

# creative

LCCA Student Magazine # 12

LCCA

London College of  
Contemporary Arts

## THE BALLERINA PROJECT

Never give up! The secret of success!

## THE APPRENTICE

LCCA alumna gets featured

## TIGA DIVERSITY AWARD

Congratulations to Head of Visual Media

## GRADUATION CEREMONY

LCCA's pride

## MASH CREATIVE

Interview with Mark Bloom

FREE





We are searching for photographers, reporters, designers, illustrators, and many more to be part of the student magazine team. Contact us at [editor@lcca.org.uk](mailto:editor@lcca.org.uk) and let us welcome you on board to bring out your Creative side!



**COVER:**  
Photography: Diana Ghetau  
Model: Sara Gajzler  
Insta: [dianacrownpictures](https://www.instagram.com/dianacrownpictures)  
Website: [dianacrownpictures.com](https://www.dianacrownpictures.com)

**EDITORIAL TEAM:**  
EDITOR: JACKSON NETTO  
SUB EDITOR: ANISA CHOUDHARY  
GRAPHIC DESIGNERS: ALBERTO MORENO, MARIA AGRA

**CONTRIBUTORS:**  
Maria Agra, Carmen Andreica, Janaka Vidanagama, Fabiana Forni, Letizia Belcastro, Valentina Franconi, Aneta Racheva, Mary Martin, Yani Hristov, Melanie Chappuis Valdivia, Marie-Claire Isaaman, Luminita Roman, Diana Ghetau, Maria-Codrina Raileanu, Brittany Wolffe, Amalia Jos Da Costa, Mark Bloom, Samantha Meade, Tsvetelina Vasileva, Liliya Hristova, Alero Omatseye Jaiyesimi, Alexander Kennedy, Michaela Lewis, Asimina Giagoudaki, Alexandru Potirlau, Alexandru Achitei, Anna Cossu, Tatiana Velebna, Lu Orlova, Jose Pinedo, Chris Nelson, Nicola Licandro, Arianna Staibano, Shelly Ohene-Nyako, Jason Coultman, Omari Lumsden, Kasumi Ise, Festus Louis, Philip Herbert, Victoria Adenuga, Mihaela Dareiscu, Ramona Pascalau, Xavier Epelle, Alina-Daniela Ilas, Samuel Oliver, Ramona Petrescu, Franziska Katterbauer, Aleena Mirza, Flora Vitulli, Ciara Mbekeani, Buster Milo Hawksworth, Corinna Niel, Eddie Miguel Tavares, Ahmed Abdisalam Abdillahi, Hannah Lucy Williams, Carrie Jayne Bateman

**CONTACT:**  
[editor@lcca.org.uk](mailto:editor@lcca.org.uk)



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# FEBRUARY-18

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A WORD FROM THE EDITOR

"If somebody offers you an amazing opportunity but you are not sure you can do it, say yes – then learn how to do it later!" — Richard Branson.

We are thrilled to present you the latest issue of Creative magazine. At Creative, we pride ourselves in our commitment to being a platform of opportunity for all our members.

Student Diana Ghetau's ballerina project is an excellent example of student work completed initially as part of an entrance requirement for our photography course and then developed further. Diana's work is now one of a select few to be displayed at the ITN Productions Exhibition and is also celebrated on the cover of this special issue. LCCA hopes to continue providing opportunities such as this for all students so

everyone can enjoy the accomplishment of having their work published.

Also, don't miss out on our latest highlights about our student achievements, which include: an LCCA fashion alumna being featured in one of the recent episodes of the BBC TV programme 'The Apprentice', business management student launching her business, 'Shores of Africa' and photography student's work being published in the UK's best-selling monthly bridal magazine. These are just a few of the exciting stories you can catch in this edition!

Have a fantastic 2018, filled with the best opportunities one could wish for!



# Time & Information: The book as an experience

By Maria Agra, staff writer



▲ Chanel: Livre d'Artistes, designed by Irma Boom, 2013.

Despite, or maybe because of the surge in popularity of the e-book in recent years, the printed book seems to be enjoying a renaissance. Where in the past, publishers' efforts were relegated to coffee table books, nowadays we can find more and more carefully produced books, with conscientiously chosen paper stocks, bindings, and finishes. This allows us to enjoy them, not only as a vessel for content, but also as a three-dimensional object.

Artists and designers have long been aware of the power of the book as an object of artistic expression. Artist books, where the content is as important as the form, have roots in the work of William Blake and in the early twentieth century avant-garde movements, such as Dada, Constructivism, and Futurism.

Artist books are often handmade, making them unique and highly valuable. Gathering these influences, but operating within the limits of the industrially printed – and therefore accessible – book, we find publishers and designers pushing the boundaries of the reading experience.

London-based publisher Visual Editions has pioneered what they define as 'narrative driven story experiences'. In their much-celebrated book 'Tree of Codes', American author Jonathan Safran Foer took an existing piece of text, Bruno Schulz's 'Street of Crocodiles', to explore how pages develop a relationship to one another.

His medium of choice was the technique of die-cutting. Removing words from each page, he carved out a new story that gives the book a three-dimensional life. The Visual Editions team faced the task of finding a printer that would be up for the challenge of making a book with a different die-cut on every page, after being told by dozens of printers that their book couldn't be made.

Other publications include 'Composition No.1', a box set of loose-leaf pages that readers can arrange into different narratives, and 'Where You Are', a box full of artwork and essays that tell the story of artists, writers, and thinkers in map form.



## The 'Queen of Books'

The 'Queen of Books', Dutch designer Irma Boom, has been experimenting with the possibilities of the book as an object throughout her career. From her studio in Amsterdam, she has created over 300 books, including 50 that are part of the permanent collection at the Museum of Modern Art (MoMA). Her bold approach questions the conventions of traditional books in both design and content.

She follows a strict creative process, always starting with a concept, then creating a real sized model of the book. She then moves on to making miniature books that allow her to rethink layout and design, back and forth between her models and the computer. Boom sees her work as akin to social housing, as the means of production make her books affordable and accessible.

Among Irma Boom's creations (which include books printed on coffee filter paper, a 2,136-page volume weighing more than eight pounds, and a miniature book two inches tall and half as thick) we can find a rare piece: a book on the story of Chanel No. 5, defined by Boom as 'the ultimate book'.

