

THE CREATIVE ENTERPRISE WITH DESIGNS ON INSPIRING NEW TALENT

GRAHAM SHAPIRO DESIGN

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Graham Shapiro's first standout design success was founded in the playground of his primary school in Staffordshire. "I was fascinated by the paper 'fortune teller' game, which had numbers that gave options and eventually revealed a final message," he recalls. "I always knew that, one day, I would create a paper-based product that was interactive, memorable and had a similar reaction."

Years later, he patented his ingenious interloopmailer®, which continues to bring delight to product launches and promotions. The concept, based on a card that repeatedly folds back on itself in a tactile, twist-and-turn form, has been adopted by a number of international clients, including Apple, Samsung and Philips. "Siemens used it for the world's largest innovation conference in America a couple of years ago," says Graham, "which was a great moment for me."

His company, Graham Shapiro Design (GSD®), is having similar success with its Reggie® app. Already used in many UK schools, it enables teachers to take the register any time, anywhere,

on their phones or tablets. Reggie's simplicity and affordability has put it at the forefront of its field. Its built-in encryption is also opening the door to other sectors in which security is an issue, including hotels, sport, and health and safety. There's even interest from the Houses of Parliament.

INTERNATIONAL SUCCESS

Graham, a graduate of the University of Wolverhampton, originally planned a career as a graphic designer. "I've always been obsessed with design," he says. "I live and breathe it." Running a business was never on the agenda, until he won a contract to produce all of Samsung's European product brochures. "It was amazing," he says. "I turned into an international business overnight." He had to expand, and soon discovered the value of a good team. "I've got great people who support me, and who share my philosophies and morals, so I can focus on driving the business forward," he adds.

The many prestigious clients that Graham and his colleagues are delighted to work with include the British designers Stephen Webster (the irreverent jewellery creator) and Clive Christian (kitchen creator and purveyor of "The World's Most Expensive Perfume"). Developing their branding required a special, bespoke approach, for which GSD has become well known.

Of his numerous awards and nominations, Graham takes particular pride in his appointment as Ambassador of Innovation for the University of Cambridge, and strives to inspire British designers. "With anything in life you've got to be passionate about what you're doing," he says. "You do need a bit of luck, so when you get an opportunity, make the most of it. Nothing is impossible."