

## Simon Cook, Designer at Christian Dior

My experience at Worthing College was fantastic. It allowed me to create and explore many different ideas, developing and experimenting within a range of subjects. Having studied A Level Photography, Fine Art and Graphic Design, my aim was always to select courses with mediums I could merge, creating innovative solutions and different ways of looking at design.

At this stage of my studies, I was conscious to not focus all my time on one specialism. Taking Photography skills into Fine Art and Fine Art into Graphic Design, formed a new way of looking at each subject allowing me to design in a much more global way. This knowledge sculpted the beginnings of my personal style and in turn formed the creative freedom I now have. The ability to pull different mediums and techniques is something that has really stuck with me to this day.

Moving on from college I went on to study a 1 year Art Foundation course at Northbrook College allowing me to fuse the different specialisms I

had learnt into one complete body of work, setting me up for University interviews with a solid portfolio.

After visiting many different Universities, I finally decided to study Graphic Design at Nottingham Trent University, which was a brilliant course and gave me the opportunity to exhibit my work in London. It

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was from there that I really had the chance to showcase my style and work to a huge audience at New Designers and New Blood – both incredible platforms which celebrate the work of graduates studying outside of London. Shortly after this I moved to London full time and started to create artworks for magazines, fashion editorials and clients such as Universal Music, i-D and Sony.

My work then caught the attention of the fashion house Givenchy in Paris where I spent a year freelancing on graphic prints and artworks. This experience opened my eyes to a whole new industry. Seeing my work come to life for the first time on clothing was an amazing moment.

I’m currently living back in Paris having moved to Christian Dior Menswear, creating graphics and prints across the collections. It was really a chance of fate with one person knowing another and my contacts switching companies, which opened this new opportunity. It’s a tough industry to be in but if you surround yourself with the right people, constantly make new contacts and find time to create work for yourself – the rewards are limitless. This rule applies to any creative role!

Remember to take risks, stay true to who you are and follow your dreams.

