

ALANAMCDOWELL.COM of PORTFOLIO

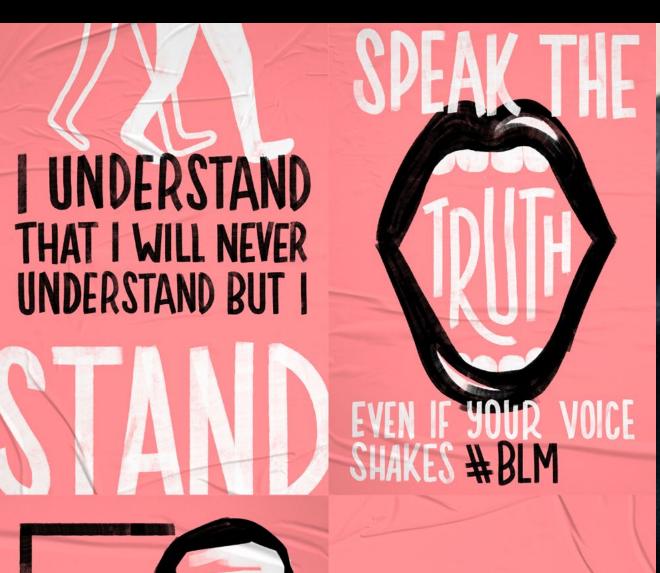
PROTEST POSTERS
Using my voice to speak in support of #BLM.

COPELAND GIN

Branding and merchandise that tells a coastal tale.

THE WONDERHIVE

Rowse Wonderhive was a giant, interactive installation that took visitors on the honey bee's journey from pollen to plate.









MAC STUDIO FIX POP-UP

Studio Fix. A unique make-up experience that championed the individual at every stage. Between the multi-faceted mirror wall, bespoke mural portraits and the personalised boxes, MAC wanted to celebrate the uniqueness of every visitor.

SABORRO MURAL

A large scale hand painted line-work mural for burrito bar, Saborro. Completed over the course of three days this almost 4m long mural was an abstract expression of all things Mexican.

LINDA MCCARTNEY FESTIVAL STAND

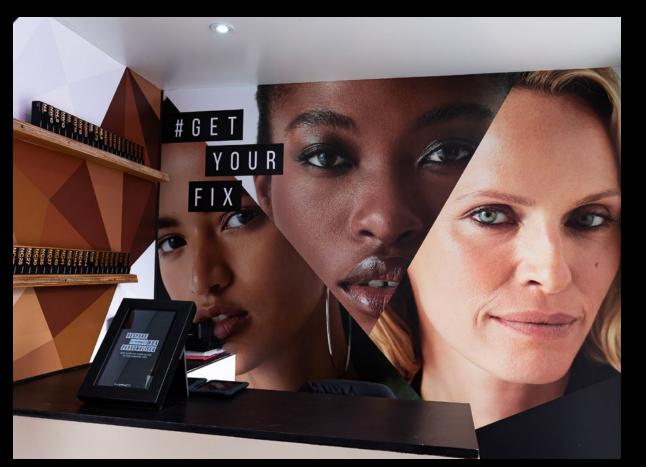
A touring festival stand with a message of kindness. Wanting to promote their 'Buy One Give One' initiative, customers were encouraged tally off the number of meals that would be donated.

POWERED BY KIND

O4 KIND is a brand on a mission – to make the world a little kinder one act at a time. And how better to do that at a festival than to harness the energy on the dance floor to power devices such as phone chargers/straighteners etc.

DIRT QUAKE

O5 DirtQuake is a motorbike festival centred around "Run what you Brung" flat track racing for allcomers. With a branding face-lift, racetrack collateral, merchandise and promo posters, DirtQuake was all set for its BBC1 launch.



01



02





04



03 05







- WWF FINER DINER // AN INTERACTIVE POP-UP THAT AIMED TO GET STUDENTS TALKING ABOUT THE BENEFITS OF PLANT BASED EATING.
- SKULLCUTS // CREATING A BUZZ WITH A POP-UP BARBER SHOP DEDICATED TO CLOSE TO THE CRANIUM CUTS.

HOME GROWN BY EBAY

Building on eBay's existing Retail Revival initiative Home Grown gave local shops a physical presence.

SCHWARZKOPF COLLECTIVE Logo and brand identity for Schwarzkopf iniative The Collective.

THE CORK WAY

Bringing Ireland to London. To 'Beermondsey' actually. Telling the story of emerging brewery Franciscan Well by recreating a colourful Cork Street in Bermondsey.

SCHWARZKOPF ESSENTIAL LOOKS.

Creating an exclusive behind the scenes feel for Hairdressing event of the year.

#CELEBRATEWOMEN

An agency initiative to mark IWD, creating and distributing colourful postcards that pay homage to influential women.

LULULEMON MURAL To mark the opening of the Spitalfields Lululemon store, this huge mural was completed live in the window over the course of the day.



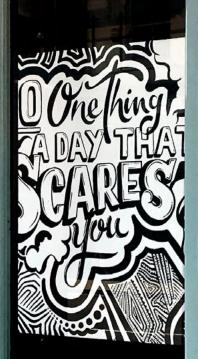




















VANS
Creating a live mural across two full size windows and a canvas over two days

COPELAND RUM

A new visual identity that spanned across labels, merchandise and a branded truck.

