
BRINGING
KNOWLEDGE
TO LIFE



First and foremost I'm a creative.

I use this creativity to inform and deliver a series of complimentary disciplines such as;

Photography
Ideation
Marketing
Light Art.

I draw upon 20 years experience working at a global standard in marketing, photography and art to deliver tangible, relevant and effective solutions designed to bring knowledge and ideas to life.

My client list includes the great and good from **Nike, Harvey Nichols, Getty Images** and **Red Bull** plus a myriad of brands, advertising agencies, private organisations and Universities.

// CREATIVITY // COMMUNICATE // COLLABORATION // IDEATION // CHALLENGER //

MY SERVICES

CREATING IMPACT AT EVERY STAGE OF YOUR PROJECT

PHOTOGRAPHY

A full service photography service offering all you need to bring your event, project or research to life.

SCIENCE COMMUNICATION

Putting you and your work in the spotlight in new and engaging ways.

ART X SCIENCE

As a high profile Light Artist I marry creative and scientific disciplines to create visually compelling content routed in knowledge.

THE LIGHT LAB

Unique experiential workshops for education and engagement.

CREATIVE INNOVATION & MARKETING

Combining a consumer marketing approach to scientific and academic challenges.



PETER MEDLICOTT PHOTOGRAPHY & CONSULTANCY

BRINGING KNOWLEDGE TO LIFE

CREATIVE INNOVATION & MARKETING

I am a seasoned creative and innovative thinker with an end user / consumer marketing focus.

What does this mean?

I am programmed to identify and understand challenges and develop creative and innovative solutions and directions to activate a solution

…quickly.

Irrespective of discipline or industry I am able to add value and tangible results to any project.





BACARDI





CREATIVE INNOVATION & MARKETING

As a marketer I have spent years helping big brands make their products and services relevant and credible to their markets. More so than ever, this is relevant to the HE and industry.

A mix of **insight, creative** and **entrepreneurial thinking, research** and good old gut **instinct** goes into the pot to create effective and unique new ways to bring the most out projects.

I work in the space of both concept and delivery with the goal being to deliver REAL solutions that deliver REAL results.

BRITVIC soft drinks

DIAGEO

Premier Inn

City of Colours
BIRMINGHAM STREET ART FESTIVAL

CREATIVE IDEATION

C**H**ALLENGER

STR**A**TEGY

PASSIO**N**

EN**G**AGE

EMPOWER

// WHAT I DO DIFFERENTLY

// CREATIVITY
I've always found myself working on and with cutting edge and pioneering projects and practices. From the first ever Solar Powered Website at Glastonbury Festival to leading the way in a 'new' medium of modern art. Creative – Entrepreneurial- Innovative.

// CHALLENGER
Never afraid to challenge ideas (even my own!) and the Status Quo to ensure projects and collaborations bear the healthiest of fruit …I love asking 'what if….?'

// STRATEGY
A healthy blend of intuition, passion and insight = the foundations for my strategic thinking.

// PASSION, ENERGY & DEDICATION
At the heart of everything I do is passion; a passion for creating great work and getting great results.

// ENGAGE
My focus is always on real solutions that deliver real results

// EMPOWER
A champion of the creative industries and practitioners

PHOTOGRAPHY SERVICES

BRINGING YOUR WORK TO THE WORLD



PHOTOGRAPHY SERVICES

Producing high quality imagery for your Project or event is vital to maximising it's impact.

As a Getty Images accredited, commercial photographer I offer a full photographic service including: event and documentary photography, online / social media content as well as hero images for advertising, PR and press.















PHOTOGRAPHY SERVICES

I am an experienced project manager and able to design and deliver against visual content strategies for the duration of your project: whether it is a one off event or a long term research project.

MY SERVICES INCLUDE:

- VISUAL COMMS & MEDIA STRATEGIES
- DOCUMENTARY PHOTOGRAPHY
- EVENT PHOTOGRAPHY
- PR & PRESS PHOTOGRAPHY
- HEAD SHOTS
- ADVERTISING IMAGERY
- CREATIVE IMAGERY
- ONLINE CONTENT GENERATION
- VIDEO PRODUCTION
- LECTURING

All of the above services are charged at special rates for HE organisations.



