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# Neville Brody

## Biography 09

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Neville Brody is an internationally renowned designer, typographer, art director, brand strategist and consultant. Brody is also the founder of the Research Studios network and partner in each of their operations, his insight, methodology and appetite for excellence inform every aspect of their work. Today, in addition to lecturing and contributing to a variety of cultural and educational initiatives, Brody works both independently on private commissions and alongside Research Studios on commercial projects for a diverse range of clients.

**Born in London,** Brody studied at the Hornsey School of Art and at the London College of Printing (LCP) where he is now a visiting Professor.

Following his time at LCP, Brody joined Rocking Russian, creating a number of record covers before joining Stiff Records in 1980. At Stiff Records, Brody continued to push visual boundaries and break new creative ground. Recognition for this work at Stiff led to him becoming art director at Fetish Records, an independent label, where he produced some of his most notable projects and iconic work (in particular a body of work for Cabaret Voltaire and industrial post-punk band 23 Skidoo).

In 1981 he became art director at the groundbreaking street magazine The Face, working there until 1986, when he moved to men's style and lifestyle bible, Arena. In April 1988 the V&A Museum (London) held an exhibition of his work to accompany his first monograph, The Graphic Language of Neville Brody, which became the world's best selling graphic design book. The exhibition toured extensively in Europe and Japan.

Neville Brody Studio was renamed Research Studios in 1994, coinciding with the publication of his second book by Thames and Hudson. Research Studios now has a presence in Paris, Barcelona, Berlin and New York. Research Studios is a unique network who work from a wide variety of design platforms for a diverse range of international clients. Key clients of Brody and his Research Studio network have included BBC, Sony Playstation, D&AD (London), The Times (London), Nike, Dom Perignon, Parco (Japan), Bonfire Snowboarding (USA), The Barbican (London), Asics, The ICA (London), Apple, Microsoft, MTV (Europe), Issey Miyake, Philips, Bentley, Kenzo, Chloe, Martell, Salomon, The Guardian, Deutsche Bank, YSL and Wallpaper\*

Selected seminal projects by Research Studios have included branding and packaging for Kenzo perfumes (1999 – present Paris); brand strategy, identity and application work for Issey Miyake (2000 – 2002 New York) bodies of work for the ICA and Royal Court Theatre (2003 -2004 and 2004 respectively London); the branding and visual identity for the ONE campaign in American (2005 New York); branding, visual identity and advertising for

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Bonfire Snowboarding (2005 – Present London/New York); a complete re-design of The Times newspaper in (November 2006 London); developing the strategy and designing the identity for Somerset House (May 2007 London); brand development, art direction and packaging for Champagne house Dom Perignon (March 2007 Paris) and the D&AD annual (2009 London).

Perhaps some of the most significant projects by Brody to-date have been the experimental languages he has produced for typography publication, Fuse, which has produced three major conferences with more being planned. An exhibition of Fuse was held at Ginza Graphic Gallery (Japan) in 1999. Fuse was published by FontShop, which Brody was a key partner of, for which he has designed many typefaces, including Industria and Blur. Recent typefaces by the Brody include 'New Deal' originally used for the 2009 film by Michael Mann, Public Enemies and Peace 2 developed for Wallpaper\* magazines August 2009 edition.

Recent personal projects by Brody include a new book Neville Brody produced by the Ginza Graphic Gallery (Japan) and exhibition at the Rocket Gallery (Tokyo) in January 2009; The Freedom Space installation at the Design Museum London (2009) for their show Super Contemporary alongside design luminaries such as Paul Smith, Baber Osgerby and Zaha Hadid; Free me From Freedom a limited edition poster for Embedded Art at the Acadmie der Kunste, Berlin (2009); and his 'Unentitled' tent for the blank canvas project with the likes of Sarah Lucas, Rachel Whiteread, Tracy Emin, Jake and Dinos Chapman, Sir Peter Blake and Vivienne Westwood. In September 2009 Arena Homme + will launch their 32nd issue with Brody as Creative Director.