It's printed without ink, with text and images embossed on soft paper. The designer worked with the concept of perfume (impossible to see once it's been applied) to create a book that can only be experienced in its physical form. As a PDF, it would only be blank pages.

While distributing text and artwork digitally has the advantage of making them accessible to more people and more shareable and immediate, the paper surface is far from becoming an object of the past. The tactile experience of holding and browsing a book cannot be replicated digitally, and the possibilities of these new reading experiences continue to surprise and delight us.

*While distributing text and artwork digitally has the advantage of making them accessible to more people and more shareable and immediate, the paper surface is far from becoming an object of the past.*

◀ Detail from Visual Editions, Tree of Codes, by Jonathan Safran Foer, 2010.



My name is L. C. Roman. I was born in Romania and currently study photography at London College of Contemporary Arts.

I aim to show to the world the power of the idea of freedom. My pictures show the struggle of the people to make things right. I believe that we need to be grateful to all of those people who rally for the health of the nation. In comparison with other societies, in this country you have the right to express yourself and protest, as long you don't break the law. Seeing them through my lens, it looks like they are in the service of the nation.



## Student launches food business

By Fabiana Forni, staff writer



[www.shoresofafrica.com](http://www.shoresofafrica.com)

***"Creativity is what drives me when it comes to business. Being able to think outside the box is something that truly motivates me."***

LCCA business management student Alero Omatseye Jaiyesimi has launched her business, Shores of Africa.

The family-run company provides healthy food and snacks from Africa, offering hand-made products with simple ingredients, great taste, and a particular attention for dietary needs.

The first range of snacks – tropical flavoured coconut thins - was inspired by Alero's childhood in Nigeria.

"When we had a party, my mother would order a variety of finger food snacks, and the coconut biscuits were my favourite," she said. "This inspired me to start my own business, and later to develop other interesting flavours."

Alero said her programme has helped her, explaining: "I thought that a business course could help me hone my skills, and I chose LCCA because I found the modules particularly interesting and fitting for my purpose.

"What I have learned so far has opened up my mind, giving me the skills and knowledge to move Shores of Africa forward. I enjoy the interaction with the lecturers; they are always very approachable and they push us to succeed."

Alero looks after every aspect of her venture, from production to marketing, and is now looking to expand into mainstream distribution.



Photography by Janaka Vidanagama

***"Funding and keeping up with the demand will be a challenge, but I am confident for the future," she said.***







By Valentina Franconi, guest writer

Valentina Franconi, Photographer and former PA to the Executive Dean and Managing Director of LCCA, joined students with course manager Mark Shaw from the Foundation Art and Design course, on their visit to the Tate Modern.

The students saw the exhibitions on display and tried to interpret art pieces before reading the descriptions and creating drawings.

Afterwards, two hours were spent with Mark, who explained the modern art installations and encouraged discussion among the students about the meaning of various pieces.

Student Carrie Bateman said: "Our day at the Tate Modern with Mark was engaging and fun. It was difficult to choose a favourite piece as there were so many inspirational artworks. The visit opened my mind to innumerable creative possibilities and the expansive range of materials one can use to make art."

Mia Di Lorenzo, another student, added: "Mark's Tate Modern trip challenged my sketching skills in the best way possible."



Photo credits: Valentina Franconi

After enjoying the swings by Danish artists' collective SUPERFLEX, the students headed back to LCCA with good memories of a day well spent.



Mark Shaw,  
Foundation Art & Design  
Course Manager



# At Tate with Alex

By Alexander Kennedy, staff writer

On the south side of the Thames, a half hour walk from the LCCA campus, is the Tate Modern: a fantastic public gallery with many features that can be visited for information, investigation, and inspiration.

Stepping in from the fourth floor hall, you might be immediately enticed by the Mark Rothko collection hosted in a cavernous studio room. The paintings here loom as if challenging those with desires to inspect the detail of their composition, threatening to swallow your gaze into their massive frames, leaving you disorientated as you leave their studio home.



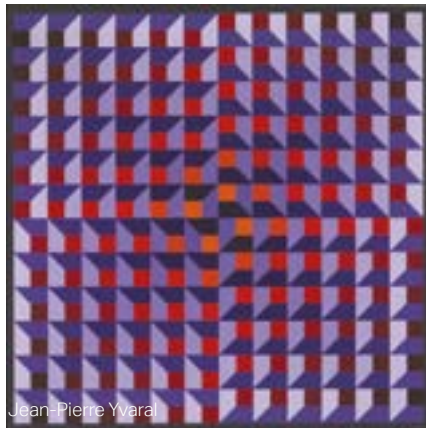
Mark Rothko

Another of these studios is dedicated to Bridget Riley and her collage of colourful compositions consisting of many bold and bright hues which hold your attention from afar. The crisp, clean lines continue to keep you hostage on closer inspection and the deceptive simplicity of the precise patterns could easily inspire other artists.



Bridget Riley

Past this point, you can see a plethora of practitioners under 'A View From Zagreb: Optical And Kinetic Art' such as Jean-Pierre Yvaral's Ambiguous Structure, which literally blurs your perception of the piece.



Jean-Pierre Yvaral

Ivan Picelj also features here with the Nove Tendonlije pieces - definitely worth a look for those who wish to explore the optical illusions put to powerful use in design and fashion.

Through one of the arches at the back of the building you'll be transported to Jane Alexander's African Adventure, a surreal scene with similarities to a Salvador Dali spectacle, leaving contextual clues to be found within the composition. The piece plays host to several concepts and themes at once, drawing on the artist's background, thoughts, and feelings to add character and context to their creation.

In a different part of the gallery, a large sample of Joseph Beuys work is to be found, much being commentary or criticism of the political persuasions of the time. These are explored through the concepts of direct democracy and information action, and the creation and mockery of propaganda. Something that links this work with other works on the same floor is the idea of interacting, defacing, or transforming an existing work, twisting

and changing the themes and memes it would otherwise convey.

One of the larger areas on the floor displays the 'Conflict' collection, which compares and contrasts works critiquing and commenting on combat. Pieces such as Purification by Barthélémy Toguo consist of striking content and presentation, allowing the imagery used to trickle into the mind as you observe the work.

