

Glenn Goodwin - Creative Strategic Designer

Collaboration

Creativity

Communication

Problem solving

PROJECT: GALIPETTE CIDER (NORWAY)

DESCRIPTION: BRAND CREATION

CIDRE GALIPETTE

Galipette is a premium French cidre made using only the finest cider apples, hand picked from the lush green orchards of Northwest France.

Galipette is slowly fermented using only 100% apple juice, or **pur jus**, and carefully crafted according to the centuries-old cider traditions of the region. The result is a naturally authentic cider, with a colour, aroma and flavour that exudes quality.

PRODUCT FEATURES

- 100% French cider apple juice, zero concentrate. (PUR JUS)
- Made from hand picked apples collected from local apple farms in Normandy and Brittany.
- Naturally gluten free, vegan friendly, no added sugar and no artificial sweeteners
- Packed in an attractive 0,33l stubby bottle that is unique in the worldwide cider category

2 X PERFECT SERVE

1. Properly chilled, straight from the bottle
2. Over-ice in short tumbler glass, always served to consumer with the bottle

POINT OF SALE



ICE BUCKETS



TABLE TALKERS



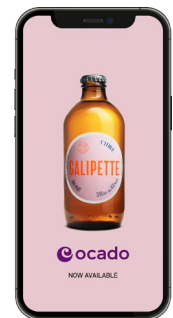
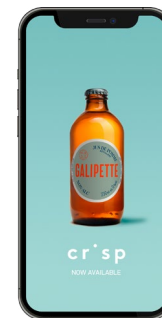
COASTERS



BAR RUNNERS



100% PURE JUICE | NO ADDED SUGAR | GLUTEN-FREE | VEGAN FRIENDLY



GALIPETTE BRUT

ABV: 4.5%
CLASS: Dry
TASTE: Soft and luscious, rich apple, earthy fruit tannins
NOSE: Full apple aroma with generous fruitiness
COLOUR: Sparkling bright orange



GALIPETTE BIOLOGIQUE (ORGANIC)

ABV: 4.0%
CLASS: Semi-Dry
TASTE: Fruity and floral, balanced acidity and light bitterness
NOSE: Fresh apple aroma with floral notes
COLOUR: Bright and sparkling, medium amber



GALIPETTE NON-ALCOHOLIC 0%

ABV: 0.0%
CLASS: Semi-Sweet
TASTE: Crisp apples with bright acidity, fresh fruit with gentle spiciness
NOSE: Rich apple with clean, fruity notes
COLOUR: Deep golden amber



