

***The Business Chameleon***

By Annabel Dolphin

***The Anywhere Festival***

A one of a kind festival

***Mackay Airport Beach Horse  
Racing Festival***

An event like no other

***Escorted Journeys***

Our monthly choice of case study

***issue 03 // 2015***

*A Free Publication*

***red.***

*Inspired Business Marketing*

# THE CREATIVE ISSUE



**red** magazine is produced  
by the redhotblue studio.



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# Welcome

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## **Creativity is intelligence having fun...**

If that's the case we've been having a party with a bunch of smarty pants putting the 3rd Edition of **red** together.

We could not be more excited about this issue, as it celebrates all things **creative**, something we live and breathe daily.

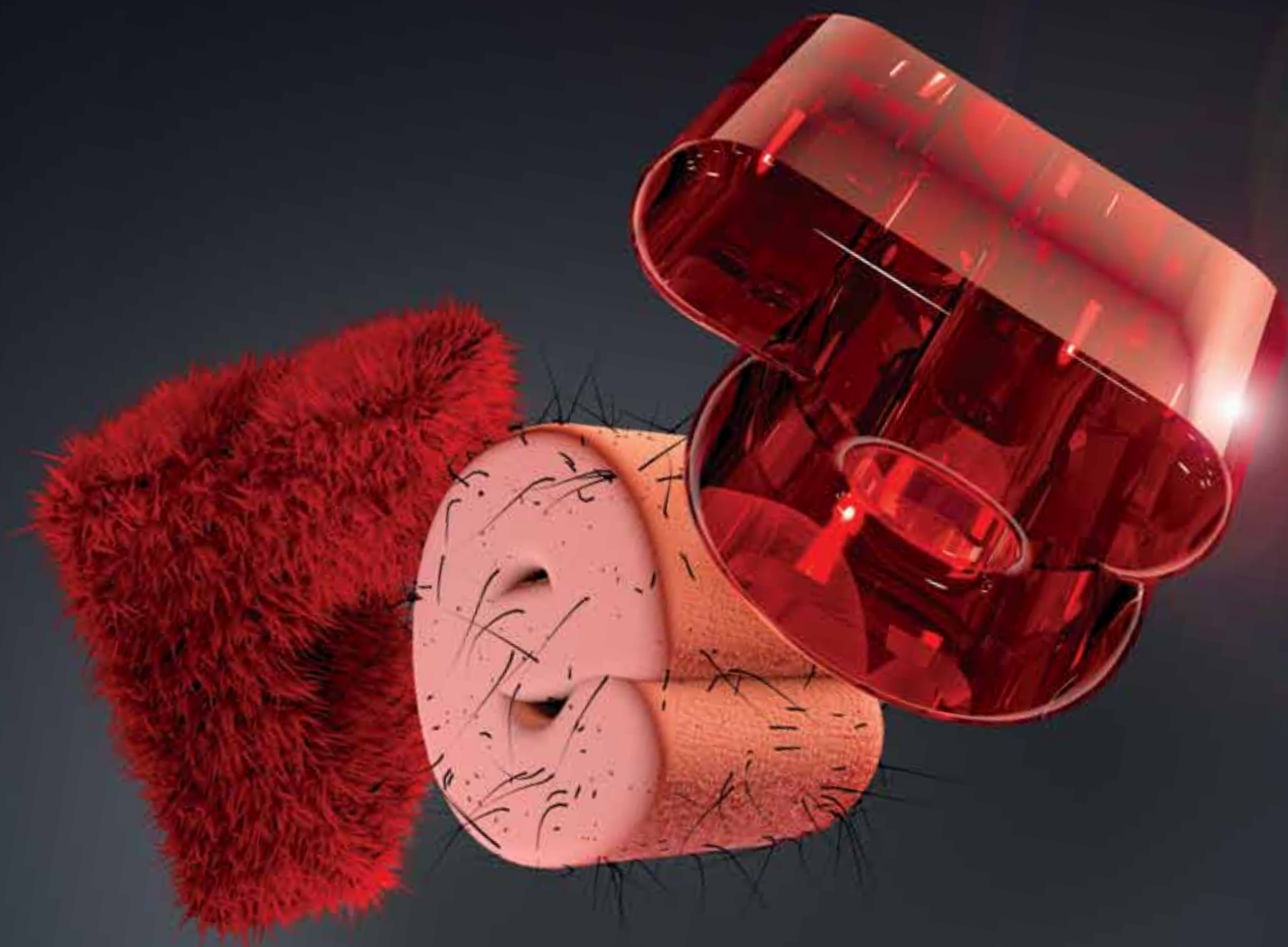
While we could have easily filled 100 pages with the ideas spilling from the studio, we have contained ourselves and focused on delivering real stories and ideas on how to think outside the box - actually forget the box and push those boundaries.

You may not be aware of the creativity in your life, but it surrounds you daily. People, books, trends, blogs... the styling in your favourite cafe, patterns in the sand, shapes and colours in shopping malls, the drawing pinned to your fridge created by a child or a simple idea shared with a friend. If it sparks a thought, inspires us, changes your perspective, even if only for a second, it's contributed to delivering creativity.

Whether you consider yourself the ultimate conservative - organised, predictable and the sensible type or someone who immerses themselves in every artistic opportunity, dancing your way through life to the beat of a different drum, we hope you'll find something that inspires you amongst the pages of **red**.

