

Points of interest

Far from reflecting the effects of the recession, our annual round-up shows an industry in good health creatively. Long-term client relationships and a focus on local projects have paid off for UK groups, while digital and service design continue to make inroads on all sectors. **Lynda Relph-Knight** reports

WE WEREN'T sure what to expect from this year's Design Week Creative Survey. The ravages of recession have taken their toll on the consultancy world, with constrained client budgets and reduced workloads, and we thought they might compromise creative quality or limit entries into award schemes the tables are based on.

In the event, we need not have worried. The charts are as healthy as ever, with a handful of projects catapulting a number of groups to success.

Top among these is The Partners, which has beaten Jonathan Ive's mighty Apple Design Group into second place in the All Awards charts, having held second position for a couple of years. Outstanding Partners projects recognised here include The Grand Tour for the National Portrait Gallery, which brought art to the streets in London and beyond, and identities for the luxury, five-star Connaught Hotel in London's Mayfair on the one hand to the humble Eagle Clean on the other.

There is a wonderful symmetry to this year's result, in that when we started the Creative Survey in the 1990s, The Partners was top. That was before it was acquired by global marketing services giant WPP in 2000 via a deal with Young & Rubicam, which had bought it earlier that year. Its return to the top shows that creativity isn't the sole province of the independent groups – though they do dominate the charts. You can be big in global terms and still turn out great work.

The Partners' success also demonstrates the power of long-term client relationships. The Grand Tour, for example, followed on from a words-driven identity programme for the NPG.

It also shows that UK clients can still be persuaded to go the distance creatively. The Partners has produced great work for overseas clients, such as New York department store Saks of Fifth Avenue, but you couldn't get much more English than The Connaught and the NPG.

DISCIPLINES KEY

- A = Interiors
- B = Exhibitions
- C = Branding and packaging
- D = Print
- E = Corporate identity
- F = Product
- G = Digital
- H = Other

TOP 50 – ALL AWARDS

2009	2008	Company	Award points	Disciplines
1	2	The Partners	299	CDEGH
2	1	Apple Design Group	234	F
3	5	The Chase	215	BCDEG
4	4	Love	200	GH
5	3	Williams Murray Hamm	157	CDE
6	7	Hat-Trick Design	142	CDEG
7	6	Turner Duckworth	134	CEG
8	11	True North	125	CDEG
9	9	Pearlfisher	112	CDE
10	19	Mark Studio	109	CD
11=	18	Elmwood	97	CDEG
11=	10	GBH	97	CDEG
13	8	Johnson Banks	95	BDEGH
14	15	Red Bee Media	87	EGH
15	12	Navyblue	86	CDEG
16	32	Pentagram	76	ABCDEFGH
17	14	Radley Yeldar	70	DEGH
18	26	Poke	65	G
19	48	AKQA	64	G
20	17	Lewis Moberly	51	CDEG
21	28	Coley Porter Bell	50	CEF
22	23	Virgin Atlantic Airways	47	AF
23	13	NB Studio	46	CD
24=	32	Fallon London	44	CDEFGH
24=	45	Fitch	44	ABCDEFGH
24=	26	Taxi Studio	44	BCDEFG
27	20	Pemberton & Whitefoord	42	C
28=	21	Design Bridge	41	CEG
28=	28	Radford Wallis	41	BCDEG
30	32	Buddy	40	C
31	-	Funnely Enough	36	F
32=	-	Matt Dent	35	F
32=	23	SAS	35	DEH
32=	40	Studio Myerscough	35	BCDEFG
35=	22	Channel 4/E4/Film 4	34	G
35=	44	Moving Brands	34	BCDEG
37	-	Studio LR	33	ACDEG
38=	16	Like A River	32	CDE
38=	-	Studio 8 Design	32	CDE
40	35	Devilfish	31	CDEG
41	42	Stand	29	DEH
42	39	Ziggurat Brand Consultants	28	CE
43	47	Cake	27	G
44=	-	B&W Studio	26	CDE
44=	-	Origin	26	GH
46=	-	Andrew Ritchie	25	F
46=	-	Landor Associates	25	C
46=	-	Michael Peters and Partners	25	C
46=	48	Rudd Studio	25	CDEH
46=	-	This is Real Art	25	BC