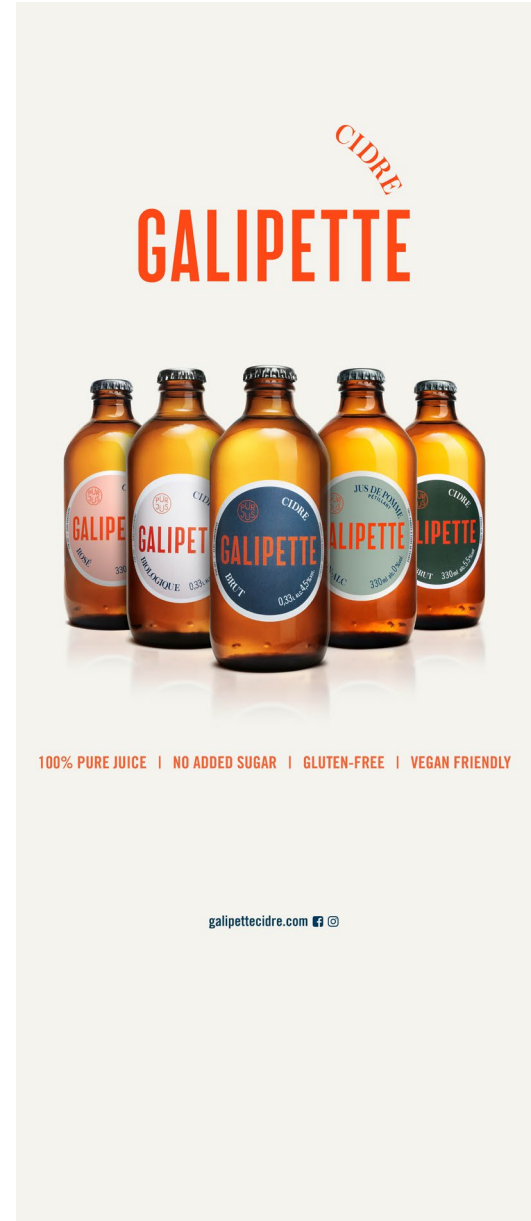


CIDRE
GALIPETTE

Volledig assortiment verkrijgbaar bij...
glutenvrijemarkt.com

100% PURE JUICE | 100% FRENCH CIDER APPLES | NO ADDED SUGAR | GLUTEN-FREE | VEGAN FRIENDLY

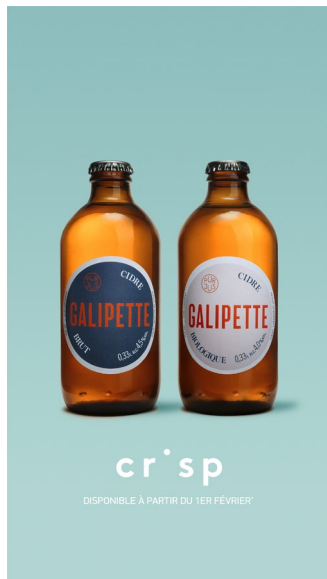
galipettecidre.com | @galipettecidre



CIDRE
GALIPETTE

100% PURE JUICE | NO ADDED SUGAR | GLUTEN-FREE | VEGAN FRIENDLY

galipettecidre.com | @galipettecidre



crisp

DISPONIBLE À PARTIR DU 1ER FÉVRIER*



NOUVEAU

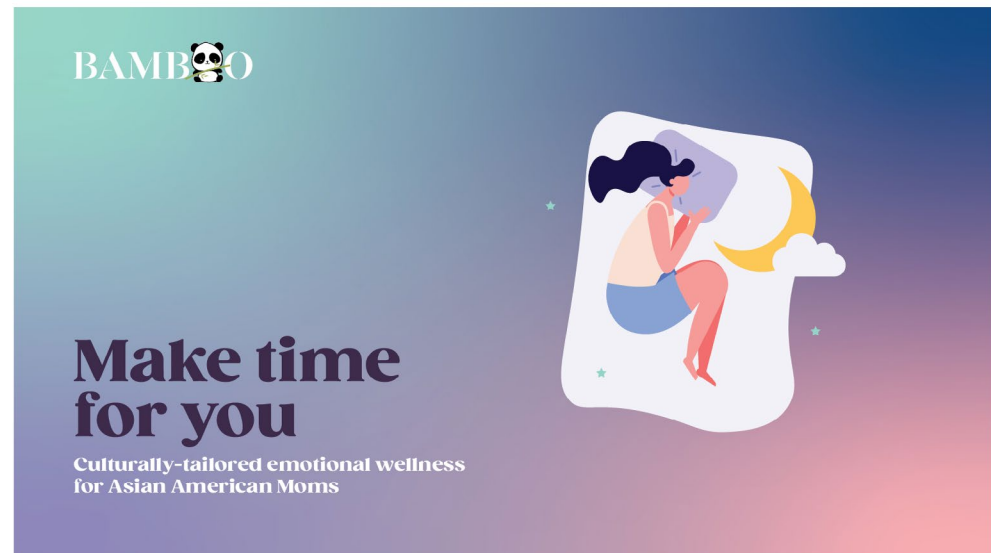
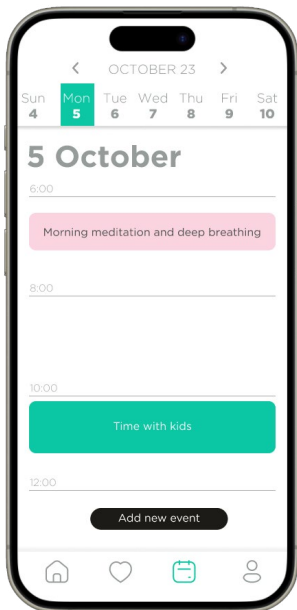
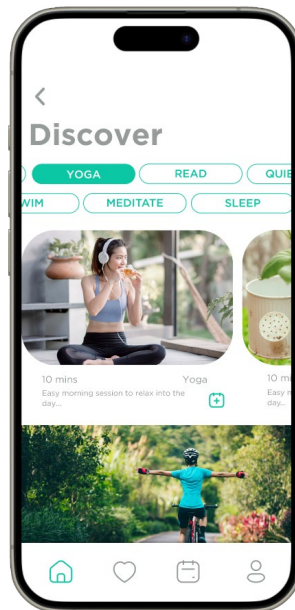
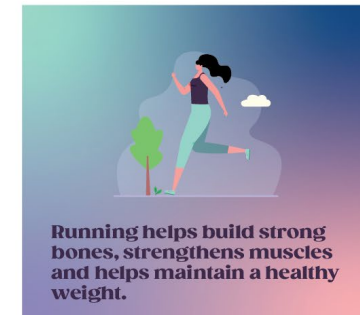
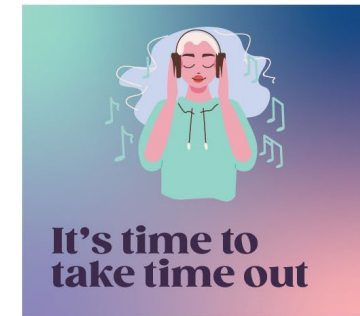
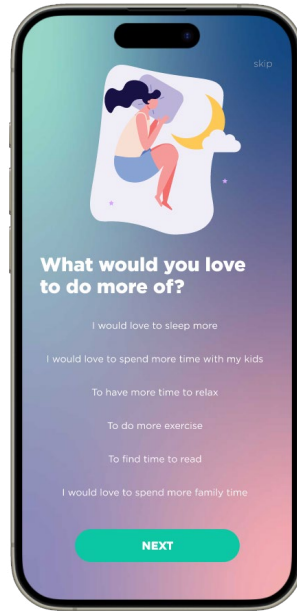