Create without limitations... it's the philosophy we live by at redhotblue.

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Keep a look out for the 'AR' icon throughout this issue of **red** for the active **Augmented Reality** pages.\*

\* Active Augmented Reality pages: Front cover, page 6, 14, 17, 18, 20, 22 and 26.



## 1. Download

Download the free redhotblue app from the Apple or Android store.



## 2. Discover

Look for the Augmented Reality button throughout this magazine.



## 3. Scan

Open the app and scan the page to see content come to life!



# 02 The Creative faces of *red.*

*After 'enduring' (his word not ours!) nearly two years of photoshoots and dress up days, we gave our Creative Director Scott (the only male in the studio) his chance to give the girls a makeover and photoshoot...  
...here are the results.*



**Scott Turner**  
*Creative Director*



**Bonnie Davis**  
*Operations & Production Manager*



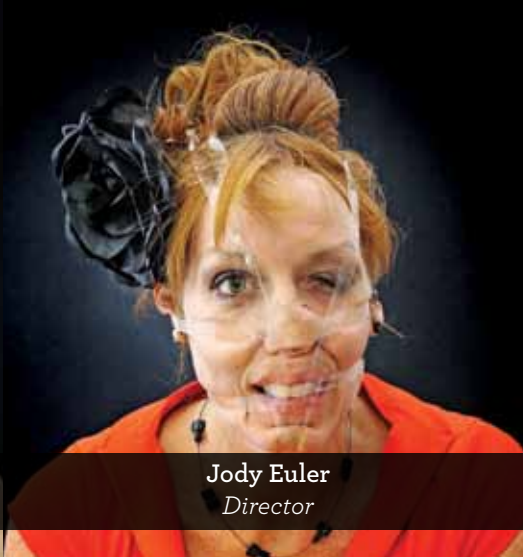
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*Office Allrounder*

# The Business Chameleon

By Annabel Dolphin [Director at Miles Dolphin]

*How thinking differently can help your business to thrive.*

**To compete in today's market; you need to be able to produce results consistently whilst meeting the ever-changing and diverse needs of your customer base. Like a chameleon, your business and your staff need to change your approach in multiple scenarios in order to remain competitive.**

*You only have to look at companies like Nike with "Design My Nike ID" to see how big businesses are adapting to their diverse customer base. What is the secret to long term success?*

## *The Secret Weapon of Chameleons*

Chameleons are well known for their ability to change their colour but did you know that their secret weapon is their ability to see in two directions at once? Business chameleons know how to use this secret weapon. The first direction should be on the current business. You ask logical questions like, what's working? What can we improve? The second direction should be on future business. You apply creative thinking to create a new world of possibilities.

## *The Creativity We Choose*

To illustrate this point further, let's play a game. I want you to start with a letter and then add another letter. At each point, as you add another letter, a whole word has to be formed.

Start with 'a'.

Add 't'. The new word is 'at'

Add 'c'. The new word is 'cat'

Add 'o'. The new word is 'coat'

Add 'r'. The new word is 'actor'.

In Eduard De Bono, "Think! Before It's Too Late", he explains that the human brain is not designed to be creative. Our brain is designed to set up routine patterns and to use and follow these patterns.



At the start of the game, it was quite simple to add the new letter to the existing ones to form a new word. With the addition of the 'r', it was necessary to go back and completely restructure the use of the previous words. In business, there may come a point where we have to go back and restructure what we had before. This type of creative thinking is necessary for businesses to survive in the long run.

Applying logical thinking will be the death of your business in the long run. For example, do you remember the bookstore Borders? At one point, they were considered one of the leaders in their marketplace. Unfortunately, they got left behind by its competitors who invested more broadly in online technology. The bookstore filed for bankruptcy in 2011, which saw some 11,000 employees lose their jobs.

## *Creativity in Practice*

Creativity in practice needs to be a more conscience business process. Take our business planning day last month. Right at the end of the two days, we had 30 minutes to spend on 'blue sky thinking'. Applying one of the creative thinking tools, we asked each team member to generate their top seven ideas related to a specific business idea. In less than 20 minutes, we have had 34 distinct business opportunities of which we will continue to build on. What does your innovation pipeline say about your business?

***Creativity is usable as a deliberate skill and should be developed as a way you do things in your business. Enjoy this edition of Red and apply the power of creative thinking!***

### *Are You A Business Chameleon?*

Do you....

- Have diverse revenue sources that are not over reliant on a customer or product?
- Segment your customer base into groups who share similar interests or needs?
- Create or customise your products and services to suit different needs of your customer base?
- Embrace diverse thinking styles in your workforce?

# CREATIVE SNAPSHOT

Establishing a presence in your local community is a great way to enhance your company's reputation, build customer loyalty and drive both brand awareness and recognition as an employer of choice. When it comes to local matters, getting your business involved and being informed is important for the growth of our community. At **red** magazine we support local and community development by actively working with businesses and organisations in the local and greater Mackay region.

**In this issue we catch up with three leaders from the local Mackay community to discuss their vision and find out what is happening in various sectors within our region.**

## Fashion Designer

Jason Chetcuti

The Mackay region is a melting pot of creative talents ranging from Artists who work in all mediums, including paint, clay, craft, fashion & sculpture. It takes one step into a local fashion retailer or fabric store to see the creative pursuits underway.

