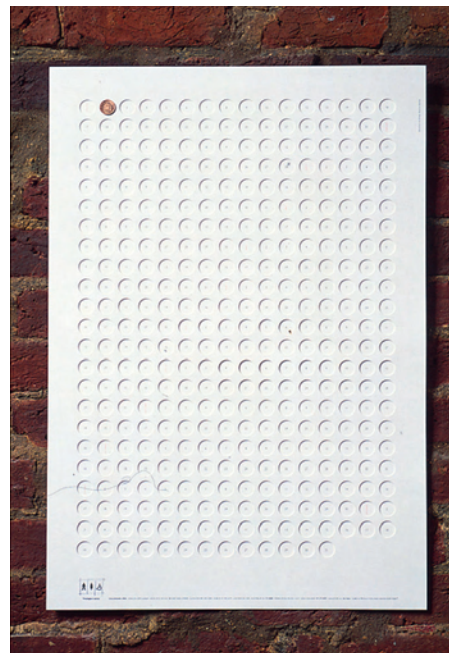
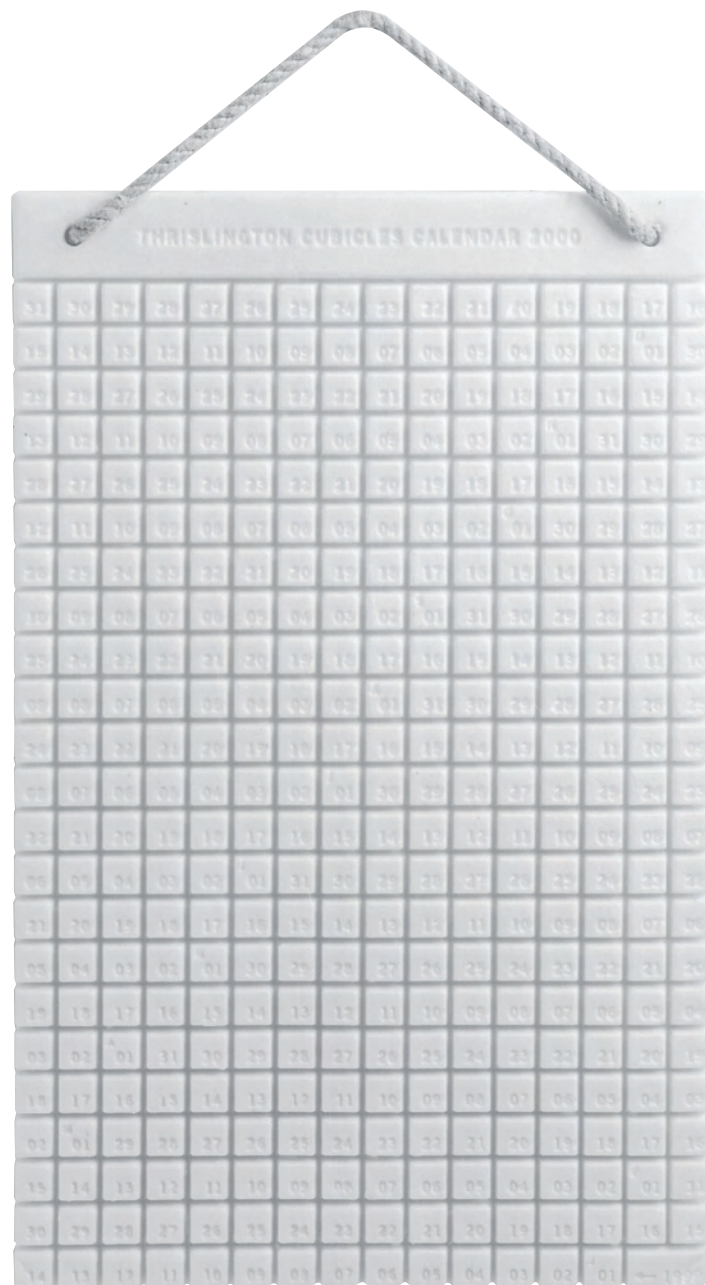


Hall of Fame: Thrislington Cubicles



DW Awards
since 1998

2003

Print design

Shortlisted: Time Flies

Calendar 2002

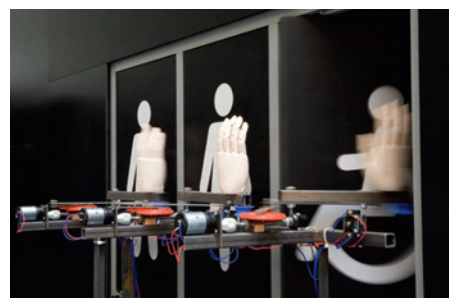
by The Partners

Interactive media –
retail

Shortlisted: Cubic website

– www.cubicplanet.com –

by The Partners



FOR ALMOST as long as the Design Week Awards have been going, we've been celebrating the collaboration between London consultancy The Partners and Thrislington Cubicles.

First, it was series of witty calendars that caught awards judges' attention – the one appropriately inviting you to 'spend a penny' (pictured, top right), using a coin to indicate the date, say, and the year the calendar was made with soap, grooved like a chocolate bar, so that you could help yourself to a chunk each day by way of encouragement to wash your hands (above).

The Partners created the Cubic website for the UK's leading toilet cubicle manufacturer, based in Deeside in North Wales, which was an early digital contender in the 2003 DW Awards.

Then, last year, the consultancy designed a comprehensive package for its long-term client to celebrate its 30th birthday. The project, involving an identity, website, literature, advertising and intriguing exhibition (pictured above) won it a 2007 Benchmarks award, and saw Thrislington Cubicles shortlisted for the Client of the Year prize.

This extraordinarily successful collaboration shows what can be achieved when an open-minded client puts its faith in a creative consultancy.

The trust that has built over years has enabled each partner to get the best out of the other – and brought a new dimension to the concept of toilet gags.