BREW//LDN

BAMIBO



PROJECT: BAMBOO WELNESS (CANADA)
DESCRIPTION: BRAND CREATION



PROJECT: PROVENANCE VILLAGE BUTCHERS BRAND DESIGN AND ROLL OUT

— OPEN SINCE 8AM —

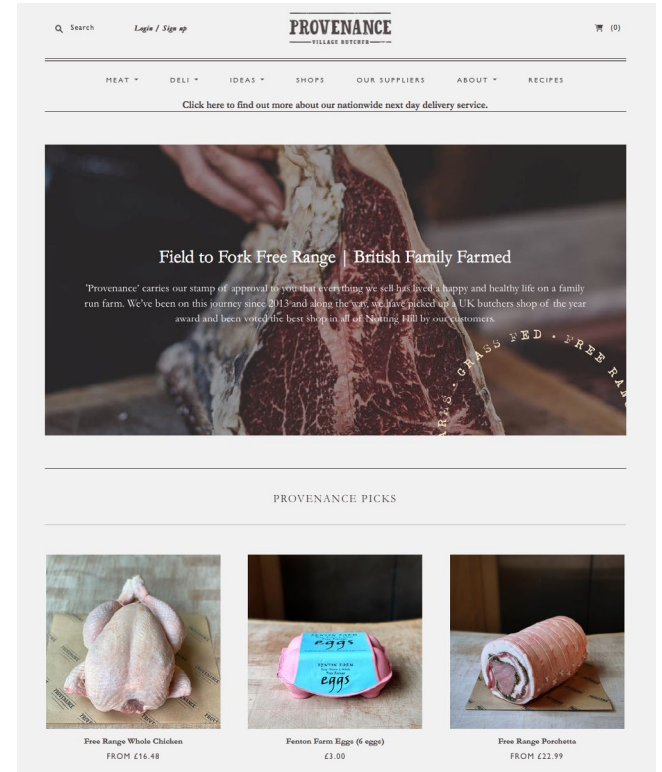
PROVENANCE

— VILLAGE BUTCHER —

www.provenancebutcher.com



...through to brand experience and roll out.



...through to Website creation and packaging.



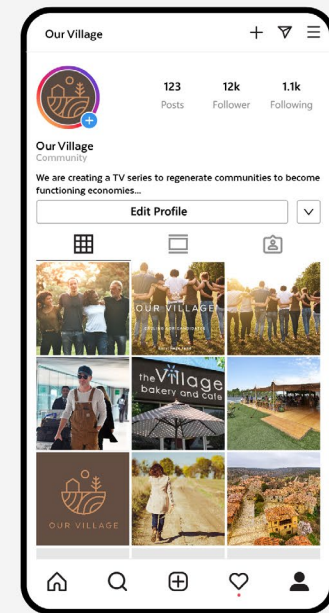
OUR VILLAGE

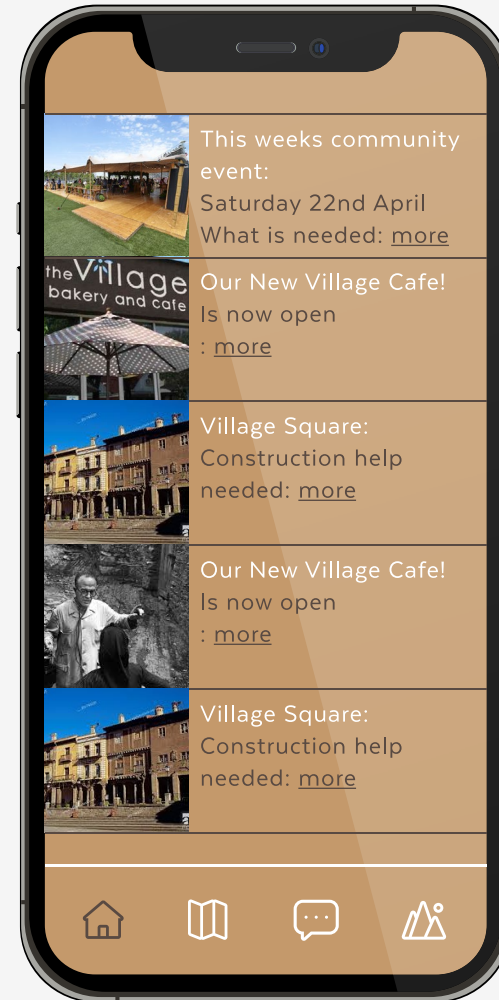
PROJECT: OUR VILLAGE CONCEPT AND BRANDING

A personal project to regenerate abandoned villages through a TV series



PROJECT: OUR VILLAGE CONCEPT AND BRANDING





BUILD A COMMUNITY WE ARE ALL PROUD OF



EST. 1824

THE
MACALLAN



BRANDBOOK

OUR BRAND

DAVID CARSON AND THE NEW MACALLAN BRAND MARK

The Macallan Brand is synonymous with high quality products and we wanted to refresh the brand, so we asked one of, if not the top Designers on the planet David Carson who has worked with us before to interpret our brand. It has been a great journey and we are so proud to introduce our new brandmark. When consumers See, Scan, Spot and Select they are more receptive to recognisable visual equities, our new Brand World is an extension and amplification of our new distinctive pack. These guidelines detail The Macallan's visual equities and their application. Adhering to the guidelines will allow us to present The Macallan in a globally consistent way whilst strengthening our key equities and building saliency amongst our target consumer.