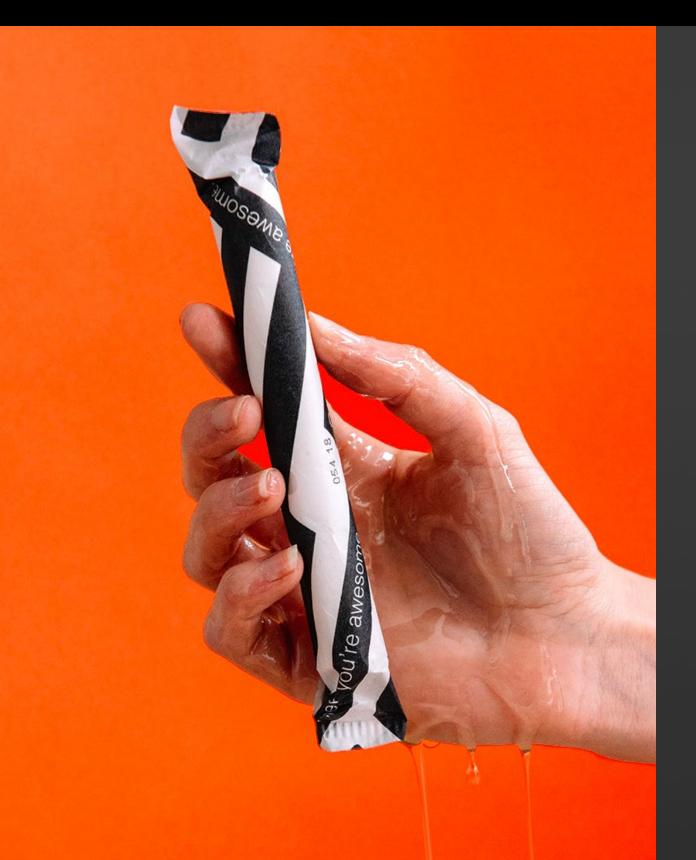


OHNE

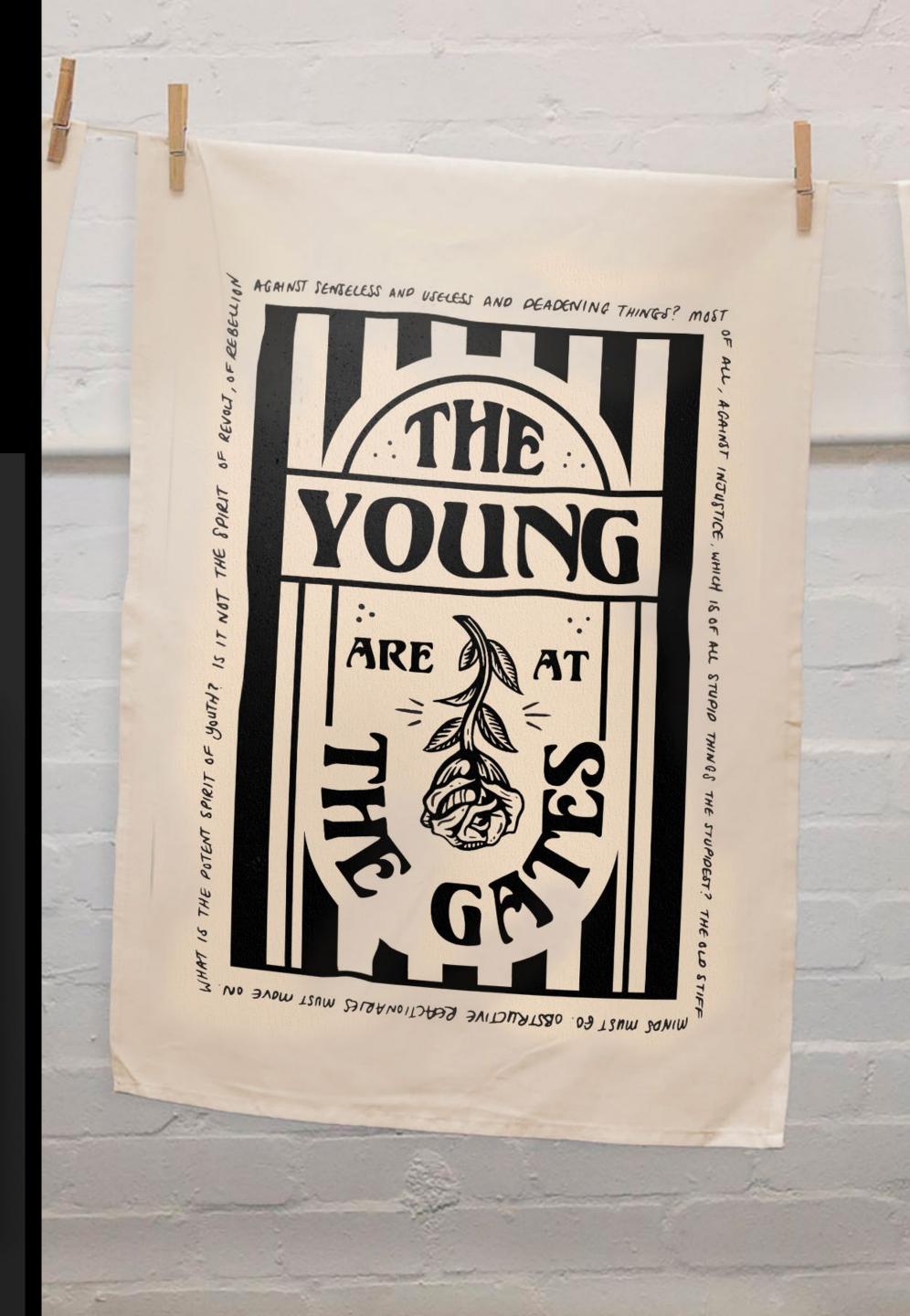
Bold and unapologetic identity
for period positive brand OHNE.

THE YOUNG
Screen printed wall hangings designed to celebrate International Women's Day.

SUNNY'S
Giving a kebab house a contemporary makeover.







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