

TONY PRYSTEN

Tony Prysten is a founding partner and the creative director at igloo, a digital studio with a strong pedigree in design.

What's the igloo environment like?

Like all design and digital offices, we have strived to make a place that is as physically appealing as possible. Over the years we have found that this however is not enough – expensive boardroom furniture is not enough to keep staff motivated. It's the attitude and culture that completes the space.

At igloo we foster a progressive environment for our staff that promotes creativity, development and growth. It's an inclusive environment that encourages constant face to face communication between managers, designers and developers. We also allocate a percentage of time to staff-generated projects, which are some of our proudest achievements.

Being heavily involved in the entertainment, hospitality and music industry also means the work itself is often based around interesting content.

Our in-house content production facilities mean there is always something exciting being filmed for our websites and mobile shows.

What does igloo look for in potential staff?

Fundamentally, it comes down to creativity, attitude, experience and personality. I look for a standout folio that displays a high level of originality and conceptual thinking – not just styling.

I look for people who are interesting and passionate because they produce more dynamic work and I'll enjoy being around them a lot more. From a creative perspective, I look for people whose creative skills bridge both graphic design and digital. It's just not good enough for a design to look fantastic in the digital world, it has to embrace the way people interact with the web.

I actually did a blog entry '10 things I'll like about you' that gets a lot of views. (blog.igloo.com.au)

Due to the current economic climate, do you think more clients will turn to all-encompassing studios?

Thanks to the global financial crisis, a significant component of discretionary spend has been reduced or cut overnight. In light of this situation, given the unstable employment market, I would not expect a company to initiate a significant pure brand overhaul. I know our clients are looking at streamlining to



04. - 06. Design and branding by igloo.
07. & 08. Work by Ken Taylor.



maintain margins. These tough times have highlighted the great aspects of the digital world. SEO, SEM, CRM, online marketing and commerce are becoming more of a consideration due to their relative cost, flexibility and accountability. Investment in viral marketing and the use of YouTube, facebook and other social networking sites is becoming seen as a real alternative to traditional media.

The way we get information is becoming more web based, so the way we advertise, promote, and market has to go that way. Digital is now core to most marketing plans rather than just being a support element and it's often the key touchpoint for most marketing activity.

Do you have a favourite recent project?

One of my favourite projects was definitely 'myfun' for Village Roadshow Limited's theme park assets, including Seaworld, Movie World, Wet'n'Wild and Australian Outback Spectacular.

The project utilised all aspects of igloo including brand development, digital strategy, design, and content creation. Beginning with a national brand we then developed a digital strategy that brought all the parks together to one place on the web.

The outcome was the development of the myfun.com.au site and all the individual park sites within. We also

were lucky enough to make regular trips to the parks to create a vast majority of the content including all the filming and photography.

How did igloo TV come about?

igloo TV is our way of visually presenting some of the knowledge we share with our audience. This audience can be anyone from peers, to students and clients. Our pedigree in branding means we brand everything, especially our own products. The nature of the web is such that people often steer towards video content. With our own content, it's more dynamic and applicable to watch something rather than read about it. Video delivers our web visitors short clips. In the year ahead we look to deliver more work, case studies and guest speakers. Hopefully visitors to our site will get a bit more than a look at our folio. They might even learn something. The same theory also applies with our blog – the gloo.

How do you actively redefine what a workplace of today can offer?

The value I personally place on creative means that igloo needs to provide an atmosphere where creativity and ideas are pushed. This is reflected in the work we produce and the clients we have.

igloo.com.au