Theaster Gates also has a layered construction featured - a reminder that some of the most engaging works are a stitched patchwork of inspiration and meaning.

Deeper in the gallery, there is a full room devoted to Carrie Mae Weems and her crimson coloured creation 'From Here I Saw What Happened and I Cried'. Distressingly direct in its presentation of slavery, the piece serves as a potential jumping off point for the works recently presented in 'Soul of a Nation'. It takes existing assets and through layering context, content, and editing, produces images with thicker meaning than the sum of its parts.



Carrie Mae

There is far more to the Tate Gallery than these simple descriptions and every creative should feel encouraged to visit and find their own meanings within fellow artists' work.

LCCA alumna on

## THE APPRENTICE

By Fabiana Forni, staff writer

Former LCCA student Mary Martin was featured in the latest episode of BBC programme The Apprentice.

The contestants were tasked with selling a line of clothing, which included choosing a designer.



*"LCCA had sent me an email asking me if I would like to show my clothes for a programme on the BBC, but I didn't know which one," said Mary. "For this show, the designers had to be high end and bring something different, and it was a challenge as everyone had their own individuality."*

Mary Martin, who studied HND Fashion & Textiles at LCCA, was one of the designers providing the collections. She was selected from 200 contenders who applied to be on the show.

Mary showed her collection to the contestants and a model wore one of her dresses.

*"When she walked in with my Queen of Africa dress I thought she looked amazing, and I knew that I had made an impression."*

Though she wasn't chosen by the teams, Mary had a great experience. "It was very exciting. They took me to a secret location and all the other designers were already there. I was confident as my clothes have something different and I didn't fear the competition."

Mary is a successful designer on the London scene and her collections have been featured at Africa Fashion Week in London. She has also won several awards, including the BEFFTA Excellence Award and the award for Best Africa Designer at the Mercedes Benz African Fashion Festival 2015.

## Nineties NOSTALGIA

They say that trends are recycled every few years. Just as you thought we were running out of trends to recall from the 90's, you'd better think again: teeny, tiny, barely-there-at-all sunnies are slowly but surely making a comeback.

Michaela Lewis, HNC Business Management

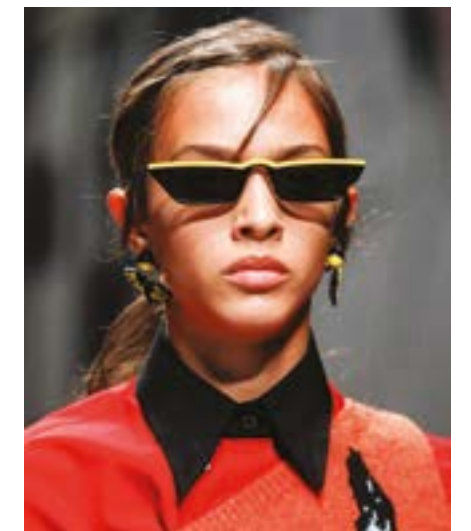


This season the matrix-inspired, sci-fi sunnies made a huge return thanks to Demna Gvasalia's Balenciaga AW17 show and model Bella Hadid, who is often seen wearing them with almost every outfit, from athleisure to street style.

Photo credits: Vogue



Not long after in Cannes, France, we saw Rihanna making a red carpet appearance with her own slim, white framed sunglasses by Andy Wolf Eyewear. The skinny micro-shades also made an appearance at the Louis Vuitton, Miu Miu, and Prada shows, enticing women to trade in their oversized pairs in favour of tiny frames.



The vintage shades have been the glasses of choice for It Girls like Bella Hadid and Kendall Jenner for months now, and as they've demonstrated, the tinier the better. Interestingly though, it seems as if the trend justifies a 'less is more' type of vibe. The micro-shades have pretty much made a bold statement and it's safe to say they are definitely here to stay.



# LCCA 2017 Graduation Ceremony



Photography by  
Alexandru Potiriau,  
HNC Photography

LCCA held its Graduation Ceremony for 2017, with HND and master's students celebrating their achievements with family and friends.

The ceremony opened with a message from Director of Studies, Miranda Hobart.

Executive Dean and Managing Director, Sagi Hartov, was delighted with the fourth graduation since the founding of LCCA. "We were extremely happy to see students from our online master's

qualifications coming from overseas to attend the event."

A huge thank you to photography lecturer Asimina Giagoudaki who saw the great potential for her class in gaining hands on experience at a live event and kindly encouraged all her students to be photographers at the graduation ceremony. Alexandru Potiriau, Alexandru Achitei and Anna Cossu have sent in their best works for you to savour.



Keep an eye out for student testimonials and a video of the graduation ceremony!



Photography by Alexandru Lucian Achitei, HNC Photography



Photography by Alexandru Potiriau, HNC Photography



Photography by Anna Cossu, HNC Photography



HEAD OF VISUAL  
MEDIA WINS  
TIGA AWARD

Marie-Claire Isaaman, LCCA's Head of Visual Media was awarded this year's TIGA Diversity Award for her work on Women in Games, beating major players like Sony.

TIGA is Europe's largest network of independent games developers and publishers, and its awards attract hundreds of entries from all over the world.

This year's awards ceremony was held at the Victoria and Albert Museum (V&A).



LCCA alumni – Art video project

By Melanie Chappuis Valdivia, Foundation Art & Design

Mélanie Chappuis Valdivia

It's interesting to collaborate with other artists who want to share their personal projects. It's always good to have someone with whom you can confide and share, especially in love. I found it attractive that she wanted to convey her story through dance because that's body language. Every artist has a way to communicate.

I did some positioning with the waves of the sea to bring more movement when she's dancing. I filmed her during the night when the moon was full, which signifies a woman's power and strength. It's always a pleasure to work with Shelly.

Shelly Ohene-Nyako

This video was inspired by the words of Oshun's song Sango, which talks about a relationship that is far from perfect. However, the lovers feel like giving it a go, even if they know it's killing one of them. In the video, Oshun are two women and they share the same man.

