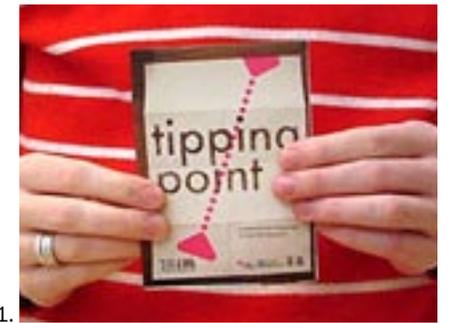


ONE TO WATCH

1: Promotional Leaflet for Scottish Theatre Group, 7:84.
2: McGuire uses the groups EYE-ING UP™ technique to view a piece of ongoing work. Benson in foreground.

1.



Nestled away down a back alley, between an Undertakers and Global Video is the unassuming studio of rising stars of the brand design scene, After the News. Despite their remote location, the company is making waves on an international scale. We caught up with the company's founder, Neil McGuire, between trips to the Patent Office and a studio 'COME INTO MY BRAIN™' meeting.

Many put the recent success of After the News down to their pioneering approach to working with brands. This process, called OFFBRAND™, enables the company to effectively ignore everything that branding has come to be, in favour of smart design and problem-led decision making. However McGuire is keen to stress the importance

of other methodologies in the company's tool-kit, such as their pioneering EYEING UP™ technique.

"EYEING UP™ basically involves us looking at the work we're doing, as we go along, using predominantly our eyes" says McGuire. "This enables us to see, effectively, what we're doing".

Originally a one man outfit, After the News has recently expanded. The company's elusive second partner, 'Benson' (who wasn't present at this interview), joined up with McGuire when they met at a Liquid Lunch seminar and both saw a gap in the market for a design agency which wasn't as annoying as fuck. After serving out his apprenticeship at various London agencies, including

MakeThenThink and Arid Doubt Fragility, Benson decided to move north to join McGuire at After the News in their Glasgow Headquarters, becoming an integral part of the ATN Team.

As for the future, McGuire refuses to be drawn on what it might hold for After the News. He will however admit pioneering a RETROGRESSIVE CYCLE™ approach to mapping out the future for the business. He explains; "This involves making an initial impact in the market with a vibrant and potent mix of creativity, strategy and insight. We then intend to become more and more self absorbed - strategically decreasing the quality of the studio output to 'worthless' over a period of several years."

Media Frenzy

After the News estimate "94%" of design for brands to be complete and utter bollocks.

2.

