

Trehearne case study

Hetherington Veal have a long-established relationship with this firm of architects, which has yielded some extremely successful projects.

Company brochure

The practice required a brochure or brochures, that covered the 100 years of its existence, but with a forward looking section that placed them well within contemporary architecture.

At first sight the brochure appears to be a very elegant case bound book, with the title 'Looking Back'

On closer inspection however, it is revealed that the book has not one, but two covers, the second titled 'Looking Forward'

The structure of the brochure is based on a Japanese puzzle book. On reaching the end of one side you effectively reach the beginning of the other. There is also another, more subtle twist to the structure, as when opened out it becomes free-standing and 'architectural' in its own right.

The result, when mailed, was an amazing 60% response.

Repeat business

When the brochure needed to be updated Trehearne & Norman returned to Hetherington Veal. On this occasion the structure was much simpler, but equally elegant. The bookmark was attached as part of the front cover but could be removed for use. This represented the move of the practice to encompass interior design, ie 'Outside and Inside'

Identity

And naturally when Trehearne and Norman changed the practice name to Trehearne, they contacted Hetherington Veal to design a new identity, which was then applied across a variety of media.

A collaboration between Trehearne and City & West End

Between them, developers City & West End and Trehearne, had developed nearly 30% the St James's area. Hetherington Veal were briefed to design a brochure detailing this enterprise, focusing on the long and intriguing history of this part of London.