PROJECT: MACALLAN WHISKEY BRAND

THE MACALLAN BRANDBOOK

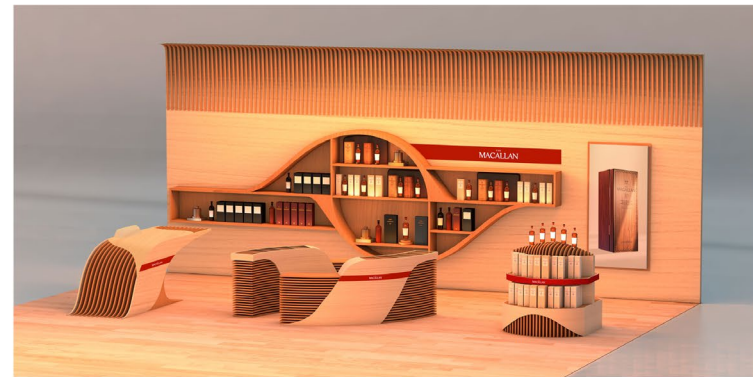
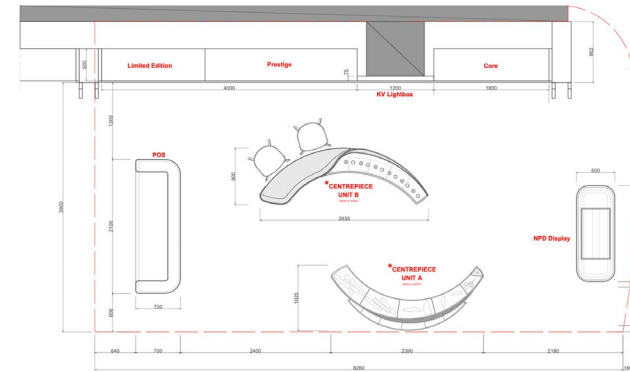
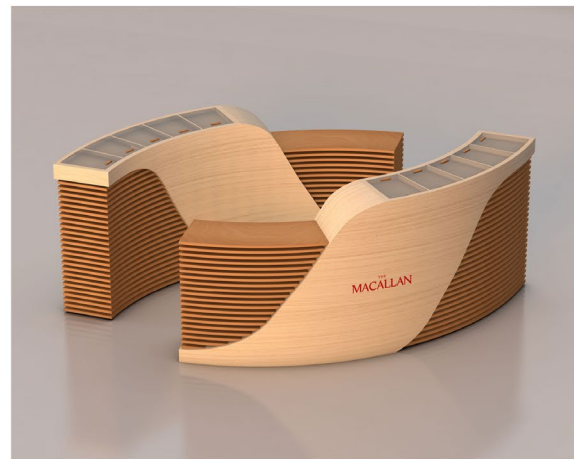
RETAIL

DISPLAY

BRAND APPLICATIONS

THE MACALLAN RETAIL

The Macallan Brand is synonymous with high quality products and we wanted to refresh the brand, so we asked one of, if not the top Designers on the planet David Carson who has worked with us before to interpret our brand. It has been a great journey and we are so proud to introduce our new brandmark.