I can relate to this- when you want to please someone no matter how far they push you. In this kind of relationship, you care about your partner's feelings more



The song says:

*"I just keep on giving  
I cannot keep living for you  
Got my mind spinning round  
You gon' let me drown  
But I'm sick of falling  
I wanna rise to love  
Rise to love Rise"*

than your own. You fall to let them rise, when actually this should be a partnership where both feel comfortable enough to raise each other.

I also love the fact that Oshun recognize their faults. Often in a relationship, we blame others for making us feel a certain way, when actually it is our own responsibility to defend ourselves and make our partner understand and love us.

The lyrics are powerful because Oshun doesn't blame the honest partner.

At the same time, the women realise how unhealthy this situation is and the need to give up the love to save themselves. This is hard because they love their partner more than themselves.



The conclusion for me is revealed in this verse:

*"Why did we go there so fast?  
We knew that purely matter never ever last  
Now morning glass outside looking in  
While you're bragging 'bout my ass to your friends  
And I know this all begins with my issues with men  
That's why I keep on defending  
The fact that I'm depending on you"*

In today's society, we love independence, but actually we never really are independent. We do need people and we do care about what people feel or think, especially when we love. People often say they shouldn't change for others, but does this mean we don't listen to one another?

Valuing a relationship is about respecting each other's love and building up from it together with communication, patience, self-love, and awareness. Saying that we don't depend on each other is actually an idealisation that we have. Sometimes love isn't enough when a partner doesn't love themselves.



*"I don't mind if you hurt me, it's my own fault that I fell  
So I persist to give you everything you want  
Even though you kept it real with me and you been blunt  
Saying that we won't be together and this is only lust  
And never equals never  
I'm on the same page as you  
There's nothing that I can explain to you  
To show you why"*



Click to see full video



# FIELD TRIPS

## STAR-STRUCK WITH THE APPRENTICE JUDGE



LCCA HNC & HND Business Management students went to Middlesex University London to attend a guest speaker event with Margaret Mountford - one of the former judges from BBC One show The Apprentice. She gave a talk about 'The changing role of leadership'.

Victoria Adenuga found the seminar educating and inspiring.

Karen Merrgra enjoyed the way Mountford described the main skills of

being a leader, which definitely helped in regards to the business management course.

Philip Herbert particularly enjoyed the Q&A session and Alexandra Adina Rato found the basic definition of leadership an enlightening piece of information.

Festus Louis, a Middlesex University alumnus and currently an LCCA HNC & HND Business Management lecturer, organised this wonderful opportunity for students.

## LONDON HIGH STREETS – THE PERFECT VISUAL MERCHANDISING SETTING

By Kasumi Ise, MA Fashion Retail and Luxury Management

MA Fashion Retail and Luxury Management students enjoyed a trip to the high street, viewing Christmas decorations in shops as part of their visual merchandising class.

Student Kasumi Ise said: "Our lecturer explained details from the visual merchandising theory we had learned in class in front of a real window display. This was very useful with regards to the course. We could take in the teacher's comment at an actual store."

*"In addition, there were many things that I found challenging to understand during the lecture, like the effect on people who are enjoying Christmas windows or the actual atmosphere around the store, but this became easy to comprehend when we were on-site."*



## MUSEUM VISITS OPENING MINDS



Hospitality management lecturer Mihaela Dareiscu accompanied her class on a field trip to the Barbican Centre and Museum of London.

Student Ramona Pascalau was visiting both sites for the first time and enjoyed learning about the history of London. Ramona Petrescu was thrilled to learn about a new concept of cinema and documentary at the Barbican Centre.

***The documentary was about global environmental damage, and he found this topic helped him with information with regard to his travel and tourism course.***

Alina-Daniela Iilas cherishes trips outside of the campus because she can experience the practical side of the theory that was taught during lectures. She got a better understanding about conferences, banqueting, and the importance of a big venue from these trips.

Xavier Epelle was fascinated by the cinema hall and Samuel Oliver enjoyed learning about sustainable living on planet Earth.

Students are looking forward to the next field trip.

## Following my passions

By Maria-Codrina Raileanu, HNC Photography

*"I felt like I was at the right place at the right moment, with the best person when I shot this photo of pop music singer Nicolas Mejia. I was following my two passions: music and photography."*







## AT THE END OF THE DAY

BY YANI HRISTOV, HNC PHOTOGRAPHY

"This image was taken at Canary wharf. My inspiration behind this photo was to show how people start their working day and how they finish, showing the viewer any challenges they may encounter by using different camera settings. Trying and waiting for a person to be in frame is an important part of an image as is making use of weather conditions. Starting my course at LCCA is very exciting for me, learning new skills, and enjoying my class and teachers."

SNAPSHOT



# STUDENTS SHOWCASE THEIR WORK AT ITN



Fruit of dog rose

## TATIANA VELEBNA

HNC Fashion & Textiles

**What was your inspiration behind your work?**

I was inspired by my favourite fruit: dog rose. It reminds me of my childhood, when we had no time for dinner and ate dog rose.

**How do you feel about your work being displayed at ITN Productions? What does it mean for you?**

It was wonderful when Amy Bigmore told me that she likes my picture. What could be more satisfying than to be useful in our lives?

**What do you enjoy most about your course at LCCA?**

I am enjoying everything in my fashion textile course, especially pattern cutting. I think it's really important because drawing something on models is one thing, but to make it wearable and comfortable is a real job. I love being creative.

**What are your plans for your future once you have graduated?**

I hope I can become good enough to do something that I enjoy.

Inspired by Music



## LU ORLOVA

HNC Fashion & Textiles

These three pieces - Inspired by Music, Waiting for the Call, and Time is Flying - were presented at ITN Productions and they are most certainly my favourite ones. The piece Time is Flying was the first.

My every illustration is a little story and I believe everyone should look with their heart to understand it. My inspirations often come from music, surroundings, and my emotions. Drawing has always been my getaway; it helps get me through.

It's difficult to leave my work unfinished; I never know if it's going to be possible to return to it in the same mood. That's why I try my best to finish the work without postponing.

Illustration is just one direction which I work in. I think of it like a hobby, but a favourite hobby nevertheless which I'd love to carry on improving. There was a long period of dark gothic themes in my graphic art, but lately I have been

working in other directions and adding more colours and positivity into the pictures.

Now I'm really focused on my education. I enjoy every second of my course and it's a great opportunity for me. I love experiments and I'm eager to learn new things and challenge myself.