PHOTOGRAPHY SERVICES

I am an extremely versatile and experienced photographer and able to capture stunning images no matter the conditions or environment.

In addition to taking photographs I also lecture and teach on the subject and have done this for both students and amateur groups around the country.

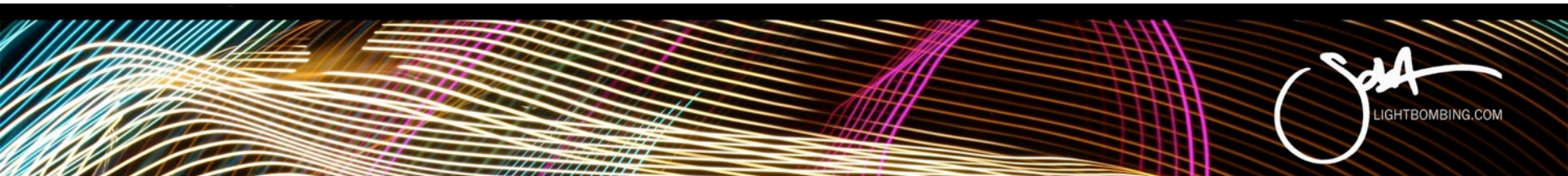
See more work here: www.petermedlicott.com





SCIENCE COMMUNICATION

BRINGING SCIENCE TO LIFE





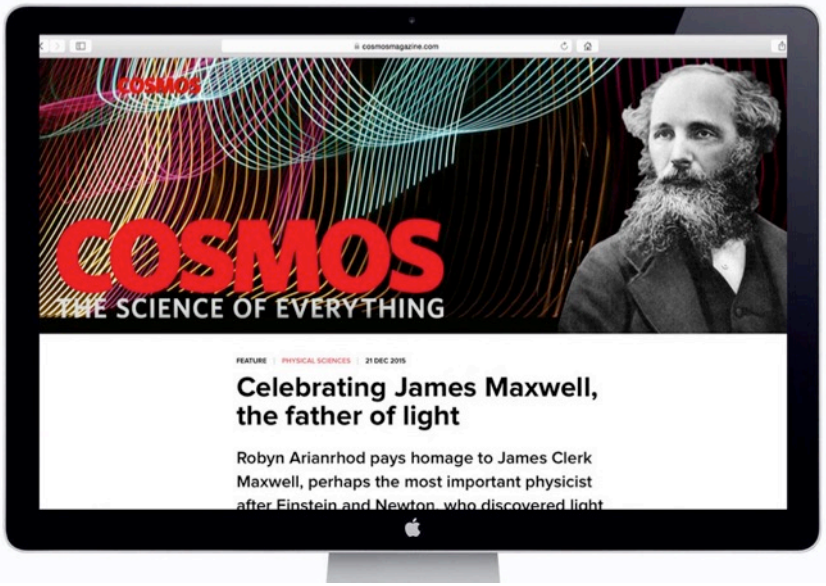
SCIENCE COMMUNICATION

I am able to translate your message to produce high impact visual communications that can attract wide audiences, have the potential to go viral and communicate in new and engaging ways.

Let's put **YOUR WORK** in the spotlight.

RECENT PROJECT
Click below to see a Draft edit of a Science Communication film I collaborated on for a Community Solar Farm in West Sussex.
http://www.tinyurl.com/jelp39q





SCIENCE COMMUNICATION

Whether the end result is photography, video, experiential activity or workshops I create bold, engaging communications that bring your knowledge to life.

I am able to draw upon my practice as a Light Artist (see images) and / or act as a creative director consulting on routes and resourcing / managing as required.