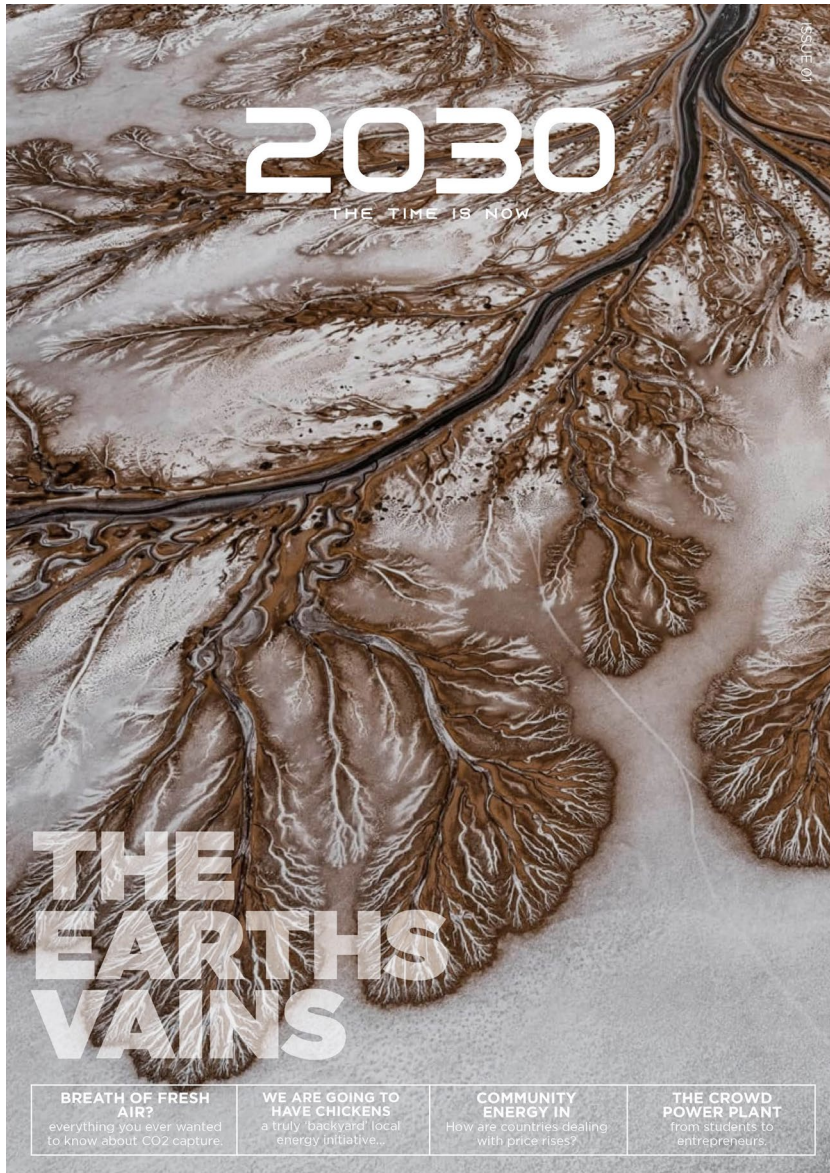


2030

THE TIME IS NOW



Creating the brand for this essential magazine for these times...



2030

WELCOME TO THE TRUTH

The holiday season traditionally invites us to contemplate our lives, our relations, and our work. The energy sector has even more reason to. The energy market is on the verge of great changes. Large, traditional energy companies are facing a dilemma: They must sharply depreciate their fossil power plants, tolerate ever more sustainable niche players and deal with rapid technology developments in renewables and energy storage. E-on's recent announcement to sell off their coal plants is a sign of the times.

In short, renewable energy is growing as a local player in terms of where it is produced (in our villages and regions) but also in terms of ownership (communities and crowdfunding). More and more local, sustainable energy initiatives are emerging across Europe, as you will read in this issue. For the long term, I see some big moves that will put the energy sector completely on its head. Solar energy is becoming an integrated application in existing buildings, infrastructure, transport and household appliances. It is the driving power source, supplemented by gas as a transition fuel for the coming decades. Wind energy will move out to sea completely, end off the land.

In the shorter term, automation will play an increasingly important role, along with storage. The prospect of phasing out subsidies and net metering will provide a huge impetus. The likes of Samsung or Philips will be the energy companies of the future. They manufacture the appliances to make our homes completely self-sufficient in the long term. Electricity will simply be free, we will only pay for security of supply. Like your house insurance: when a ball goes through the window, they will replace the glass.

Free energy, we don't have it yet. But we'll see service bundles emerge, as in the telecom sector. In the medium term already, for the exchange of surplus energy. For charging my Volvo I will be able to choose between my own solar power generation, or my neighbour's momentary excess power. A social network like Facebook can play a very important role here: if we can help each other continuously with Candy Crush, why not get a little energy from our friends?

Hope you enjoy the power of this Community Energy edition. Season's greetings!

Jan-Willem Zwang, guest editor.

ABOUT US:
2030 Magazine is all about renewable energy and our journey towards the day when the whole world will have access to cheap, clean, sustainable sources of energy. Something which we think will happen by 2050. As long as we're out there and so are you. This is our bit.

EDITORIAL:
We are very fortunate to have constant access to an incredibly talented pool of people some of them with decades of experience in the field of sustainability. They help us think and we write it down and add pretty pictures. Then we send it all wrapped up in boxes to the world at large. Thank it in a million ways.

DISTRIBUTION:
2030 is a free publication which is distributed around the world through a variety of friend networks. We are currently connected to more than 17 million subscribers. A number which is growing on a daily basis. Please feel free to pass it on to your own networks. If you think they might be interested in keeping in touch with what's going on in the world of renewable energy and sustainability.

PUBLISHERS:
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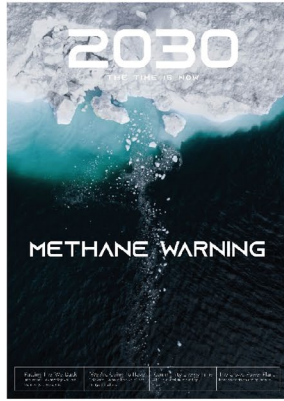
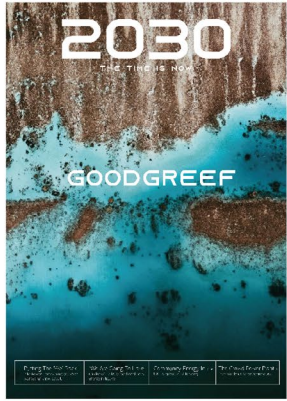
CONTACT:
info@2030magazine.com
Advertising: ad@2030magazine.com



