

The Observer Magazine

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Photograph
Michael Clements

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Sternberg specialises in interiors and landscape photography. In the past year she has shot the interiors of White Label's Future Gallery, been to Lapland to photograph TV chef Alan Coxon on location in the Arctic for his cookbook Coxon's Little Book of Christmas and taken portraits of Dubstep producer and west London DJ, Silkie for Shook magazine. Last year she was short listed for the Wildlife Photographer of the Year award and came second in the Bowker prize for her Noir series. natsternberg.com

Nick Hornby, sculptor

Since graduating from the MA fine art course at Chelsea College of Arts in 2007, sculptor Nick Hornby has been busy. He was featured in Kay Saatchi's Anticipation exhibition at Selfridges' Ultralounge, where he displayed a slice of a Boeing 727, and was mentioned in Time Out's New Talent for his pink Disney castle floating in King's Cross. In February, the 29-year-old worked with 16-21-year-olds devising sound installations and sculptures about the contemporary art show Tate Triennial at Tate Britain. Through their own artworks, the young people were able to find inventive ways of interpreting the exhibition. nickhornby.com

Paddy Barstow, events manager

Before setting up his own events company, Paddy Barstow worked as a talent scout for Le Book, the contact information bible for the fashion industry. This gave him access to a wealth of influential clients, all of whom have been an invaluable aid in Barstow setting up his own initiative, the Art Mash. This

is exclusive invitation-only evening invites people from the media, arts and retail industries to view groundbreaking talent. Barstow promotes these events around Europe. The contact maker is also involved in a limited-edition project called DHB with 10 emerging artists, which will be launched at Colette, the high-concept fashion store in Paris this year. artmash.com, basecollins.co.uk

Warren Bramley, founder, four23

It was a sabbatical in New York that gave Warren Bramley the idea to launch four23, a creative multi-disciplinary organisation that covers everything from advertising campaigns to short films to running a coffee house. Working with the graphic designer Darryl Hardman, the duo launched four23 in 2004 and the company now runs two studios in London and Manchester. Bramley has strong links with Manchester, having worked for the notorious Factory Records in the 1990s, the label behind the Happy Mondays, Joy Division and New Order. He went on to run the label's sister company in The City, before setting up four23. four23.net

Cereinyr Ord, illustrator

After completing a BFA in film production at university in Canada, photographer and illustrator Cereinyr Ord moved to London via a brief spell in Norway in 2005. Since being here, she has secured a leading illustration agent and had her art featured in a number of international magazines from China, Canada and France. Last year, Ord was invited by the fashion designer Mark Jacobs to design the campaign image for his autumn/winter collection, which

is featured in 16 European stores. cereinyr.com

David Girhammar, editor

David Girhammar founded the uber life-style fashion magazine Rodeo in 2002 and oversaw its editions in Italy, Sweden and China before leaving in 2005 to work as the editorial director of the international arts and fashion publication Qvest, based in London and Berlin. He recently became editor of the newly re-launched Pop magazine under the directorship of Russian heiress Dasha Zhukova. He also runs the full service ad agency MD70 focusing on the branding of fashion, luxury, beauty and lifestyle products. So far they have run campaigns for (among others) 7 For All Mankind, Aveda and Georg Jensen. thepop.com

Gavin O'Carroll, founder and director, Digital Health Service

Gavin O'Carroll is the founder and director of Digital Health Service, which assesses the productivity of everyday digital technology in the workplace. Since its conception, the organisation has worked with big name clients such as Channel 4, LSC and McCann Erickson. He was recently made a fellow of the Royal Society of the Arts. He is also a dramatist and a theatre director. His play On Wonderland received Pick of the Day in the Guardian in 2007 and Pick of the Fringe in Scotland on Sunday. digitalhealthservice.com

Luc Le Corre, magazine owner

When Luc Le Corre set up SUPERSUPER magazine, a cutting-edge Nu-Rave bible, in 2007 it could only be found in a few

selective stores in east London. In just under two years it has grown into a youth style publication available in over 30 countries. Currently Le Corre is involved in launching the magazine's online website, and is also opening a gallery to fill the gaping void between street art and contemporary art. Called HLCH and based in London, Le Corre hopes the gallery will support and help up-and-coming artists.

Rebecca Molina, creative director

Rebecca Molina is the creative director of Raw Nerve, a branding company set up in 2003. In its relatively short life, Raw Nerve has become a radical agency with clients as prestigious as Apple, Diesel and Penguin Books. Based in south London, the company is passionate about forging links between brands and the community, with some of their most successful projects beginning as relatively low-fi grassroots initiatives. In 2008 she set up the Deptford Project, a tube carriage cafe on Deptford high street and coordinated the London Design Festival with 152 one-off events and receptions for 300,000 people. raw-nerve.co.uk

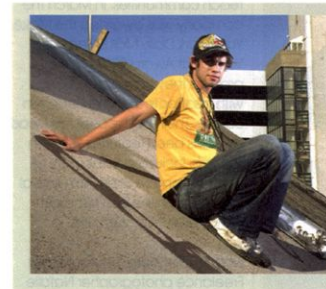
Alex Ely, architect

After graduating with an MA in architecture from the Royal College of Art, Ely worked for Foster and Partners before becoming a senior policy advisor at the Commission for Architecture and the Built Environment (CABE) where he managed its work on housing and neighbourhood policy. In 2005 he became a partner in mae LLP Architects leading its work in urban design. In May 2008, Arena magazine described him as "one of the new classics", a group of influential individuals who are shaping the 21st century. The editor of the Architects' Journal and Architectural Review cited him as "the man who could solve the nation's housing problem." mae-llp.co.uk

DRINK

Gerry Calabrese, director, The Hoxton Pony

Gerry Calabrese is recognised by contemporaries in the bar and



Joe Oliver, founder and CEO, BASH

Inspired while organising events as a student, Oliver became disturbed by the waste being generated - up to 70 bin bags per night. Now the award-winning young environmental entrepreneur regularly advises government bodies, and promotes sustainable and ethical business practices in London and across the entertainment world. He organised the world's first carbon neutral student gig, and last year, with the Royal Society of the Arts, he launched Respond, a national campaign, to make climate awareness a part of artistic practices in the UK. In 2008 he opened BASH studio in Shoreditch, a 33,000 sq ft community regeneration centre. bashcreations.com