POTENTIAL OUTPUTS

info-graphics
Product imagery
Visualise Impact goals
Exhibitions designed to engage
Content generation
Hero images for comms activity



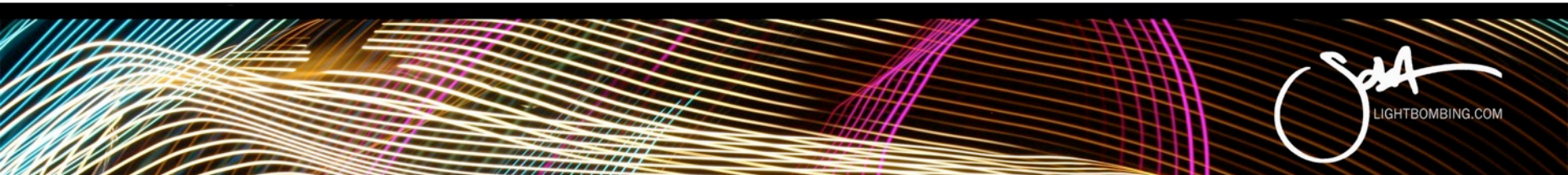
SCIENCE COMMUNICATION

Let’s talk more…

LOOK: www.lightbombing.com
EMAIL: sola@lightbombing.com
TALK: 07855 204101

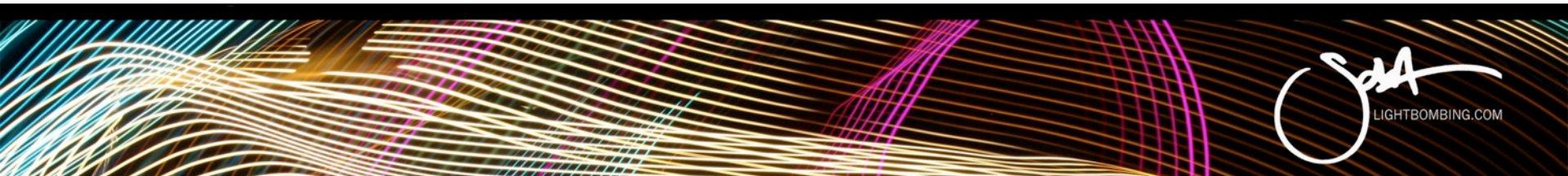






ART X SCIENCE

BRINGING RESEARCH TO LIFE WITH ART



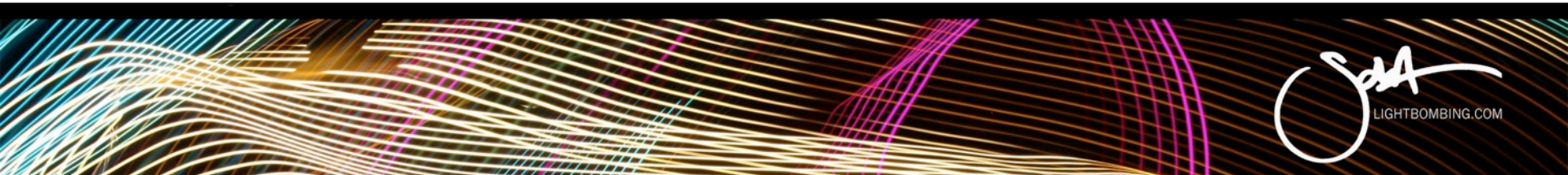


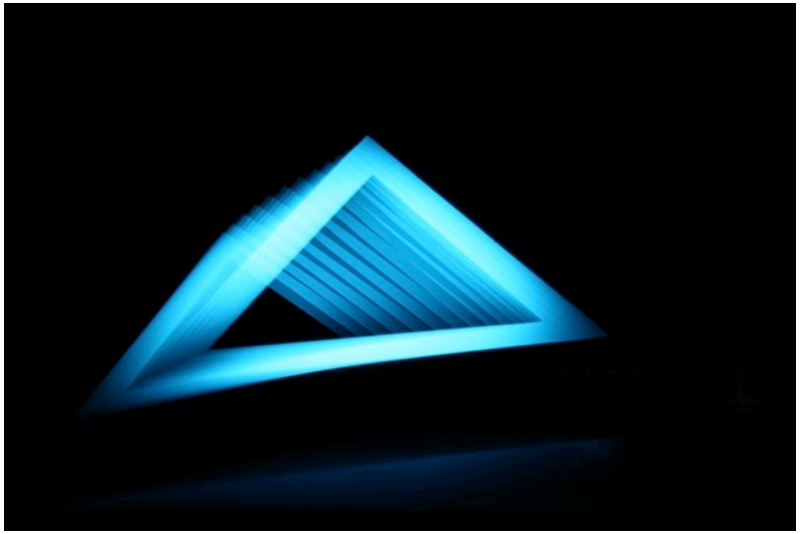
ART X SCIENCE

Working under the alias of Sola, I am widely acknowledged as one of the World's leading Light Artists. My work is exhibited, collected, commissioned and featured in media across the world; from numerous art blogs to lifestyle and science publications to media giants such as CNN.