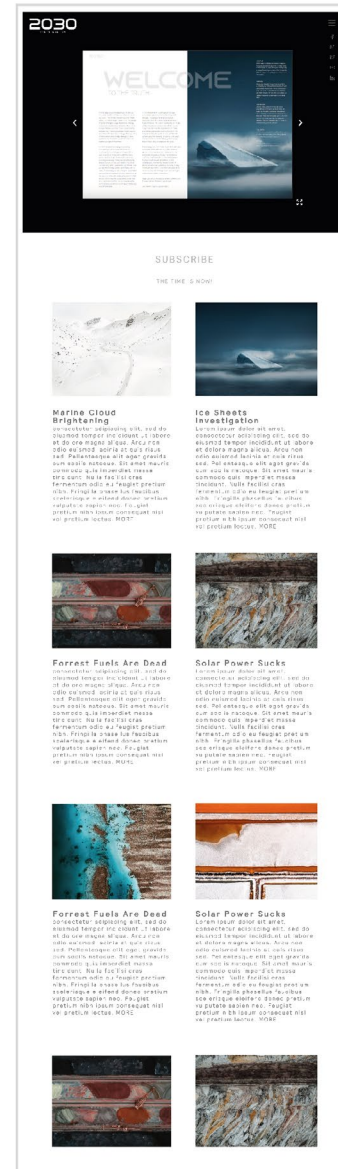
2030

THE TIME IS NOW

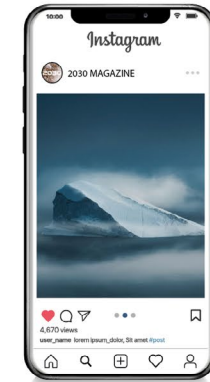
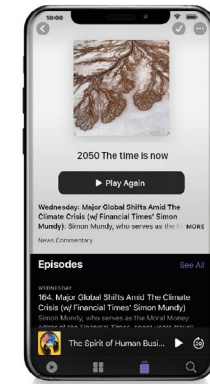
Online Magazine with circulation of 20k and readership over over 200k



Website magazine and Weblog - up-to-date news



2050 Podcast and Social media reach for up-to-date conversations with top experts in the Climate industries

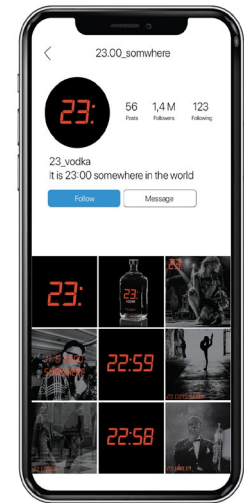


Magazine - website - APP design and social media set-up



23.

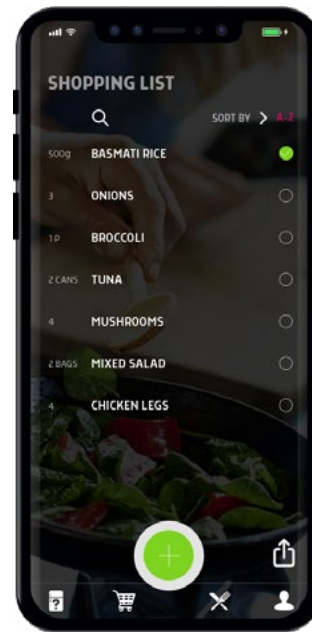
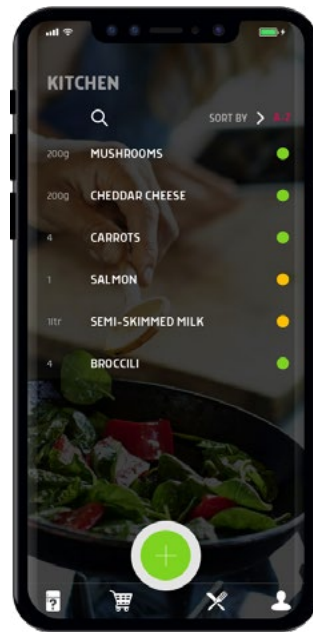
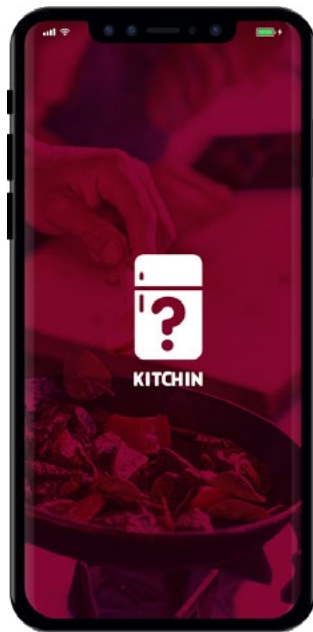
23 VODKA: Creation of Brand and PR Strategy for this new Australian brewed product..



...through to brand experience and roll out.



A personal Start-up project - from the creation of the idea through everything...



...front end APP design and management of development



WHAT CAN I COOK WITH WHAT I HAVE IN MY KITCHEN?