I'm happy to be part of a practical, developing, and diverse course.

My current objective is to start my own brand. However, I don't want to let go of oil and acrylic paintings or creating illustrations. I want to find a balance and unite fashion with my illustrations. I wish to create original, unique, and notable garments. My latest work can be found on Instagram and Facebook.

The most important thing for me is to continue doing what I love and to make this world a bit brighter.

Waiting for the Call



Time is Flying



# DIANA GHETAU

HNC Photography

## The Ballerina Project

Every time an idea crosses my mind, I Google it first to see if another photographer had the same idea at some point.

This is what I did when I thought about photographing a ballerina. I found thousands of links relating to this idea but I still didn't want to give up; I had to think of how to make this project different from the other projects. One of the prints (cover of this issue) from my ballerina photography was displayed at ITN Productions along with the work of my colleagues. For me it was exciting and is another important step in my career.

I wanted to take the ballerina out of the stage and show that she, as a human being, belongs to the world. I found

the perfect ballerina and we went to Canary Wharf because I wanted to be unpredictable. I thought people would want to see a ballerina in a park, between the flowers. But that's not my type of image.

Canary Wharf on a Saturday is so quiet, with empty pubs, offices closed, and no police officers - which made it much easier for us to work.

Sara (the ballerina) was wearing her outfit and the pointed shoes all day; I was worried she may feel uncomfortable but she did great. After shooting for three hours that day, I wasn't happy with the results; I wanted to keep going to find that magic shot. I even started to get frustrated because I knew what I wanted but I was struggling to achieve it.



Diana's work was published in the UK's best-selling monthly bridal magazine.



I learnt a valuable lesson from this experience: that I should never give up, and I didn't.

I love all the pictures from this project, because they mean more to me than they do to the audience. However I will always have a favourite one (cover of this issue) which was taken in an empty pub.

The Ballerina Project came about after LCCA requested a mini-project from me when I showed my interest on the photography course. I was thinking of doing a mini-project, but this has become a solid project that I am really proud of.



# Alignment Exhibition

LCCA students on the graphic design and computer games courses came together for the Alignment Exhibition.

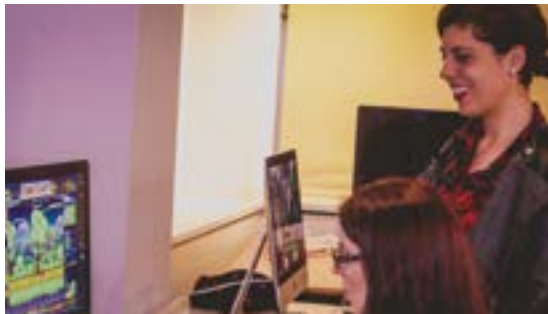
Course Manager Jose Pinedo said: Students had the opportunity to develop a business database and formulate a long-term career plan.

He was very pleased that all of the students were progressing well at LCCA.

Computer games lecturer Chris Nelson agreed, saying that he was very proud of his students' achievements.

***"This was supported by the creation and production of a self-promotional package, which included their own business cards, web page, and online portfolios as promotional tools."***