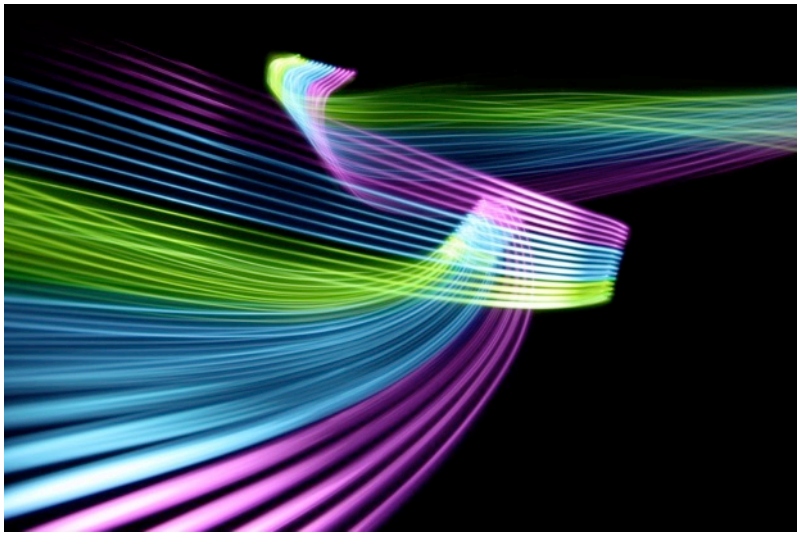


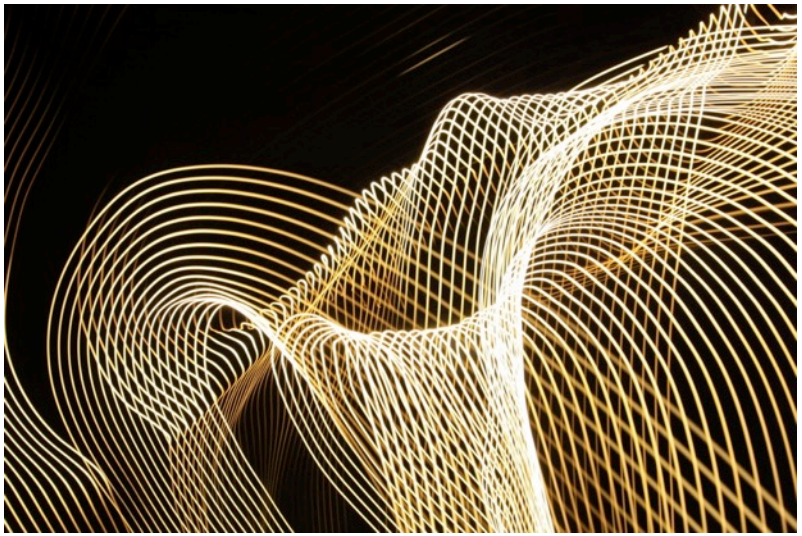


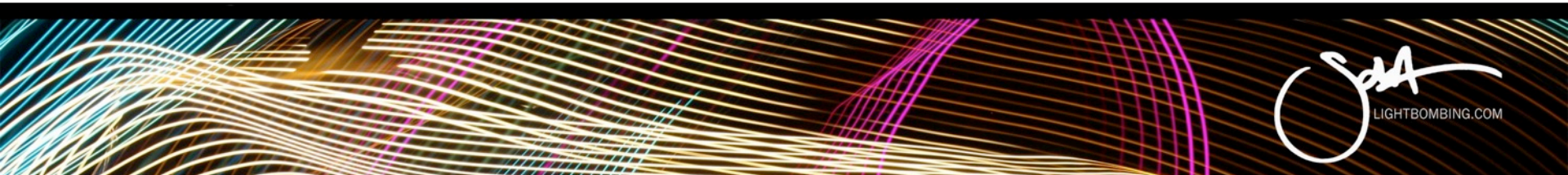
HOW IS IT MADE?

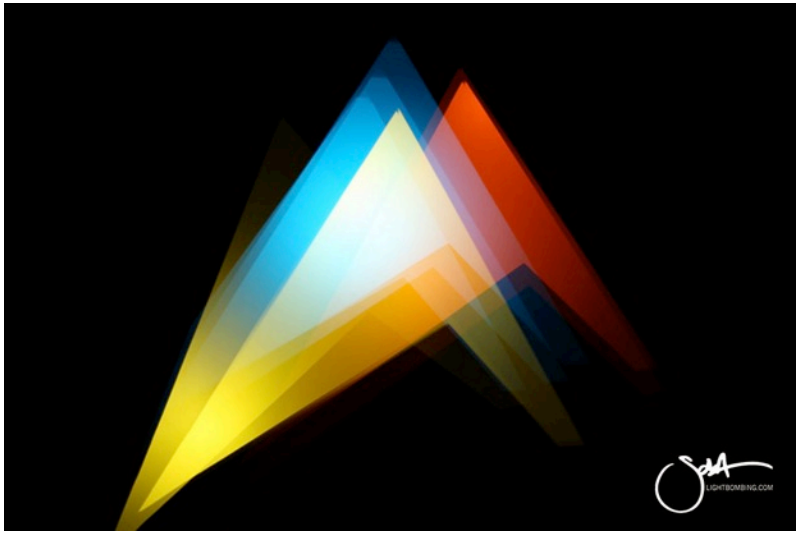
All of my light painting images are created in-camera and benefit from no computer trickery.

In short, what you see, is what I shoot.