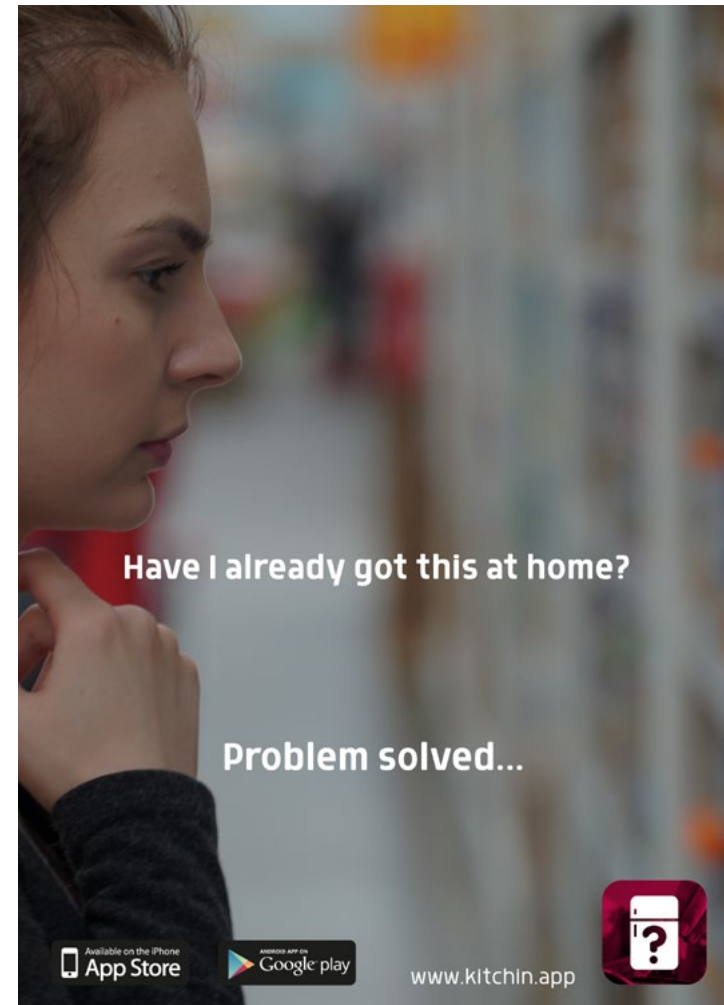
DO THESE SOUND FAMILIAR?

"I didn't need to buy this, when I already had 3 of them at home"

"I should have used this a few days ago and now I have to throw it away!"

"I've got nothing in the fridge!"

"It's been a long day at work and I need to come up with a dinner recipe to feed the kids!"



Have I already got this at home?

Problem solved...

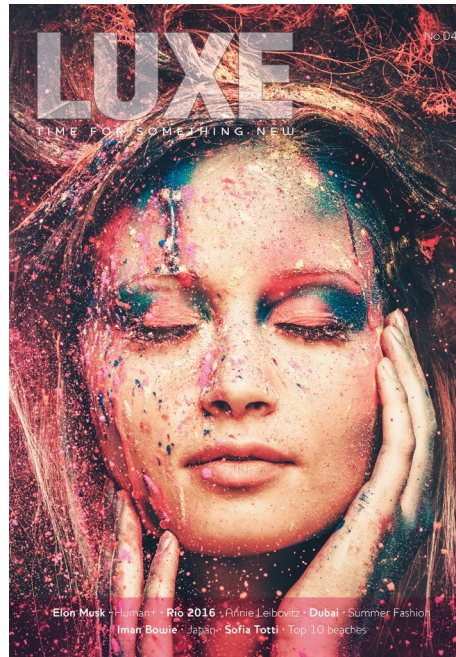
Available on the iPhone
App Store

ANDROID APP ON
Google play

www.kitchin.app



PROJECT: LUXE MAGAZINE PRINTED / ONLINE MAGAZINE





GUATE, GUATE, GUATEMALA

Located between Mexico to the north and Honduras to the south, Guatemala is a country brimming with colour, history, and diversity.

The medina is the city's main attraction, an intoxicating tapestry of winding alleyways, traditional houses, souks and workshops.

Encircled by blushing rose-tinted walls with a spectacular backdrop of the Atlas Mountains, the Red City, as it is widely known, has attracted an A-list set for decades who come to bask in its wonderful climate, glorious mountainscapes, vibrant souks and towering mosques. So you're in good company.

Yes Saint Laurent first visited in 1966 and soon after, a myriad of stars and creative types from The Stones to Charlie Chaplin were

inspired and seduced by the Red City. The local people are vivacious and charming and in recent times, Marrakech has evolved with its popularity to become a compelling travel destination offering culture, up-to-date luxury, palatial hotels, reinvented riads and a sultry, centuries-old medina that is nothing short of beautiful.

The medina is the city's main attraction, an intoxicating tapestry of winding alleyways, traditional

houses, souks and workshops. To the west of the Medina you'll find the leafy laid-back Ville Nouvelle (or Guéliz) neighbourhood created in the early 20th century, while to the northeast of the city, the Palmerie is Marrakech's wealthiest district home to lavish resorts, golf courses, private villas and hip nightspots. One such estate is the Ez Zahra villa complex, where guests can choose from three sumptuous fully-staffed villas set amid 20,000 square metres of landscaped gardens with



There can be no more evocative activity while visiting Marrakech than sipping mint tea at dusk while being entertained by musicians, snake charmers, street performers and storytellers.



ancient olive trees, date palms and orange and pomegranate trees. Fill come with private pools and gardens.

Most people, if they can pull themselves away from their luxury accommodation, start their visit by hitting the souks, a colossal labyrinth of streets that are both fascinating and bewildering in equal measures. A steely determination is needed to navigate the trading hawkers amongst clouds of heat, spice-scent and bright colours. Luckily most high-end hotels and riads will provide the services of a guide and personal shopper so you can make the most of your visit with none of the stress.