Course Manager Jose Pinedo

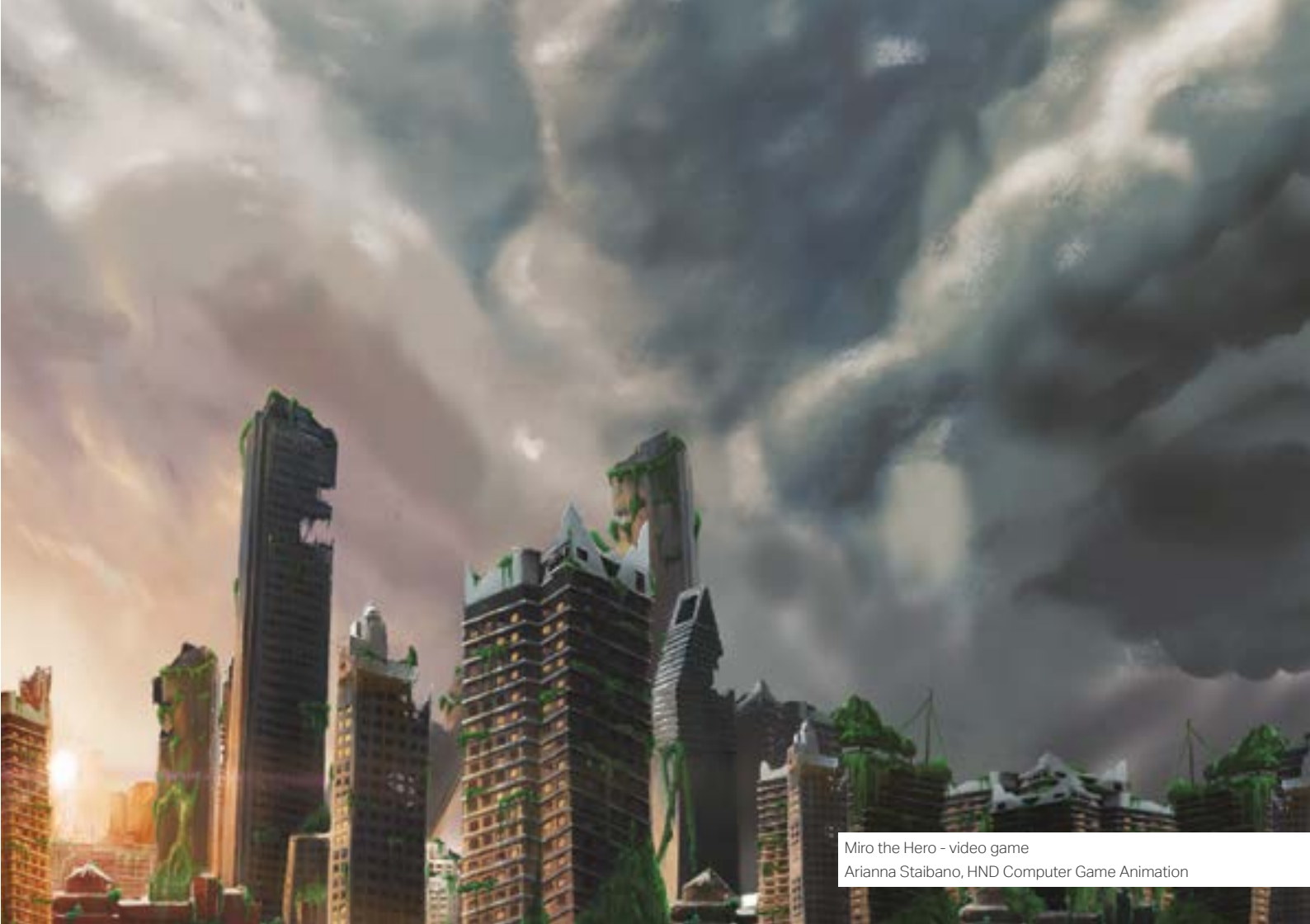


***"In this exhibition, students have shown their progress and also prepared for their future."***

Course Manager  
Jose Pinedo



Photo credits: Janaka Vidanagama



Miro the Hero - video game  
Arianna Staibano, HND Computer Game Animation



John Titor - video game  
Arianna Staibano, HND Computer Game Animation

Find out more about the video games designed by Nicola and Arianna in Creative #13.



STUDENT ENGAGEMENT

IT'S TEA TIME!



Photo credits: Maria Codrina Ralleanu

Foundation Art and Design students Franziska Katterbauer, Aleena Mirza, Flora Vitulli, Ciara Mbekeani, Buster Milo Hawksworth, Corinna Niel, Eddie Miguel Tavares, Ahmed Abdisalam

Abdillahi, Hannah Lucy Williams, and Carrie Jayne Bateman said thank you for the regular Tea Time event with a gift and a self-made card.

Executive Dean and Managing Director Sagi Hartov introduced Tea Time to provide students with complimentary tea and light refreshments as well as a place to meet their peers.

The event takes place on Tuesdays and Thursdays in the Student Lounge, and has proven to be a great opportunity for students to network.



STUDENT ENGAGEMENT

CHARITY CAKE BAKE

LCCA staff and students took part in a charity cake sale, raising money for the Great Ormond Street Hospital Children's Charity.

Diana Ghetau, a HNC Photography student made a Romanian speciality called poale-n-brau and Livia Varas Miguel, a HNC Business Management student helped spread the word. The LCCA librarian, Samantha Meade, made Christmas tree cupcakes which were a special hit.

Thank you to everyone who made this event a huge success!





# STUDENT ELECTIONS



Executive Dean and Managing Director Sagi Hartov and Director of Studies Miranda Hobart announced and congratulated the new LCCA Student President and Deputy Student Presidents during the weekly Tea Time event.

The elections took place over three days, with seven students campaigning for president. Candidates did a great job speaking to their fellow students, handing out flyers and goody bags, and affirming their pledges to do their best if they get elected.

HNC Photography student, Maria-Codrina Raileanu, became Student President with the most votes.

HNC Business Management student Amalia Da Costa and BA Fashion Design student Brittany Wolfe both secured the same number of votes and were declared Deputy Student presidents.

They will share tasks and support the president in her role of enhancing the student experience at LCCA.



Maria-Codrina Raileanu



Brittany Wolfe



Amalia Da Costa

Photo credits: Janaka Vidanagama

# Gentle and the Beast

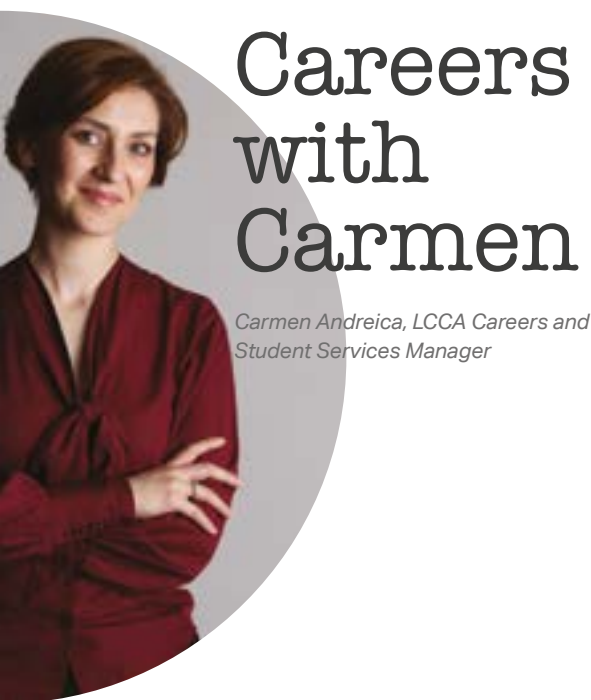
By Omari Lumsden, HND Photography



The piece is called gentle and the Beast and illustrates the savagery between the businessman and the football player.

In this day and age who is who?





# Careers with Carmen

Carmen Andreica, LCCA Careers and Student Services Manager

## Things to consider when changing careers

Is your job not offering enough work satisfaction? Do you believe it's time for a career change? Many people go through this same dilemma.

We are here to ease the burden and provide you with some tips on what to look for during your decision process.

### Why do you want a change?

Think about the main reasons that determine why you want a career change. Are you no longer interested in your job? Is there no room to improve in your current position? Does the job no longer meet your values and skills? Do you really need to change careers or just your current circumstances? What exactly don't you like about your job? How could your current job be more rewarding? Have you considered finding a similar job in another company or sector? What would your ideal job look like? Would you like to have more freedom in

making decisions? Do you need more support? Would you like to travel more/less? Would you like to be part of a bigger or smaller team? Do you have key skills that you feel are not utilised enough? Speak to your manager about these concerns.

### What are your transferable skills?

Think about jobs where you can use the skills you have developed so far.

### What are your values?

What is important for you in the workplace: recognition, working conditions, support, independence, relationships, security, or achievements?

### Are you ready to start from scratch?

Before you decide to change careers, think about all the implications this might have for you and your family.

## Autumn Job Fair



The LCCA Careers and Employability Team hosted the Autumn Job Fair.

Students and graduates met a range of employers, including Inditex, Kurt Geiger, Baxters International, Lyndoras, and more. Students were also able to sign up for available roles.

The event had a large number of students attending and the feedback received has been positive.

