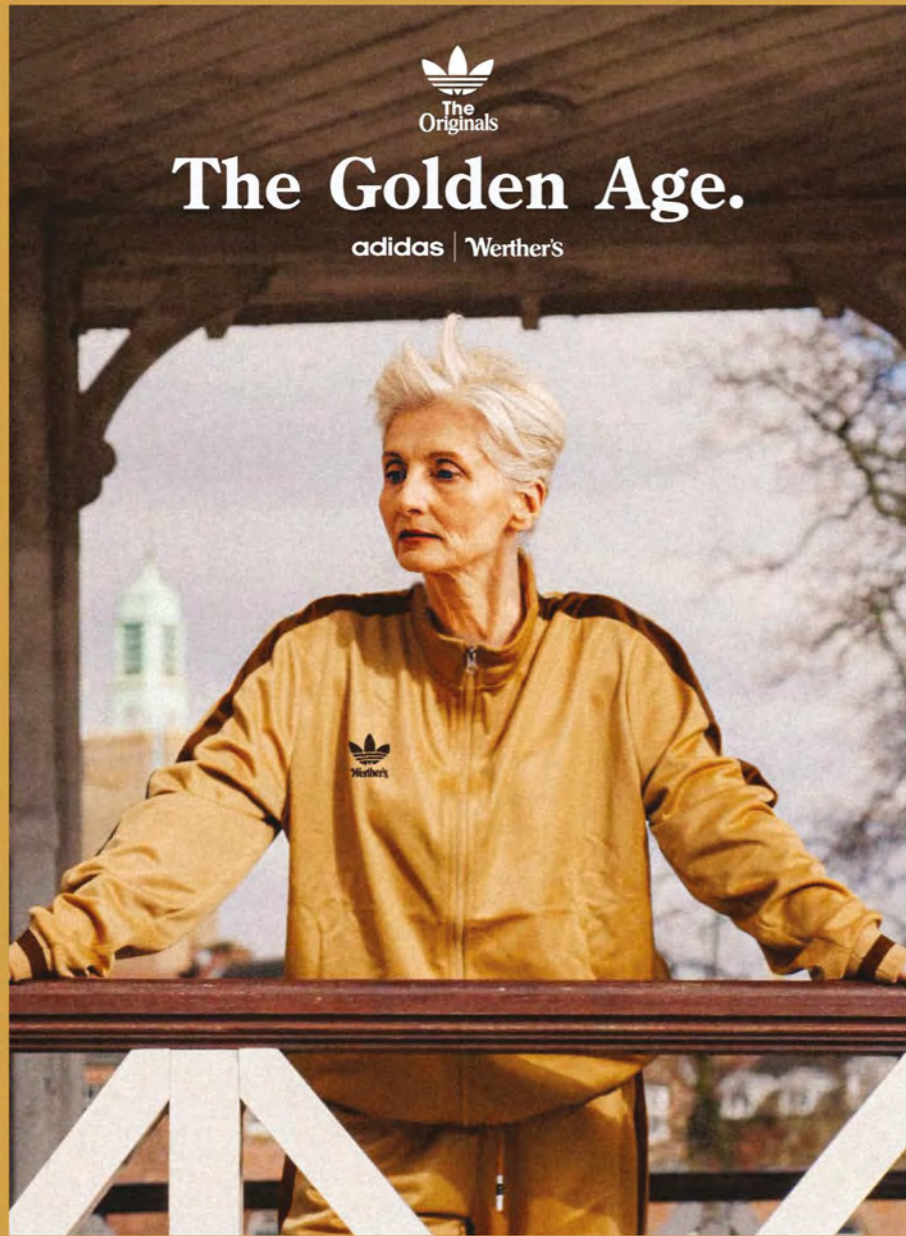
adidas | Werther's

WERTHER'S X ADIDAS

ANY PERSON FOUND  
FLYPOSTING OR DEFACING  
THIS STRUCTURE WILL BE  
PROSECUTED BY  
MILLS & ALLEN LTD.







The Originals

# The Golden Age.

adidas | Werther's

Changing what it means to be old with new collection from Adidas Originals and Werther's for any age. Out November 2023.