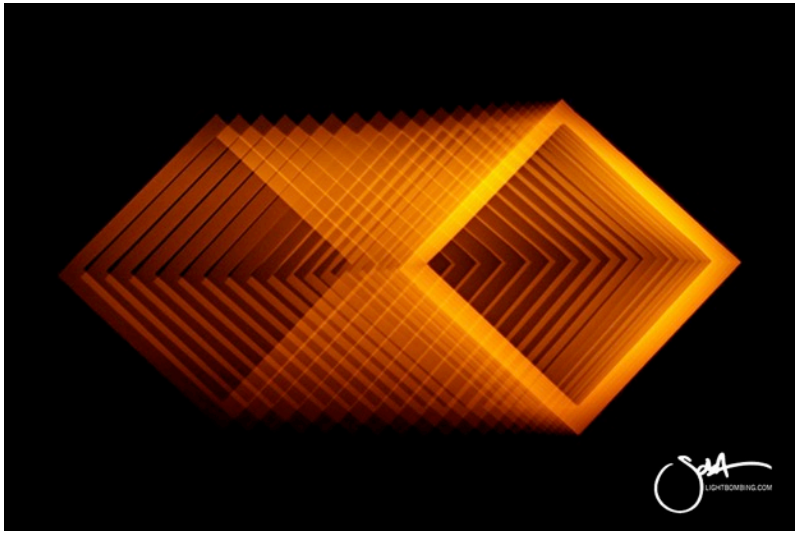




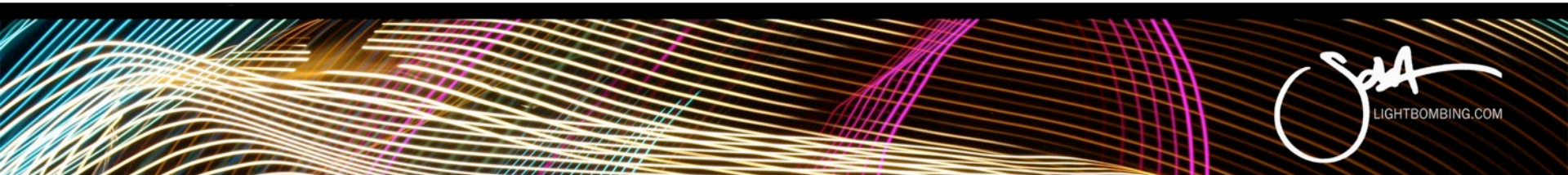
ART X SCIENCE

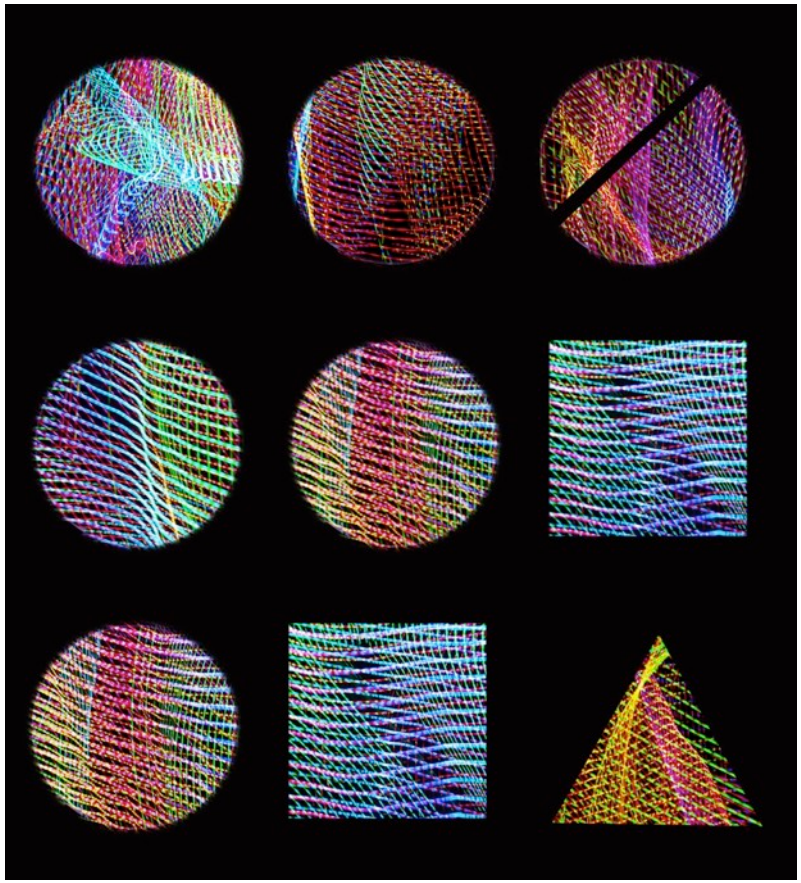
I am well versed in producing imagery for public / private use to bring to life a topic or subject in a compelling fashion.

Light painting can be used to bring to life many topics / research and provide engaging imagery that has high impact and reach.









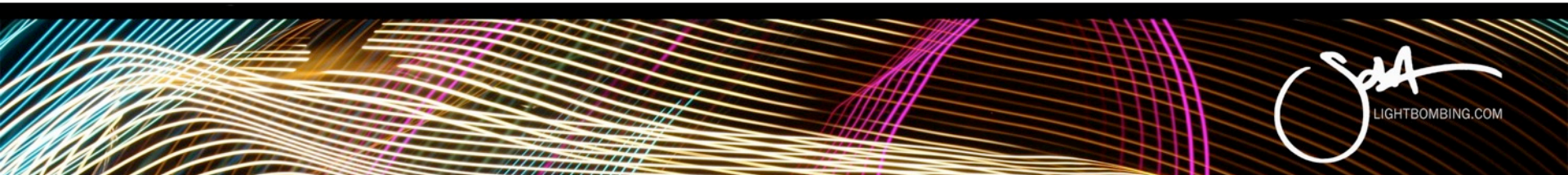
ART X SCIENCE

As an artist I am looking to partner and collaborate with HE to develop creative responses to scientific inspiration, topics and briefs.