It could be co-ordinating a perfect outfit or if you are more creatively inclined to create something very unique of your own. With media platforms, such as Youtube, you can begin to learn basic techniques which can assist you with the know how of engineering your design.

There is a strong trend to DIY your own fashion look or fascinator for that special occasion. The satisfaction of developing a concept, then creating and making your own fashion piece is an enjoyable process.

Judging the student festival of fashion, young design hopefuls demonstrated the ability to translate unconventional materials into objects of beauty.

There was a cross section of young designers exploring silhouettes and shapes in pattern design, which were innovative, as well as working with a multitude of textures, colours and prints.

The future of design in Mackay is promising to be exciting with the emergence of young designers and creatives forging a path to creative success.





**Artspace Mackay, Mackay Regional Council**  
 Billie-Jo [Public Programs Officer]

**It is a really exciting time to be working in the creative industry here in Mackay. Not just because of what's happening here at the gallery, but it's a thrill to see what's popping up in our fantastic creative community.**

All of a sudden, in nooks and corners, in public places and in businesses throughout the region, creativity is blossoming in all kinds of unexpected ways.

The rise of festivals has seen our community coming together to be entertained, to take part, and to celebrate the arts. Artist-run initiatives and small community art groups are still forging on in spite of blows dealt by insurance and other growing expenses.

Shrek once said 'onions have layers' and I think that a healthy creative community needs layers too. The diversity of our community has led people to find ways to engage with the arts that suits their needs.

Here at the gallery, we often schedule exhibitions and programs that can be challenging for our community. Someone once said to me that galleries should be 'our window to the world', and I think this is very true.

So I love that these days in Mackay, I can walk into Artspace and be inspired by the work of artists who are at the cutting edge of Australian art today. And then go to my pottery class in North Mackay on a Sunday and learn to make pottery with ladies who volunteer their time and enthusiasm to a great and creative little community group.

I think that there really is a layer to suit everyone here in Mackay.



Photo Khara Deurhof



**BOLD Architecture + Interior Design**  
 Stewart Bagley [Director/Architect]

**When asked 'what does an Architect do?' my most succinct answer is 'we are creative problem solvers'.**

Our 'problems' as architects, generally have quite physical parameters (i.e. 'walls and floors') with an overlying intention from our Clients. We apply our training, experience and inspiration to creatively find a solution which exceeds the limitations of what - at first glance - seems possible. Of necessity, our creativity is driven by a problem's limitations.

Humans are intrinsically creative and creativity is the skill most critical to help us solve the unforeseen problems of our future. Creativity is not solely the trait of the artistic - all of our human innovations in engineering, social sciences and mathematics can be attributed to the creative mind. The ability to dream, take chances, and create the things we imagine are the skills of entrepreneurs, innovators and change makers. I believe that we are all inspired by stories of people who have followed their creative passions, whatever the field or industry.

Last year I was invited to participate in an open forum of short-form presentations about 'what inspires you?' (<http://www.pechakucha.org/cities/cairns>). I was one of a diverse group including a car enthusiast, sustainability experts, carpenters, chefs and other architects - a group not limited to design professionals, but all bringing a strong creative edge to their lives and personal philosophies. They opened an aperture to the depth of talent and creativity underlying regional Queensland and the forum reinforced how sharing creativity can motivate and inspire others: that creativity is contagious.

Mackay has a growing wealth of creativity which I believe is not fully appreciated or harnessed. We need to find ways of opening more apertures into Mackay's creative industries so that we all can be inspired, encouraged and supported in whatever creative passion we choose.



# A FESTIVAL WITH A TWIST THAT TAKES YOU **ANYWHERE** & **EVERYWHERE**

**FROM SKETCH COMEDY AND PLAYS TO  
CABARET AND DANCE ACTS, OUR MACKAY  
ISAAC ANYWHERE FESTIVAL IS ONE OF A KIND  
TO SAY THE LEAST.**

From March 13-22, more than 20 unusual yet enthralling acts will take place at unexpected locations across the regions.

**“We’re looking forward to bringing the arts to a range of different venues – from squash courts and restaurants to hotels and hair salons,” the festival’s Artistic Director Paul Osuch said.**

Festival highlights include a one-woman circus theatre, a comedy walking tour, murder mystery solving and jazz in the alley!

Paul described the festival as “explorational, exciting and loads of fun”.

**“When I returned to Brisbane in 2011 from overseas, I noticed there were a great number of talented artists who wanted to get their work out there, but not a lot of venues and those that were available were expensive to hire,” he said.**

In response, Paul created the **2011 Brisbane Anywhere Festival**.

The success of this inaugural event spurred him to roll the concept out to other towns including Frankston (Melbourne), Parramatta (Sydney), and now Mackay and Isaac!

With a Bachelor of Business from Queensland University of Technology, Paul is also a graduate of the National Institute of Dramatic Art (NIDA) Playwright Studio; he has worked in IT, project management, marketing, playwriting, directing and producing across the globe, and this festival was the perfect way for him to put his multitude of skills and experience to use by mentoring up-and-coming performers and literally giving them an opportunity of a lifetime.

**“It’s been wonderful watching it evolve, though it’s not simply about showcasing new talent and helping them to access performance spaces rent free, it also encourages businesses that often aren’t involved with the arts to embrace it and attract new clientele at the same time,” he said.**





Main photos: Julianne Bergmann & Dougal McLauchlan - Let, Please.