[adidas.com/originals](https://adidas.com/originals)



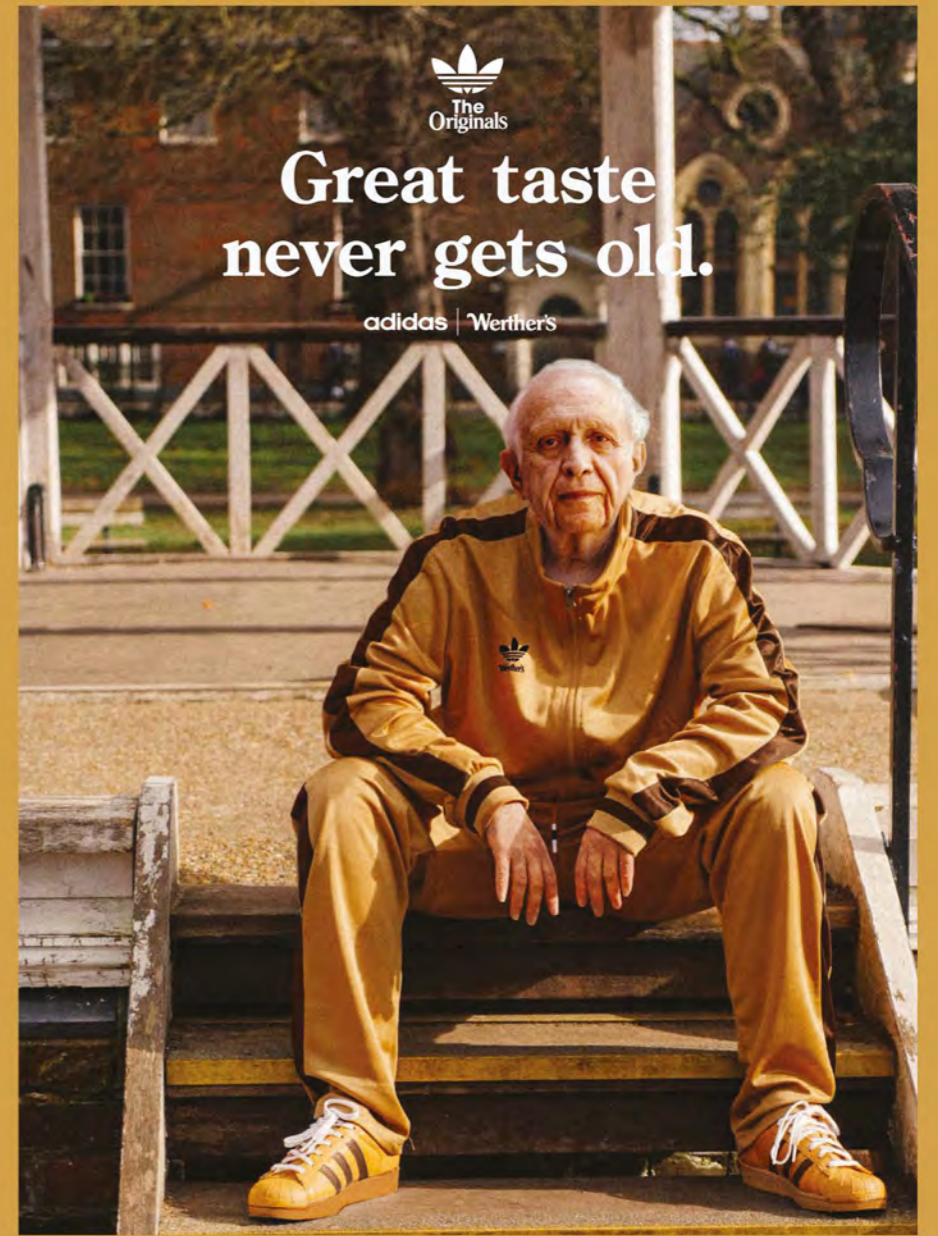
The Originals

# Eye candy.

adidas | Werther's

Changing what it means to be old with new collection from Adidas Originals and Werther's for any age. Out November 2023.

[adidas.com/originals](https://adidas.com/originals)



The Originals

# Great taste never gets old.

adidas | Werther's

Changing what it means to be old with new collection from Adidas Originals and Werther's for any age. Out November 2023.

