

t e c h a s x c r e a t e t e c h a s x
e n w n t h n b e l i e v e n w n t h n
t u s w h e n c o n t a c t u s
a t e l i f e y o u c r e a t e
y o u s e e n b e f o r e y o u
g e t o s e e t o c h a n g e t
a y s h n o t w i p a l w a y s
b e l i e v e n w n t h n b e l
o u t u s u e o t h e r y o u t
n d t h e n s h a n o w a n d t
t a r t t o o b e a b o u t a r
k s e t o f e f o r w o r k s e
i g n n e x t s e e d e s i g n n e x t
t e c h a s x c r e a t e t e c h a s x
e n w n t h n b e l i e v e n w n t h n
t u s w h e n c o n t a c t u s w h e n
a t e l i f e y o u c r e a t e l i f e
y o u s e e n b e f o r e y o u s e e n
g e t o s e e t o c h a n g e t o s e e
a y s h n o t w i p a l m a n i f e s t
b e l i e v e n w n t h n b e l i e v e
o u t u s u e o t h e r y o u t u
n d t h e n s h a n o w a n d t h n s
t a r t t o o b e a b o u t a r t o o
k s e t o f e f o r w o r k s e t f e
i g n n e x t s e e d e s i g n n x t
t h a s x c r e a t e t e c h a s x
e n t h n b e l i e v e n w n t h n
t u s w h e n c o n t a c t u s w h e n

A DEFINITIVE PUBLISHED DECLARATION
OF OUR INTENTIONS, MOTIVES AND
VIEWS



MANIFESTO

“

**Remember, the idea is
only 1% of this story.
Execution
is the remaining 99% .**

”



* This isn't a call to arms for anyone but us. This document doesn't implore you to listen as if it is the gospel. It lays our beliefs at your discretion

Layered upon its last page, hides behind the next. Beliefs aren't derived from singular thought, it's a continuous process.

We designed this manifesto with that essential brief. Make it feel like a thought process. Let each moment have its time, but exist after it's been turned.

Each page exists on its own, but also finds home within each other. The end wasn't as important as the journey it took to get here. Through our actions, we've written this manifesto many times before.

We spent so long figuring how to start without realising we could start anywhere. We aim to make the stories feel the same even if they read different.

It places before you hoping that there's a chance that ambitions and motives expressed in this may just resonate with you.

But it doesn't have to, it just needs to be out there, it will find the right people.

This is our declaration that we exist. We are here and we believe in us.

nwnthn

“

**we were told to make it
easy to pronounce.**

”

PRONUNCIATION

n **o** **w** **a** **n** **d** **t** **h** **e** **n** 7

*

Now and then is like every so often right?
Every so often we find things that resonates
with us. We're trying to create those moments.

* A design lab dealing in human experience. We exist because we believe in us, the power of our collective stories and how design and technology can work as a medium to connect those stories and tell them unexpectedly.

Focusing on opportunities to engage with people and the moments that define ones experience, the London based studio collaborates and experiments to create structures, spaces and installations. This leads projects to exist in both small and large scales.

We believe that projects should remain in constant flux. The ability for them to be improved and altered makes them matter continuously. nwnthn is born from curiosity, it's the labs passion to continue to learn and experience that drives

innovations and stories we compose.
Through a willingness to listen and
contribute, the lab continues to exist in a
series of moments we share.

“

**nwnthn promises
that designs made
will matter now and
even more so, then.**

“

BRAND VALUES

What we believe in can be considered more important than who we are. We introduce codes we hope to live by. Things will change, Our values won't.

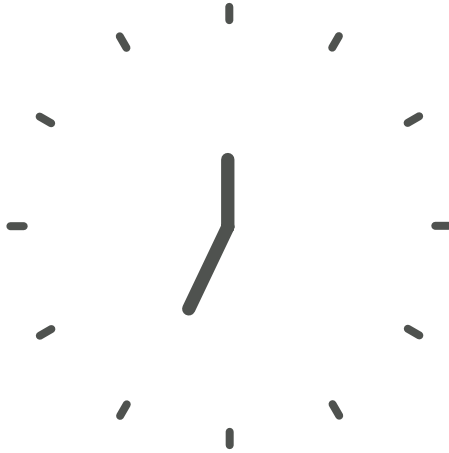
1. BE TRANSPARENT
2. ALWAYS INCLUDE A HOW TO DO WITH PROJECTS
3. KEEP FINDING OUT THINGS
4. CHOOSE CLIENTS YOU BELIEVE IN
5. DO IT RIGHT OR DON'T DO IT AT ALL
6. DO IT BELIEVING YOU ARE RIGHT OR DON'T DO IT AT ALL
7. ACTUALLY, DO IT WITHOUT FEAR OF BEING WRONG OR DON'T DO IT AT ALL.
- 10 8. ALWAYS HAVE A REASON FOR DOING IT
9. LEARN IF IT DOESN'T GO RIGHT
10. LEARN IF IT DOES GO RIGHT
11. DON'T BE AFRAID TO SHARE
12. FIND INDIVIDUALS WITH THE DIFFERENT SKILLS
13. BE SINCERE IN STORY TELLING
14. THINGS WILL CHANGE - EVOLVE WITH THEM
15. NEVER DO SOMETHING YOU CAN'T EXPLAIN
16. MAKE MONEY SO YOU CAN DO MORE
17. UNDERSTAND NOTHING IS FINISHED
18. REMEMBER THE IDEA 1% EXECUTION IS THE REMAINING 99%
19. ALLOW SPACE, FOR THINGS AND IDEAS YET TO BE DISCOVERED.