“We know about sixty-six percent of people who go to see a show in one of our handpicked business spaces haven’t actually visited that business before.”

Pleasingly for our regions, about 50 acts from across the country – including award-winning comedians who appeared at the Edinburgh Fringe Festival, vied to be included in our local program, Paul said.

The festival not only provides new performers with marketing exposure and a venue to perform at, it also teaches them – by way of offering them producer packs and budgeting templates – how to organize their show, create a business plan, manage their bookkeeping, gain sponsorship and market their show.

The Mackay Isaac Anywhere Festival is proudly supported by Mackay and Isaac regional councils and Anywhere Theatre Festival Limited is supported by the Queensland Government through Arts Queensland, part of the Department of Science, Information Technology, Innovation and the Arts.

## FESTIVAL HIGHLIGHTS

### 2015 – When We Were Idiots: A Comedy Walking Tour

Presented by Showdown Productions

**On:** March 19-21 @ 6pm and March 21 @ 2pm

**At:** Oaks Rivermarque (55-63 River Street, Mackay)

**Cost:** \$15 (MA 15+)

### Becoming Bette

Storytelling, musings, music and dance presented by Ease Productions

**On:** March 19-21 @ 7.30pm

**At:** Oaks Rivermarque, Mackay

**Cost:** \$20 (MA15+)

**On:** March 18 @ 7.30pm

**At:** Oaks Moranbah (11 Bacon Lane)

**Cost:** \$20 (MA15+)

### Blue Bearded Lady

A one-woman circus theatre performance presented by Overhead Risk Circus Theatre

**On:** March 19-21 @ 8pm

**At:** Sensory Circus Tribe (10 Hicks Street, North Mackay)

**Cost:** \$20 (MA15+)

### Jazz In The Alley

A 1920s New Orleans themed party featuring the Lenna-Maree Moxey jazz quartet

**On:** March 19 and 20 @ 9pm (Pre-drinks entertainment from 7.30pm)

**Venue:** 5th Lane Alleyway between Dirty Martinis and Movidas, Mackay (between Gregory and Wood streets)

**Cost:** \$25 (PG)

Supported by: Mackay Grand Suites

### Murder In Moranbah

A night of mystery and murder solving presented by Isaac Theatrical Players

**On:** March 19-21 @ 6.30pm for a 7pm start

**At:** Moranbah Workers Club (49 Mills Avenue)

**Cost:** \$25/\$20 (Groups 6+, PG)

To view the full program and book tickets visit [www.anywherefest.com](http://www.anywherefest.com) or phone (07) 3102 4683; you can also like the festival on Facebook.

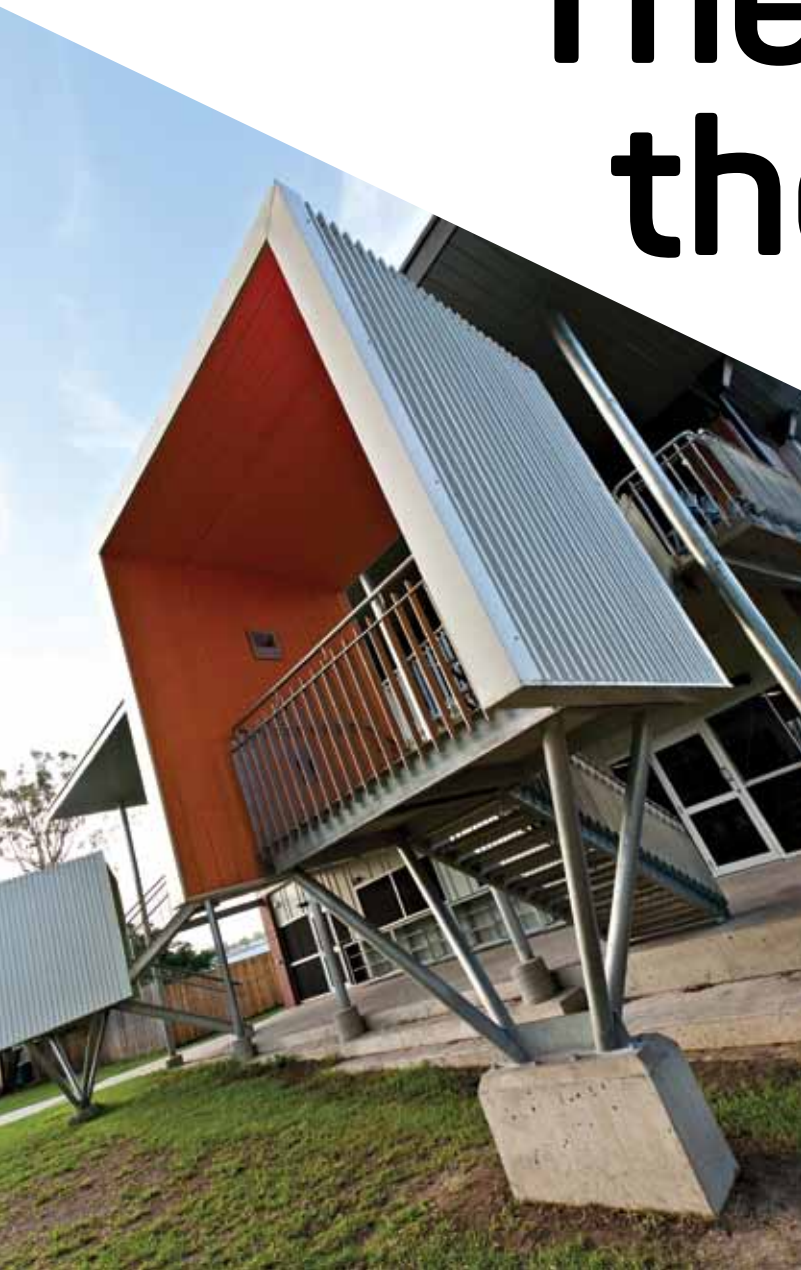
For more information visit [mackay.qld.gov.au](http://mackay.qld.gov.au), [mackaycitycentre.com.au](http://mackaycitycentre.com.au) or call 1300 MACKAY.



