



Bethany Woodward

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Title

'From Me to We' Exhibit
for Chicago Architecture Foundation

Brief

A temporary exhibit about the world population in 2050, for the launch of the new CAF Center.

Year

2018

Location

Chicago, Illinois
USA



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Sliding Image - Old vs. Proposed



Title

'Wild Mile'
for Skidmore, Owings & Merrill;
Urban Rivers; and City of Chicago

Brief

Branding and identity for a charitable
initiative to reactivate the industrialised
North Branch of the Chicago river

Year

2018

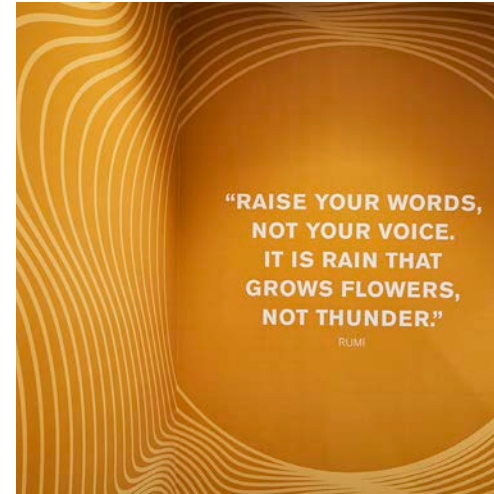
Location

Chicago, Illinois
USA



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Title

'West Loop Library'
for Skidmore, Owings & Merrill;
Chicago Public Library & Sterling Bay

Brief

Create a fun and welcoming identity for
the new public library within Chicago's
West Loop.

Year

2018-2019

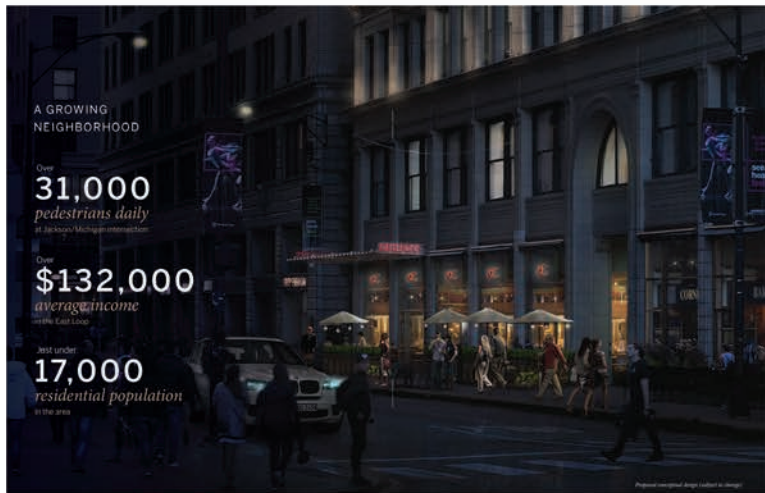
Location

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Title

'224'
for Jones, Lang LaSalle

Brief

A marketing brochure to entice new clientele and tenants into retail space at 224 South Michigan Avenue.

Year

2017

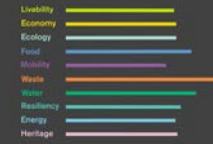
Location

Chicago, Illinois
USA

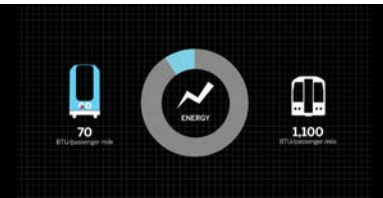
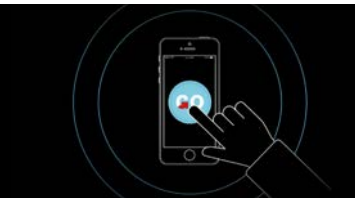
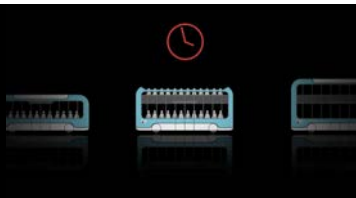
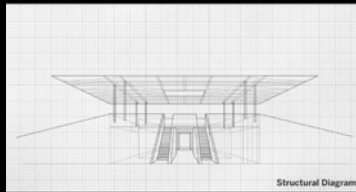
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OPTIMO  SOM