Following the event, employers expressed their interest in recruiting some applicants. Many of them are interested in continuing to collaborate with LCCA by attending future events.

## Guest speaker Mark Bloom



Photo credits: Janaka Vidanagama

LCCA students attended a guest speaker event with Mark Bloom, founder of design company Mash Creative.

Mark is also an author and the design director for Socio Design, and has extensive experience in graphic design and branding for international and local companies of all sizes.

He spoke to students about his work as a designer and entrepreneur and provided advice on portfolios, self-initiated projects, how to get exposure, and job interviews.

The students found the event to be informative and inspiring, and we look forward to similar talks in the future.

### Who or what inspired you to become a graphic designer, author, and design director?

I've always loved drawing. Even from a very early age, I decided that when I grew up I wanted a job in the creative industry – either that or become a fighter pilot!

At the age of 14, I was awarded a book on graphic design and was fascinated with the diversity of work in it. After two weeks' work experience at a graphic design studio when I was 15, it was clear for me that's what I wanted to do.

After receiving my A-levels in art and design, I went on to take a one year foundation course in art, followed by a three year degree in visual communication design at Middlesex University London.

I am hugely inspired by Swiss modernist design, grids, and minimalist logos. Wim Crouwel, Josef Müller-Brockmann, and Massimo Vignelli are my design heroes and I often look to their work for inspiration.

### How difficult was it to break into the industry, and if you could re-live the experience, would you do anything differently?

I was very fortunate to land my first design job just two weeks after graduating from university in 1998 and have been working as a graphic designer ever since then.

Over the years I have worked for some good companies and some not too good, but I wouldn't change it or do anything differently since you learn from life experiences and hopefully grow from it.

### What's it like to work with companies from various industries and sizes (international and local) and which big names have you most enjoyed working with?

Working with big brands such as Nike, Sonos, and Coca-Cola can be great for your portfolio since they are internationally recognised brands which can be appealing to new clients. It can be restrictive though, since they often have strict brand guidelines which can reduce the scope for creativity.

Often with smaller companies – namely start-ups you can be much more creative and really put your stamp on the design, which can be hugely rewarding.

### Which professional achievement are you most proud of?

That's a really tough one to answer and I wouldn't be able to narrow it down to just one. The achievements I am most proud of are: setting up my own business (Mash Creative), self-publishing two books, being picked by Coca-Cola as one of 100 designers worldwide to design a poster to commemorate 100 years of their iconic bottle, and lastly being asked to judge the ADCC design awards in Toronto, Canada.

### Do you have any advice for young graphic designers trying to break into the industry?

I believe it is harder to break into the design industry now than ever before. This is probably due to it being a much more popular career choice than when I was younger; this means your work really needs to stand out from the crowd!

Ultimately, a designer will be hired on the quality of their work. Therefore, it is important to be selective about what you show. It is better to show two good quality projects than five mediocre ones.

I'm also a big believer in self-initiated projects. For example, if you are looking to get a job in branding, the studio interviewing you will want to see lots of examples of branding within your portfolio. If you don't have many examples to show, why not create your own imaginary brand to showcase what you can do?

Lastly, smile, work hard, and be nice to people!



## Interview with Mark Bloom

Mark Bloom, Design Director  
Mash Creative® Socio Design®

[www.mashcreative.co.uk](http://www.mashcreative.co.uk)

Skype: mashcreative  
Instagram: @mashcreative  
Twitter: @mashcreative  
Behance: MashCreative

Photo credits: György Kőrösy



# WHAT'S ON IN LONDON

By Maria Agra, staff writer



1

## Fashioned from Nature

The first UK exhibition to explore the relationship between fashion and the natural world will have more than 300 objects on display, from richly embellished Renaissance garments to dresses made from recycled plastic bottles. *Fashioned from Nature* will invite viewers to look at how designers have drawn inspiration from the beauty of flowers and animals, as well as how the production demands of the fashion industry have damaged the environment, prompting us to think about the sources of our clothes.

**21 Apr – TBC**  
**Victoria & Albert Museum**  
**South Kensington**  
**£12, £10 concs.**

2

## London Fashion Week

Showcasing all the new trends for the A/W season, LFW returns to the capital for its 34th year. It's a chance to see the best of British design, with catwalk shows, presentations, Designer Showrooms, and other events organised throughout the week. The four day festival allows shoppers to buy curated collections at exclusive prices and get a head start on the most important trends for the upcoming season, as well as listen to talks led by industry experts.

**16 Feb – 20 Feb**  
**Several locations**

3

## Joan Jonas

Visual artist and video and performance art pioneer, Joan Jonas, is the subject of a major retrospective, bringing together five decades of influential and ground-breaking art. Everything from her early 1960s pieces mixing performance with props and images, to recent installations dealing with themes such as climate change and extinction will be on display. Catch a glimpse of the legendary American artist live, as she will also be performing as part of the BMW Tate Live Exhibition programme.

**14 Mar – 5 Aug**  
**Tate Modern**  
**Southwark**  
**£13.30, £11 concs.**

4

## The Future Starts Here

Curators Rory Hyde and Mariana Pestana have put together a collection of more than 100 objects from satellites to smart appliances. Their work explores the role of design and the technology giants who are shaping tomorrow's world. This experimental exhibition also aims to tackle planet-wide issues such as: should the planet be a design project? The curators believe the planet is a product of an unintentional design project.

**12 May – 4 Nov**  
**Victoria & Albert Museum**  
**South Kensington**  
**£15, £11 concs.**

5

## Another Kind of Life

The Barbican brings us an exhibition exploring the relationship between photographers and alternative communities. The work of 20 photographers who have followed the lives of individuals and communities on the fringes of society from America to India and Chile to Nigeria will be on display. Touching on themes of addiction, gender, sexuality, minorities, and youth culture, the show includes the Casa Susanna Collection, Paz Errazruiz, Pieter Hugo, and Dayanita Singh.

**28 Feb – 27 May**  
**Barbican Centre**  
**Barbican**  
**£13.50, £11 concs.**

6

## London Craft Week

The fourth edition of London Craft Week will once more showcase the very best of international and British craftsmanship. Studios, workshops, galleries, and museums across the city will host events where you can meet artists, designers, and makers, learn how things are made, view performances, and even get a behind-the-scenes look at famous brands and landmark buildings.