**bold**  
architecture + interior design

*"Bold is constantly learning and developing which is why they call it the **practice of architecture.**"*

# The Bold & the *Brave*



It's hard not to stand out when your business name is literally Bold and with a passion to produce distinct and exemplary architecture, the naming is a perfect fit. Bold Architecture and Interior Design started in late 2007 by husband and wife team, Stewart and Suellen Bagley, working out of their home office. Since then Bold has escaped the house and expanded into an office – which of course is spectacularly designed and decorated in a space conscious way with an edge – and have grown to a strong team of seven working on projects not only in Mackay but also in Cannonvale, Yeppon, Brisbane and Norfolk Island.

Bold is that step ahead of other architecture firms with the inclusion of both architecture and interior design in the one office, giving every client a full rounded service from beginning to end. Bold's company motto and naming was inspired by a quote by the late Architect, Samuel Mockbee, 'proceed and be bold.'



Buildings can evoke  
feelings and designs  
can tell a story.



No less creative than an artist or fashion designers, Bold have their own processes and ways of drawing inspiration for every project they work on. Bold draws inspiration from a New York based firm, LTL Architects, who believe that the constraints and limitations of architecture become opportunities for design invention. In doing so, Bold goes looking for opportunities within each project by taking the time to consult thoroughly with their clients to understand all of their aspirations, objectives, constraints and limitations – all of which present opportunities for design.

Working in both commercial and private sectors, with both new projects as well as existing updates, Bold's director, Stewart, believes while he doesn't have a particular preference, there is something special about being able to transform an existing building into something new that no-one thought was possible. While these projects can be more difficult, they are usually the most rewarding.

Just like any creative, there is always a need for constant inspiration and fresh ideas for all projects. Without imposing extraneous ideas on projects, Bold are always in search of ideas from within the parameters of each project. A must for Stewart and his team is to remember that there is inspiration everywhere if you are willing to look hard enough or look at things in a different way. On keeping things fresh, each project is another opportunity to refine our skills, challenge our creativity and establish new relationships.



#### **Dream Project:**

*"The house we designed on Norfolk Island was close to being the dream project. The clients were fun, generous, kind and had a desire for good design. The location was naturally picturesque. The budget was realistic and the brief was challenging yet very exciting. The project became more than just providing a service it was a complete experience."*



# UP and away for new city event

**Picture this: Mackay's city streets are adorned with lanterns, light projections dance across the Pioneer River and live music serenades your senses, encouraging you to while your evening away...**

This will be the setting of Mackay Regional Council's UP-themed river festival, taking place in August.

This charming event is a highlight of an Animating Spaces program of activities, to be held on August 28 and 29.

Courtesy of Artslink Queensland (AQ) funding, the celebration will also include a mural painted UPon a levee wall in the wharf precinct.

Additionally, art installations, digital projections and live performances within and on some of the city's historic buildings will encourage you to look UP.

Festival, Events and The Arts portfolio councillor Chris Bonanno said the event would encourage people into the city.

"Presently in the throes of an \$18 million revitalisation, Mackay City Centre continues to remain open for business; with works progressing well, things are most certainly looking UP for our city; hence the theme of this weekend – it's a celebration of what's to come," he said.

***"This event will bring a great deal of cheer to what is essentially our region's business, retail and hospitality hub."***

An added feather in Mackay's cap: We were one of only five regional communities statewide to receive funding to host Animating Spaces 2015.

**So seek, discover, uncover and enjoy, because Mackay City Centre has it all!**

For event details, visit [mackay.qld.gov.au](http://mackay.qld.gov.au).

To find out all the city has to offer, including current business specials and entertainment highlights, **visit [mackaycitycentre.com.au](http://mackaycitycentre.com.au).**

\* Animating Spaces is a project of Artslink Queensland designed to assist 15 regional Queensland communities from 2013-2015. It is supported by the Australia Council for the Arts through the Community Partnerships Fund, Australian Government through the Regional Arts Fund, Arts Queensland and the participating local councils.





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Each issue **red** magazine profiles a local person of interest. This month we spoke to Khara Deurhof, a talented young photographer with big aspirations and a yearning to travel the world and photograph everything in it!