Initial Sketch



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Title

'Bloomin' Marvellous Mum'
for Cath Kidston

Brief

Marketing POS & Branding
for Mother's Day 2015

Year

2015

Location

London
UK

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Title

'We've Got Christmas All Wrapped Up'
for Cath Kidston

Brief

Artwork to cover Cabs as part of
the Christmas campaign

Year

2014

Location

London & Liverpool
UK

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Title

'A Breathe Of Fresh Air'
for Cath Kidston

Brief

Campaign Mailer & Envelope

Year

2015

Location

Nationwide distribution
UK

B|W

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Title

'Beach Huts'
for Cath Kidston

Brief

Artwork to cover 5 beach huts as
part of the Spring/Summer 2015
campaign

Year

2015

Location

Bournemouth
UK



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Title

'A Breath Of Fresh Air' Press Show
for Cath Kidston

Brief

Material to enhance to Press Show
for Spring/Summer 2015 Campaign

Year

2014

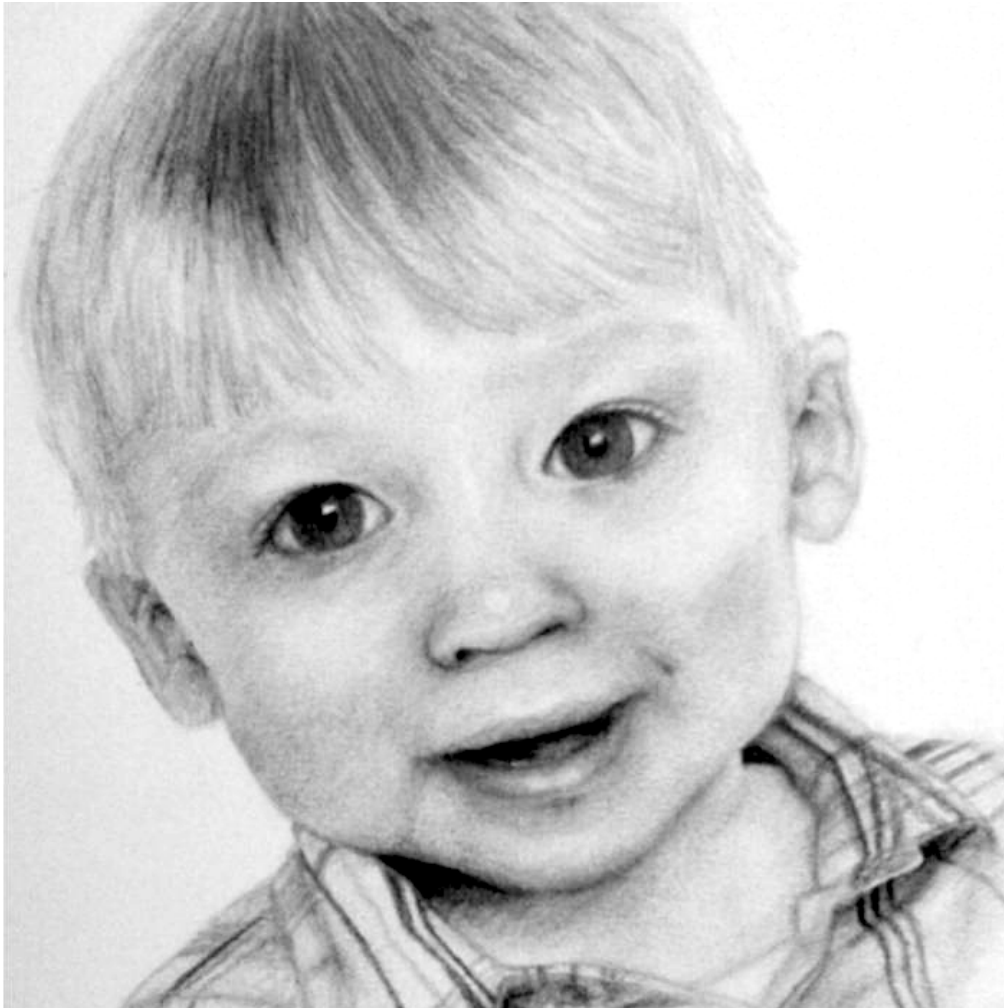
Location

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UK

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Title

Pencil Sketches
Various

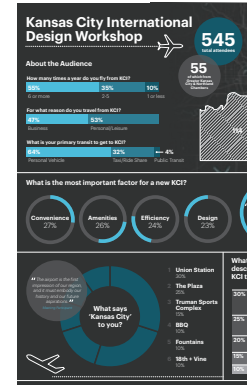
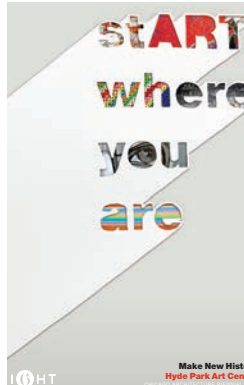
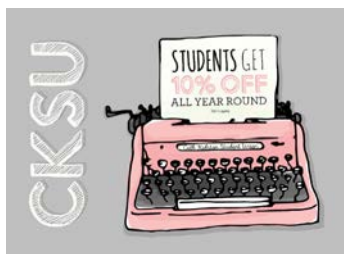
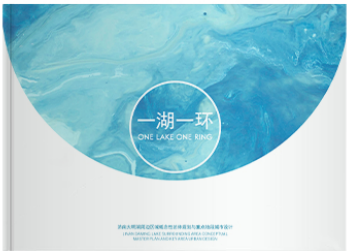
Year

2012 - 2016



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