*
20. NEVER FORGET THE VISION

TIME

We were somewhere in West London questioning what we actually learnt from this architecture course and it dawned on me, all my designs were centred on the narratives of people.

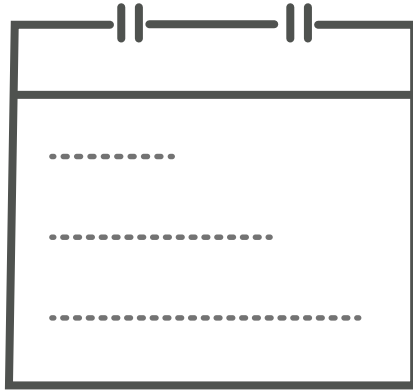
12



12.35
(APPROX.)

DATE

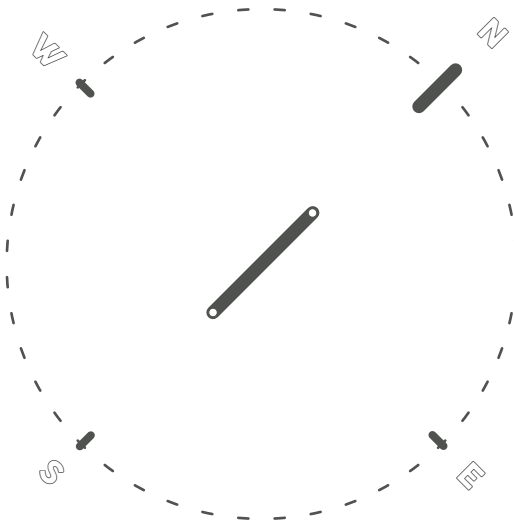
The only thing special about this day was that **nwnthn** was registered.



07 / 05 / 18
(ACCURATE.)

BRAND VALUES

We believe our values were formed long before we acknowledged them. This is a 27 year old story.



51° 32' 6.6408'' N
0° 4' 33.204'' W

“

**But this started long
before we knew.
This is culmination of
culture, experience
and our shared
history.**

“

t u s w h e n c o n t a c t u s w h e n
 a t e l i f e y o u c r e a t e l i f e
 y o u s e e n b e f o r e y o u s e e n
 g e t o s e e t o c h a n g e t o s e e
 a y s h n o t w i p a l w a y s h n o t
 b e l i e v e n w n t h n b e l i e v e
 o u t u s u e o t h e r y o u t u s u e
 n d t h e n s h a n o w a n d t h e n s

“
**You can do
 it too**
 “

b o u t a r t t o o
 w o r k s e t o f e
 d e s i g n n e x t
 a t e t e c h a s x
 i e v e n w n t h n

16

t u s w h e n c o n t a c t u s w h e n
 a t e l i f e y o u c r e a t e l i f e
 y o u s e e n b e f o r e y o u s e e n
 g e t o s e e t o c h a n g e t o s e e

* Our work isn't about hoarding. We know we've started from a base point that we didn't invent, but layered to create something new. We want to be inspired then inspire. Once completed each project exists as a tutorial; hoping someone else takes it another step further



* How can we make it that our designs leave stories? Technology no? We have much to discover and design could inform tech and vice versa. The technology of how it works shouldn't be hidden. This is not magic, this is design and technology.