## Khara Deurhof: *The complete picture*

### » Quick fire questions

Favourite food: *Ice-cream* // What animal best describes you: *Leopard*  
 Favourite band/DJ: *RUFUS* // Favourite movie: *The Secret Life of Walter Mitty*  
 Best childhood memory: *Christmas/Easter mornings with my cousins at my Grandparents house*





**Q** What is your background in schooling/training?

**A** After completing Year 12 at North Mackay High School, graduating in 2008, I then went on to study a Bachelor of New Media Arts at James Cook University in Townsville, graduating in 2012.



**Q** What achievement/milestone in your career so far has been the most memorable, personally and professionally?

**A** In Year 12 I was awarded Regional Winner of the Creative Generation Excellence Awards in Visual Art and Design for my photography series 'Out There'. My works joined many others from around the state and became part of a regional touring exhibition that opened at the Gallery of Modern Art in Brisbane. My works were lucky enough to be chosen to represent the show, featuring on both the catalogue and other promo materials. That was a major turning point for me in my career and something I was very proud of! That and being awarded Most Outstanding Photo Media Student at the 2012 JCU Graduate Exhibition.

**Q** What keeps you busy outside of work?

**A** To be honest I don't have that much time outside of work! I work at our regional gallery, Artspace Mackay, 3 days a week, and the rest of the time I work on my photography business, House of Lucie Creative. When I do have some down time I enjoy catching up with friends, hanging at the beach or spending time at home with my kitten Mila.

**Q** Why did you decide to follow photography as a career path?

**A** I have always had a keen interest in photography, but I didn't know I wanted it to be my career until I had nearly finished my degree. People started to ask me to photograph their weddings, and other commissions kept popping up. I realised that I loved photographing people, and that people loved my work - so I decided to start up my business.

**Q** Is there one photo with an unforgettable story behind it?

**A** In July this year I was asked by Aussie hip hop artist Illy to join him as a photographer at Splendour in the Grass - which was incredible!! I took this one shot from the back of the stage, just as he turned around and right as the confetti canons were exploding. The crowd was huge, everyone was going crazy and I just remember that feeling when I took that photograph, I knew I had captured something amazing in that moment. When I look back at that shot I still get Goosebumps.

**Q** How would you define your style of photography?

**A** It varies slightly depending on what I'm photographing, but generally it's a very natural, photo-journalistic style of photography. I enjoy capturing spontaneous moments, and specialise in travel, landscape, wedding & event photography.

**Q** So, what's for the future?

**A** Well, I just found out that I've been accepted into the Gullkistan Centre for Creativity, which is a residency for artists & photographers in Iceland! I will be travelling there in March for a month to live and work with other creative people from all over the world. I plan to develop a photography series that I can put into an exhibition (my first solo exhibition!) when I return home to Mackay.

"I grew up in the Seaforth area, so one of my favourite places to photograph is Cape Hillsborough - now I won't give all my secrets away! - but there are some hidden coves around there, with strange & beautiful rock formations. You would never guess that it's right in our backyard."

\* All images featured in this spread were shot by Khara. To see more of her work visit: [www.houseoflucie.com](http://www.houseoflucie.com) or [www.facebook.com/houseofluciecreative](http://www.facebook.com/houseofluciecreative)



# BEACH HORSE RACING FESTIVAL

an event like no other!



Queensland is the home to some of the most pristine beaches in Australia and with flat surfaces of sand stretching for kilometres; they make for the perfect track for horse racing. Well at least that's what Mackay local, Mick Pope, had in mind. The Mackay Airport Beach Horse Racing Festival is unlike any typical horse racing festival held in Australia and now coming into its third year, has begun to make its mark on the event tourism calendar.

"There is no other race track in the world with a view you would get from the Quarter Deck."

Beginning in 2013, after Mick had developed the concept from travelling through Ireland and stumbled across some beach horse races, the festival continues to impress. With the very relaxed scale on which these races were based around made Mick believe that this concept would be a perfect fit for Mackay. His initial thought was that, combine an Aussie's love for the beach and horse racing, it would sure be a hit; Mick could not have been further more spot on as with each year, more and more attendees raving about the event.





To take the festival to the next level a new brand was needed giving a positive, fresh look and feel of what the festival is about. It also needed to incorporate various elements, including a horse with rider and palm tree, while still using the existing triangular graphics and colours from the combi van.

Now after two events, The Mackay Airport Beach Horse Racing Festival is continually getting closer to Mick's original vision of seeing country people visiting the coast for a unique event that showcases our weather, hospitality and musical talent all at a festival that also boasts country family entertainment. Kids' horse races, junior Fashions of the Field and celebrity tug-of-war versus kids, all add to the experience that is North Queensland. The future aim is to have 20,000 people attending the event by the year 2020 as well as working together with our local state political representatives as we move forward with building this event into a world renowned attraction.

The biggest drawcard for this event is definitely the venue, which is the fundamental quality in creating the fantastic atmosphere. There is no other race track in the world with a view you would get from the Quarter Deck at the Mackay Airport beach races. While most prefer the front-row view from the beach, there are a select few that will venture out to sea via boat or paddle board for an alternative view of the horse race.

With progression towards achieving the original vision, the Mackay Airport Beach Horse Racing Festival has recently undergone a logo redesign, created by **redhotblue**. The essential design aspects were to have a logo that when the public saw it, they immediately thought of a tropical beach and horse racing combined, whilst also wanting it to have that corporate edgy look about it. The outcome so far has had an overwhelmingly positive response.