Once you have shopped 'til you drop in the souks you'll most likely find yourself (arms laden with purchased carpets, linens and leather goods) at the medina's nucleus, the vast UNESCO World Heritage Site, Djemaa el Fna, which bursts with life around sunset. This enormous square was traditionally the place where Berbers traded slaves, gold, ivory and leather. There can be no more evocative activity while visiting Marrakech than sipping mint tea at dusk while being entertained by musicians, snake charmers, street performers and storytellers amid the thick swirling smoke from seemingly limitless food stalls turning out sizzling Moroccan delicacies at an astonishing rate.

When you have souk-fatigue you can high-tail it to the legendary La Mamounia Hotel, a cool haven close to the 12th-century ramparts of the medina surrounded by 200-year-old gardens. Within the intimate surroundings of La Bar Churchill, sink into plush velvet-clad seats and choose from a fine array of cocktails to the sound of mellow jazz tunes. The hotel first opened in 1923 and hosted many well-known personalities. Churchill, as the name suggests, was a regular, describing it as "the most lovely spot in the whole world". La Mamounia also has several excellent restaurants serving local and international food, while accommodation ranges from handsome rooms to private riads complete with zellij tile work,

PROJECT: REAL MADRID FC
DESCRIPTION: RE-BRAND CONCEPT



PROJECT: LUCIPHER BRAND FOR LUXURY PRODUCTS


LUCIPHERA
ENLIGHTENED SOULS

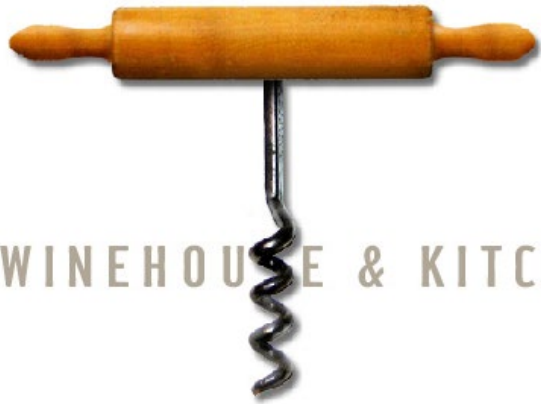


SCENT NO.1
BURNING TIME 20HRS
UNIT PRICE \$16

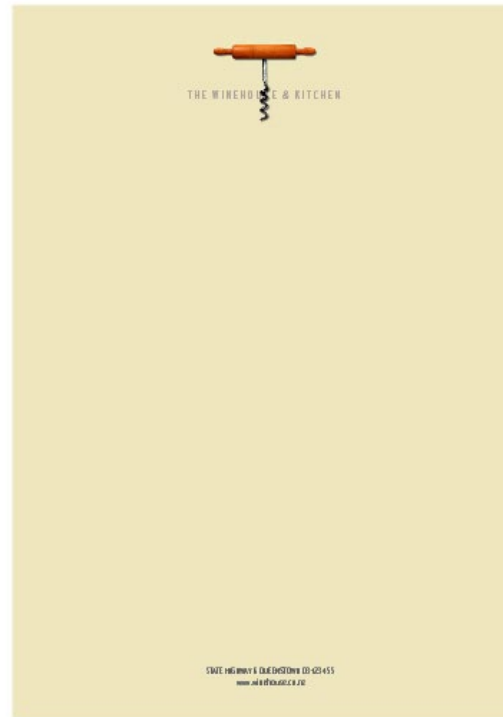


SCENT NO.1
BURNING TIME 20HRS
UNIT PRICE \$16

PROJECT: WINEHOUSE AND KITCHEN NEW ZEALAND



THE WINEHOUSE & KITCHEN



PROJECT: POISE MAGAZINE FOR A GLOBAL CLOTHING BRAND



POISE

The Bendon Group Annual Report for the Year 2000

poise: the sense of self
assuredness gained from a strong
sense of identity and direction.
A capacity of balance and direction
that emanates from deep within.
poised: an organisation dedicated
to performing on a world stage
with world class brands.

Bendon
GROUP

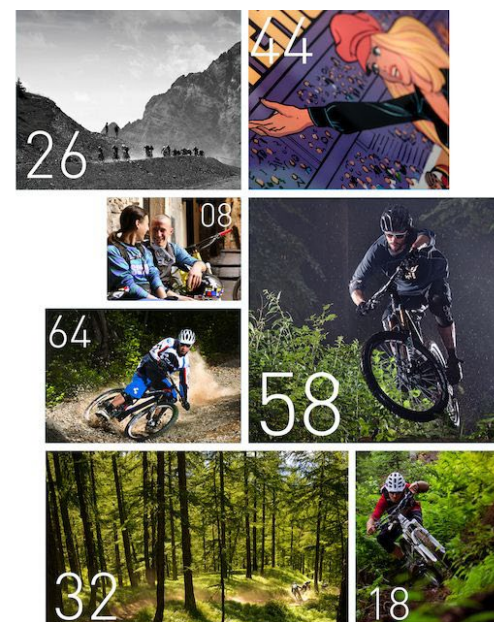
PROJECT: NOSOTROS BROCHURE



06

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Thank you!

Glenn Goodwin

+34 6666 86 447

osogoodwin@mac.com

skype: osogoody

glenngoodwin.me

linkedin