The goal being to explore unique ways to represent science in new and engaging ways.

Let's explore the possibilities together.

See more on my site: www.lightbombing.com



THE LIGHT LAB

EXPERIENTIAL WORKSHOPS





"A fantastic way of bringing science to life"
Beth Taylor
UK Chair for the International Year of Light

The Light Lab

The Light Lab is an experiential platform capable of exploring endless topics through the medium of light.

Harnessing a cutting edge technique, the Light Lab has been developed to be a show-stopping and highly engaging attraction at events and conferences which can activate your message in new and unique ways.

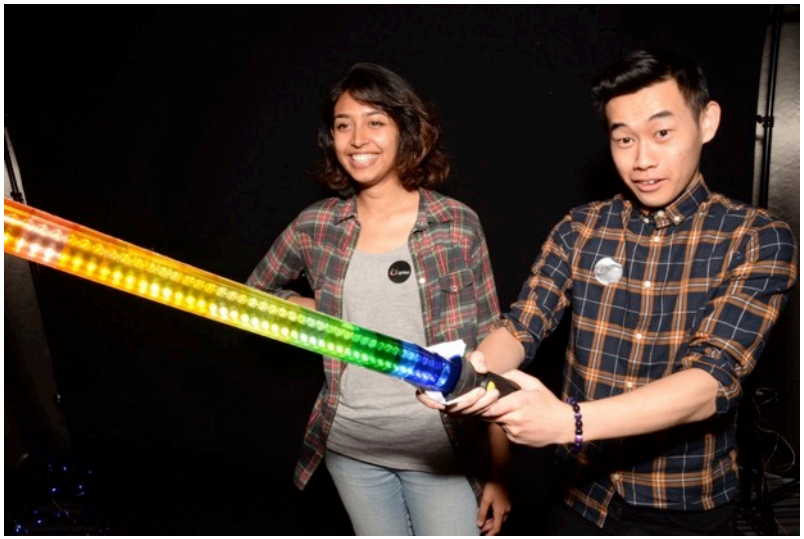
The Light Lab can be used for

- Practical education
- Workshops
- Knowledge Transfer
- Teambuilding
- Experiential activity and much more.

Most recently the Light Lab has acted as an experiential feature to promote the Star Wars movie as well as a sold-out attraction at Aston Universities Lightfest event.



EXPERIENTIAL WORKSHOPS





HOW DOES IT WORK?

The Light Lab most typically appears in the form of a pop-up marque which acts as a controlled environment within which to work. Although almost any ‘dark space’ can be utilised to run activity.

The format, subject matter and content generated from Light Lab sessions can be tailored to meet specific project requirements. (as you can see from the images, the outputs can be very varied!)

The Light Lab appeals to everyone from 8 to 80 and leaves guests uplifted and wanting more.

Images from www.lightfest.org.uk
A one day impact event bringing to life the Aston University’s Photonics Department as part of the International Year of Light.



EXPERIENTIAL WORKSHOPS





WHO IS IT FOR?

Audience:
The Light Lab can be used as a high impact, engagement tool to educate and communicate with new audiences of peers / public.

Subject Matter
The Light Lab can be used as a vehicle to communicate a wide range of subjects or can be used as a fun engagement activity for social media content creation.

Outputs
Instant uploads to social media
Instant souvenir photographic prints
Stop-Motion animation films

Images from Star Wars film activation and www.flatpackfestival.org.uk

THANK YOU.

PETER MEDLICOTT
BRINGING KNOWLEDGE TO LIFE.

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