**SAVE THE DATE**

**30 APRIL 2015**  
**CLERMONT**

**NOMINATIONS NOW OPEN!**

**1 MAY 2015**  
**CLERMONT**

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[mackayregion.com](http://mackayregion.com)

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# The hazards of instant photography



## Instagram vs Professional Photography;

which is best for your business?

*With over 300 million users worldwide, Instagram is fast becoming one of the key social media platforms to have your business present on. The need to incorporate Instagram into your marketing is definitely growing however; questions are being raised as to whether it is a good replacement for the use of professional photography.*

Aside from social use, Instagram is becoming increasingly popular for businesses to include in their marketing campaigns, offering major benefits. In less than a minute you can take a photo, edit, add a filter, place a border, hashtag and upload for your followers to view, comment and share; convenience and cost effective factors make it attractive. With such a user-friendly format, huge following and being so cost effective, many are starting to believe Instagram offers a good replacement for professional photography. But does it?

With such major benefits in using Instagram, why would you consider hiring a professional photographer for your next campaign? Professional photos provide the opportunity to portray a more high-end, finished look adaptable to all channels of media including online, print and tv. A crisp, professional look created with high quality images will also provide a more professional look for your business, showcasing products and services on an entirely different level.

When seeking photos for business, professionals are mostly seeking a more sleek and modern look and ironically Instagram offers mainly pre-programmed filters showcasing an aged and classic look. The quality of photos on Instagram is also questioned, with the risks of motion blur, poor dynamic range and pixilation apparent.

So with benefits raised from both sides, is Instagram best left to the 'amateurs' or is it the way of the future for professional platforms?

*By all means jump on the Instagram bandwagon and incorporate it into your business – it is a great way to market to a growing audience! However, just keep in mind it isn't a replacement for the traditional use of professional photography.*



# ABANDONED BRISBANE

## UR- BAN EX- PLO- RA- TION

What one might see as run down and dilapidated, another sees a hidden treasure and an insight into classic architecture. At least that is what urban explorers see through their adventures. While a number of urban exploration groups keep their discoveries amongst themselves, one Brisbane local explorer, Bianca, has broken the mould and created a Facebook page, 'Abandoned Brisbane (Urban Exploration)'. The page is dedicated to the uncovering and documentation of the hundreds of empty properties around Brisbane's city and suburbs.

Going a step further in showcasing urban exploration, Alex Fitzwater from Needle Media filmed and produced a video documenting his adventures with Abandoned Brisbane through discovering old haunts as well as a few new ones.

Throughout the video, Bianca reveals why she has such a passion and love for urban exploration as she describes it as a peep hole into the past. The abandoned classic architectural homes gives a rare insight into a way of living that could not be experienced in today's modern housing.

The more you start looking around, the more noticeable abandoned buildings become. With the popularity of the Abandoned Brisbane Facebook page, there are constantly suggestions and tips on new buildings for Bianca to explore and capture unique photos to publish for her Facebook followers to experience as well. On average, Bianca aims to explore four locations in one day with taking at least 200 photos at each and never switching the camera off.

*The story of Abandoned Brisbane is one of uniqueness and fascination and with further development under way by Needle Media it will be produced into a feature documentary as well as a one-hour television documentary.*

Abandoned Brisbane will continue to showcase Brisbane's neglected and forgotten homes as breathtaking and mysterious.











# experience INSIGHT

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Are you worried your business falls into the 'boring' category when it comes to marketing? Inspiring when you're not a creative business is daunting but clever marketing can be easier than it seems, just remember...

No  
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# Don't let the ***Norm*** hold you back.

***More often than not businesses tend to follow the norm/industry marketing trends. However, if you really want to successfully market your business and stand out maybe a more 'out of the box' approach is needed.***

So where do you start when it comes to creative thinking? The key to initiating successful, creative thinking is identifying that you want to do something different. Commitment to standing out will make sure you stay on track and don't get held back by the 'norm'.

The next thing to recognise is that anyone can be creative. Those who view themselves as 'uncreative' often wonder about how creative thoughts come about. Are they reserved for a certain type of person? Do they just spring to mind? Or can you work on creative thinking? While some professionals are more tapped into their creative streak than others, it is possible for anyone to think differently! The best way to foster creative thinking is to surround yourself with it and gain inspiration from others who are doing things differently.

Last but certainly not least, don't let the norm hold you back. If other businesses in your industry are marketing the same way, don't feel pressured into doing it too. When it comes to marketing, it can be easy to slip into a cycle and produce the same plan each year and while this may work for a while, it won't work forever. Continuing to market your business the same way every time will quickly become boring and your audience will start to ignore it.

If you are still worried you're not creative enough or simply don't have the time, don't stress, creative agencies can help you grow your ideas and work with you to help make your business stand out.

***So what are you waiting for? Get out there, make an impact, lead the way and grow your business with creative thinking!***

Hi, my  
name's  
Norm

Yay!





# case study

**ESCORTED JOURNEYS**

Exclusive to helloworld

"Redhotblue has exceeded our expectations and we feel it has taken Escorted Journeys to the next level, receiving fantastic feedback from our peers in the travel industry during the recent launch of our new brand in Adelaide." Tahnee Smith  
Group Travel Specialist / Escorted Journeys

Redhotblue was approached by 'Escorted Journeys' to create their full brand identity. The logo was created to appeal to the luxury market and reflect the high-end and quality of the holiday experience offered (tailored holidays put together for the discerning traveller looking for more than just a standard holiday experience).