[adidas.com/originals](https://adidas.com/originals)

25% Extra Free

25% Extra Free

Werther's Originals

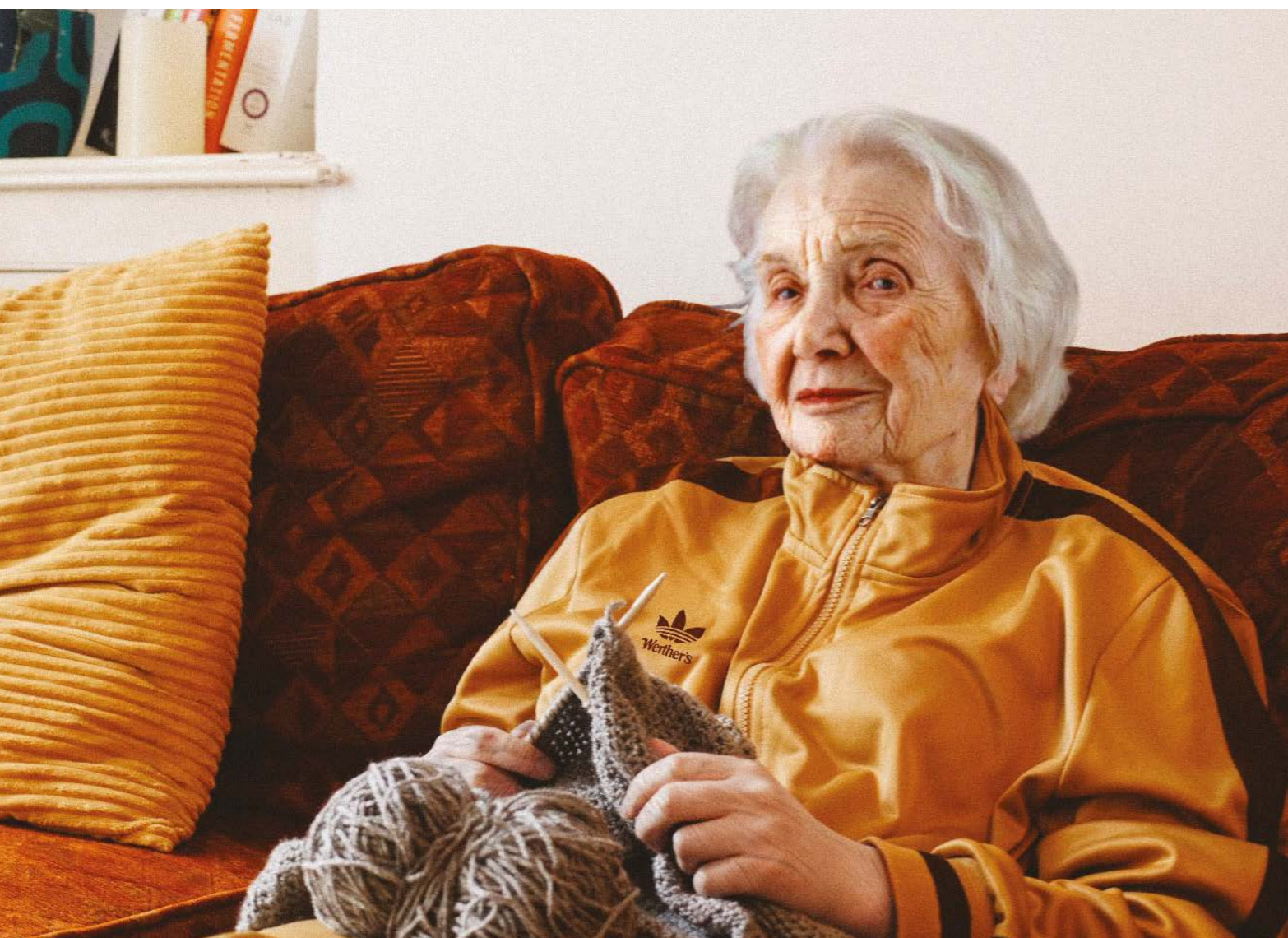
Creamy Filling

Great taste never gets old.

The Originals

adidas.com/germany

Do more of what you love.



**CREATIVE**

**BLOCK**



After decades of the government blocking funding for the arts it's clear that the arts are not valued as much as other industries in the UK. We're reclaiming the phrase 'creative block' and blocking out commonly used and seen designed objects, demonstrating what life would be like if the arts were blocked out completely. We're forcing the public to notice the arts and rethink their importance and value.



