Paul Heyes

Paul has two central strands to his research-based activities. Crim Collective and Diam™. Paul describes Crim™ as a ‘never-ending collective endeavor embracing the practice of Graphic Design and Illustration’ and Diam™ as “post-industrial design which is Paul’s design alias, graphic platform and self-managed design studio.”

Crim Collective was founded by Paul in 2006 offering a series of non-assessable educational workshop experiences. This has now rapidly progressed further by working together with invited industry-led practitioners. Paul’s aim is to forge a deeper understanding of the student’s individual and collective experience through exposure to varied creative practice networks, and how this can lead to fulfilling and enjoyable professional careers. To date the Crim™ has internationally acclaimed collective producing a diverse range of work for galleries, bars, fashion boutiques, film and support for educational programmes that celebrate drawing and all that is art and design within an illustrative focus. The Collective work closely upon the commercial and the educational. For the fashion boutique ‘WOOD’ based in Manchester, Crim™ produced an illustrative exhibition entitled ‘Crim lovers a shop called Wood.’ The exhibition involved large cameos, an editioned edition poster and three limited edition pairs of customised footwear commissions by WOOD and Reebok. Further recent work and commissions included two large-scale wall drawings in the School of Art, Design and Architecture’s Creative Arts Building, Hudsonfield, and the newly refurbished Student Union in association with Voice 09 at student led collaboration. Crim Collective work was also internationally included in ‘Digital Window’ at the University of Texas Pan American, USA. The profile of Crim™ was further reinforced by Rob Walker a Crim™ collective affiliate interviewed in ‘The Independent’ newspaper about ‘creative industries to take centre stage in recession’ where Walker states his offer to join the Crim Collective ‘seemed like a guarantee of recognition for my own practice.’

Diam™ (Dekhodemolokin™) is a metaphor suggesting a positive response to the end of creation in an era where something new will replace what once was – in life and eventually in design. The trademark symbol is used to indicate Diam™ as a product and service for public use. This idea of post-apocalyptic design is not to focus on the poignant elements but more the rebuild, which includes the story and the opportunity to relearn enabling clearer vision. He is not interested in design for the sake of designing but for the joy and reward of contributing to and celebrating all that is good design. Diam™ works predominantly within music design producing focused products for eclectic record labels worldwide; recent work includes ‘Messina 51/CD’ Messina are a Leeds, Yorkshire based progressive rock band, for which Paul designed 1000 bespoke hand-made CDingles. Paul has a distinct relationship between his design concepts and his taste in music. This he describes as always seeking the ‘stripped down’ element of a medium to reveal its aesthetic qualities through process and genetic function. In his work for Messina Paul aimed to capture the complexity and purity of the music to unmask the conceptual and visual elements of the band always exploring the design concept and realisation of something that the user can interact with.

In 2008 the Berlin based design studio Neuauv invited Paul to write a technical symposium around their newly developed exhibition studio – a kinetic exhibition that explored the world of type, image and pattern for which the studio has now become famous. Alongside Paul were other esteemed members of the design community; Anri Spaekins, Director of Mr Galaxy, Gerrit Tenkende, Editor and Chief of Design Magazine and graphic design legend Mr/Mr Crouwel. The exhibition took place at Mr Galaxy, Eindhoven and was supported by lectures delivered by Paul at the Design Academy, Eindhoven. Since 2008 Paul has collaborated with Neuauv on a number of projects including the promotion of Neuauv at FITC Off 09 and for forthcoming High 5 conference, Yokohama, Japan.