**9 May – 13 May**  
**Several locations**

7

## Theatre of the Natural World

Artist Mark Dion has been creating works that mimic vitrines and dioramas since the mid-1980s, acting as an explorer and collector. For this exhibition, he takes viewers on a journey through installations created since 2000, including a scholar's study filled with drawings and models, a cabinet displaying treasures collected from the muddy banks of the Thames, and a Dickensian curiosity shop. Dion will attempt to reveal the wonder and fragility of life through the techniques of scientific enquiry and museum display.

**14 Feb – 13 May**  
**Whitechapel Gallery**  
**Aldgate East**  
**£12.95, £9.50 concs.**

8

## St Patrick's Day Festival

Make the most of St Patrick's Day with several events across London, including a parade and festival in Trafalgar Square. The best of Irish culture will be on display with Irish street food, underground busking, Poems on the Underground, walking tours, film screenings, and an exhibition of one of Ireland's most acclaimed artists. Painter Pauline Bewick will have her work displayed at City Hall between 1st and 21st March 2018. Get ready for a very green weekend!

**16 Mar – 18 Mar**  
**Trafalgar Square**  
**Charing Cross**  
**Free**



# FITNESS

By Jason Coultman, guest writer

## USE HEAVY BACK SQUATS TO IMPROVE YOUR LIFE

Many people perform back squats poorly; others simply steer clear of it altogether because they don't know how to safely perform the movement, or they lack the confidence to build up to heavy weights.

If you are one of these people, you're missing out on a heap of potential benefits.

Performed properly, the back squat uses a huge amount of muscle mass throughout the whole body. It is therefore one of the most valuable exercises for building muscle size and power, improving core strength, and reducing body fat.

The main muscles involved in the squat are the legs, hips, and lower back. If these body parts are trained to lift and sustain more weight, they will help you to become more resilient to common injuries like lower back and hip pain.

This will also improve your performance across all aspects of your life.

## GETTING STARTED

**1.** Take the time to learn safe technique - for one or two sessions, find a reputable coach to teach you the basics. Lower into a squatting position with your hands flat on the floor in front of you.

**2.** Start light - you gain nothing and risk a lot by using heavy weights too soon. Step both legs back into your chest so you are back at a squat position.

**3.** Progressively overload - gradually increase the loads you use as your body begins to adapt and become comfortable with the weights you're using.

**4.** Don't be afraid to challenge yourself - you're selling yourself short by not seeing what your body's truly capable of. Once your technique is proficient and you're more confident, introduce some heavy sets or sessions, ideally under the watchful eye of an experienced lifter or a good coach.

Jason Coultman Bsc, SPE, PT

Strength and Powerlifting Coach  
IPF Raw Classic Powerlifter

Instagram: [jasoncoultman\\_strengthcoach](#)

[www.jasoncoultman.com](#)

## Dinner for a fiver

By Letizia Belcastro, staff writer

### Orange and lemon chicken with rice

1. Place all the ingredients (except the oil) together in a bowl.
2. Stir well and leave to marinate in the fridge for an hour.
3. Heat the oil in a frying pan on a high heat and add the chicken mixture.
4. Stir fry until it is cooked through.
5. Serve the orange and lemon chicken with some rice on the side and sauce from the pan drizzled on top. Enjoy!



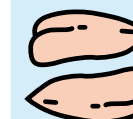
x1  
Spring onion,  
sliced



x1 tbsp  
Soy sauce



x3  
Garlic cloves,  
crushed



x2  
Chicken breasts,  
sliced



x3cm piece  
Ginger, peeled  
and grated



x1  
Lemon, zest  
and juice



x1  
Orange, zest  
and juice



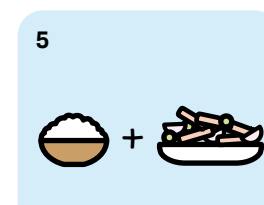
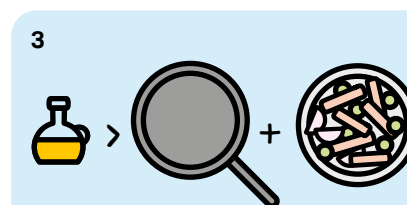
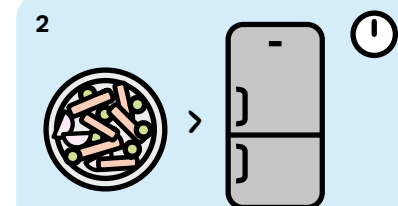
x2 tsp  
Caster sugar



x1 cup  
Rice, to serve



x2 tsp  
Sunflower oil



1) Louise Dartford [www.louisedartfordgreenbeauty.com](#)

2) Ana Goes Green [www.anagoesgreen.co.uk](#)

3) Sara Steele [www.sarasteele.co.uk](#)

4) Organic Beauty [www.organicbeautybylindaohrstrom.com](#)

5) We Were Raised By Wolves [www.wewereraisedbywolves.co.uk](#)

6) Well-Meaning-Being [www.wellmeaningbeing.com](#)

## Beauty

By Valentina Franconi, guest writer

### Best Natural Makeup

Bloggers to Follow

Whenever I feel curious about new trends or I'm looking for advice about a particular subject, I search on the internet. I'm always impressed with the huge quantity of blogs I stumble upon. There are blogs for everything! It might look easy to create one yourself, but the truth is it takes a LOT of time and effort. It's a part-time job!

There is an abundance of talented people and professionals who like to promote their personal views on beauty and make-up, so I thought you would be interested in knowing some of them.



Louise Dartford



Organic Beauty

FREE 30-min taster session at Performance Ground Gym, 23 Kingsway, London, WC2 B6UJ.  
Please email [strengthcoach@jasoncoultman.com](mailto:strengthcoach@jasoncoultman.com) or call 07708908285 to book your session now.



“

Art is not what you see, —————  
————— BUT WHAT YOU MAKE  
**OTHERS SEE**



London College  
of Contemporary Arts  
9 Holborn  
London  
EC1N 2LL  
[www.lcca.org.uk](http://www.lcca.org.uk)

By Aneta Racheva, HNC Photography