“
**Design
Technology**
”

t u s w h e n c o n a t e l i f e y o u y o u s e e n b e f o r e y o u s e e n g e t o s e e t o c h a n g e t o s e e a y s h n o t w i p a l w a y s h n o t b e l i e v e n w n t h n b e l i e v e o u t u s u e o t h e r y o u t u s u e n d t h e n s h a n o w a n d t h e n s t a r t t o o b e a b o u t a r t t o o k s e t o f e f o r w o r k s e t o f e i g n n e x t s e e d e s i g n n e x t t e c h a s x c r e a t e t e c h a s x e n w n t h n b e l i e v e n w n t h n t u s w h e n c o n t a c t u s w h e n a t e l i f e y o u c r e a t e l i f e y o u s e e n b e f o r e y o u s e e n g e t o s e e t o c h a n g e t o s e e

t u s w h e n c o n t a c t u s w h e n
a t e l i f e y o u c r e a t e l i f e
y o u s e e n b e f o r e y o u s e e n
g e t o s e e t o c h a n g e t o s e e
a y s h n o t w i p a l w a y s h n o t
b e l i e v e n w n t h n b e l i e v e
o u t u s u e o t h e r y o u t u s u e
n d t h e n s h a n o w a n d t h e n s
t a r t t o o b e a b o u t a r t t o o
k s e t o f e f o r w o r k s e t o f e
i g n n e x t s e e
t e c h a s x c r e
18 e n w n t h n b e l
t u s w h e n c o n
a t e l i f e y o u
y o u s e e n b e f o r e y o u s e e n
g e t o s e e t o c h a n g e t o s e e

“
**Work in
progress**
”

* We operate in flux, this relates to number one on this board. It's assumed the product presented is the 'finished' idea. We're intrigued with experimentation. Design is iterative, so we understand that there is always room for more. It's a work in progress.





This is story-telling, our designs want to tell stories about the moments we experience. It's about being so absorbed by something that you take it away with you long after you've left it visually. That's it.

t u s w h e n c
a t e l i f e y
y o u s e e e n b e f o r e y o u s e e e n
g e t o s e e t o c h a n g e t o s e e
a y s h n o t w i p a l w a y s h n o t
b e l i e v e n w n t h n b e l i e v e
o u t u s u e o t h e r y o u t u s u e
n d t h e n s h a n o w a n d t h e n s
t a r t t o o b e a b o u t a r t t o o
k s e t o f e f o r w o r k s e t o f e
i g n n e x t s e e d e s i g n n e x t
t e c h a s x c r e a t e t e c h a s x
e n w n t h n b e l i e v e n w n t h n
t u s w h e n c o n t a c t u s w h e n
a t e l i f e y o u c r e a t e l i f e
y o u s e e e n b e f o r e y o u s e e e n
h a n g e t o s e e

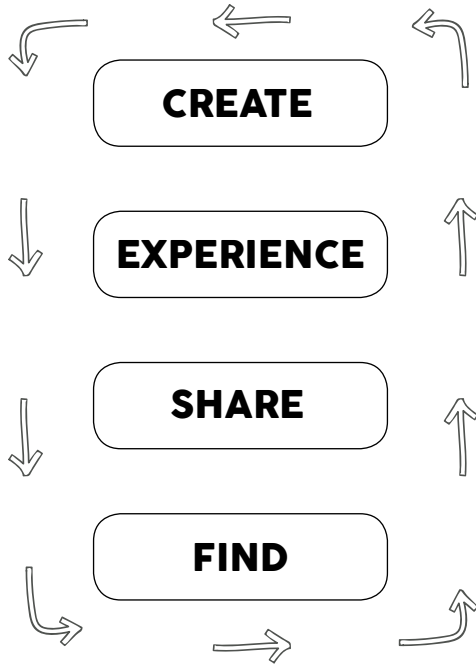
“
**Sincere in
Storytelling**
“

AMBITIONS

Our ambition is to be a design lab that constantly learn ways to consistently create new experiences through design. This ambition derives from understanding design is iterative, so we want to work to creating an open, connecting way of experiencing, understanding and sharing design.

The lab goal is to present to the world a moment and place where curiosity and experimentation is merged with drive and challenge, that creates ideas that equally has built on and has the potential to be built on. We hope to build a working environment that encourages challenge finding, boundary pushing experimentation - in return we promise to allow space for that.

Finally, **nwnthn** promises to be a creative how - to - understanding that the more we discover and share, the more we can hope to find in return, understanding that our lab, our ethos and our work will always be about **recycling inspiration.**



* All the moments we want to contribute in.

“

**It's not the words that move
the people, its the belief
the words are true**

”

We believe that everything made should enable a conversation. These objects should engage us, connect us and give us tools/insight to create something for ourselves - maybe inadvertently for others.

We want to connect, we've been given tools to connect but we believe that there are still ways using design and tech to bring us closer.

We can connect through design that absorbs us, intrigues us, challenges us - makes us carry that moment long after we've left it.

Design that forces us to share that feeling. Design that jolts us to create for ourselves. These are the stories we wish to connect us, through collective design, experience and story-telling.

nwnfhn is here to help with that.

HAVE YOU EVER LOST A CONNECTION THAT DIDN'T BEND BEFORE IT BROKE?

HERE TODAY, GONE TOMORROW

US TOO.

51° 32' 6.6408" N
0° 4' 33.204" W