The supporting graphics resonate from the structured look and feel of the logo but use vivid imagery with layers of tones to create depth and a feel of refinement and class. Exhibition graphics, a 4 page brochure, 6 page brochure, various double page newspaper adverts and a 48 page annual brochure have been produced to date.

The overall look of the brand is confident, clean, eye-catching and visually unique to the market. Having the chance to create a brand from scratch meant we [redhotblue] were able set the visual tone of voice based on the clients needs and the intended target market, and ensure this vision was carried through from concept to logo and across all marketing material.





About Escorted Journeys page



About our Tour Escorts page



Divider Page



Holiday Tour page

4 Page Program





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# BLANK CANVAS

Our creative space for inspiration and all things redhotblue

*{Quote thanks to Willy Wonka}*

This month's issue of red magazine is all about creativity so we have taken our inspirational quote from someone who epitomises all things different, Willy Wonka. Creativity is often thought to be reserved for only certain types of people however, anyone can learn to think differently!

**HOLD YOUR BREATH    MAKE A WISH    COUNT TO THREE**

★ COME WITH ME AND YOU'LL BE ★

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**TAKE A LOOK AND YOU'LL SEE  
{ INTO YOUR IMAGINATION }**

»»»»»»»» WE'LL BEGIN ««««««««  
WITH A 1912 TRAVELLING IN

*the world of my creation*  
WHAT WE'LL SEE WILL DEFY EXPLANATION





# Qld Multimedia Awards

## The 2014 Qld Multimedia Award for Best Advertising Campaign in Print was awarded to Redhotblue for the Phil Doring Insurance Brokers Campaign.

Just one internet search for insurance and you are given endless pages of results that all look the same. Phil Doring Insurance Brokers broke the conformity of a standard insurance broker to ensure they stand apart and become top of mind for insurance services.

When developing the campaign's concept, it was taken into consideration the public's concern and scientism of the many hidden terms and conditions associated with insurance policies. The concept was also focused around Phil Doring Insurance Brokers existing transparency in clearly explaining these terms to its clients.

The award-winning campaign avoided cliché imagery and un-engaging headlines to steer away from a standard hard sell insurance tactic to reassure understanding, trust and honesty. By using humour as a catalyst for the visual language and left field approach in the delivery, the campaign connected the public to this concept regardless of what type of insurance would apply to the individual. While policies and insurance packages may change, the base concept and message remains true...

### **Always read the fine print!**

An aspect of the success of this campaign was that the Director of Phil Doring Insurance Brokers, Tony Doring, allowed redhotblue to step out of the box and get creative without limitations. Trusting in redhotblue to do what they do well has proven results, as this is not the first award-winning campaign for Phil Doring Insurance Brokers, winning the same award back in 2010.

With complete creative control, redhotblue were able to design a campaign that has flexibility to run indefinitely. All of which could not have been successful without understanding and trust between Tony Doring and redhotblue.





# Best Advertising Campaign in Print\*

27



\*And that's no lie



# ART MEETS FASHION

FEATURING JASON CHETCUTI AND TERRY MADDEN

**Local Artist Living with Intellectual Impairment to take the Spotlight**

Living with an intellectual impairment hasn't stopped local artist, Terry Madden, in achieving his dreams, following the announcement of a collaboration with world renowned fashion designer Jason Chetcuti in the "Art Meets Fashion" event.

Artist and resident of Paxtons Creative Space, Margaret Burgess, was at the helm of this collaboration saying opportunities like this showcase the fact that everyone's creative work has real value.

"I work with many adults facing disabilities and wanted to inspire and show that good things can happen for artists just like Terry," Margaret said.

"Art Meets Fashion means a lot for Terry and this event has really built his self-esteem. He is very excited for the event and to have his works on show."

The vision for this event was first initiated in 2013 following the huge success of two of Terry's exhibitions.

"During 2013 and 2014 Terry had two sellout exhibitions at the Upstairs Gallery and looking at his work I could really see it developing," she said.

"He has a very unique way of manipulating paint and I could see his work transforming beautifully onto fabric so I invited fashion designer, Jason Chetcuti, to come and look at Terry's work to collaborate on producing a collection."

Fashion designer, Jason Chetcuti, was particularly attracted to Terry's use of vibrant colours.

"When I look at what Terry's created I get a great understanding of the environment he is living in," he said.

"There's one particular dominant, green piece that when you look at it you can see where his inspiration comes from. For me this piece reminds me of colourful coral and the area that we live in."

Jason Chetcuti is excited for the event and to be collaborating with Terry on a collection.

"I am inspired because of his creativity and passion as well as the fact that he is doing something that he loves."

"From this collaboration I hope to create garments so Terry can enjoy his work in a completely new format."

Margaret Burgess is particularly keen for more events just like this to continue in the future highlighting the creative talent in Mackay.

"This opportunity shows artists that their work can transcend into areas other than just canvas," she said.

"An event like this also benefits the entire community highlighting that there is a lot of value in creative events and promoting local talents."

**Date:** 29th March 2015 2.30pm **Where:** MECC North

**Foyer Prices:** General Admission \$45  
(Tickets available online at the MECC)

**Millinery by** local artist, Brenda Lui.



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