



Media Release

The One Centre launches creative technology company MONO with award winning Creative Director Chris Gillespie

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The One Centre, a leading multi-disciplinary brand agency, has launched a creative technology company MONO.

A 50:50 joint venture with MONO Founder and leading digital Creative Director Chris Gillespie, the new company will work with brands to create and produce innovative creative technology ideas.

MONO will sit within The One Centre Group, a collective of high-end specialist creative and strategic companies, which aims to provide an agile alternative to the big conglomerates.

The company will operate as an independent specialist and will work direct with clients, creative agencies and production companies. It will also support The One Centre on projects and client work.

MONO is already working with launch clients Arenberg and Crone Partners, as well as a number of projects with The One Centre clients including: Accor, Murcielago, GE, Majans and Alberto Vedelago.

MONO will be led by Founder and Creative Director Chris Gillespie, with support from The One Centre Group Executive Chairman and Founder John Ford, who will serve as a Director for MONO.

Gillespie is an award-winning digital Creative Director who has won awards at Cannes, D&AD, SPIKES, AWARD, AIMIA, NY Festival and BIMA. He was previously Creative Director of digital agency Future Büro, which he co-founded in 2008. He has also worked in creative roles for Fluoro, Amnesia, Moon Communications, Ogilvy Interactive London and NoHo Digital.

MONO will operate an agile model building a core team of leading creative, technical and project management talent and a global network of specialists. It is currently working with senior technical developers based in Sydney, Melbourne and Stockholm.

John Ford, The One Centre Group Executive Chairman and MONO Director, says: "The One Centre Group is a collective of specialist companies which aims to provide marketers with an agile alternative to the big conglomerates. The launch of MONO provides the Group with leading creative technology thinking and capabilities to provide brands with compelling and engaging ideas. MONO brings the firepower of The One Centre's strategic thinking and teams it with cutting-edge creative and technology thinking to create Technology and Artistry."

Chris Gillespie, MONO founder and Creative Director, says: "MONO is focused on developing and producing innovative technology-based ideas for brands. Our desire is to be a leader in the creative technology space and to consistently create work that demonstrates creative leadership and strategic ingenuity."

MONO is currently searching for a lead Technical Director and lead Project Manager / Producer.

ENDS.

LINKS

MONO website <http://m-o-n-o.com>

MONO publication <http://m-o-n-o.com/monolith>

The One Centre website <http://theonecentre.com>

The One Centre publication <http://theonecentre.com/bar>

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ABOUT THE ONE CENTRE

A multidisciplinary Brand Agency

For nearly two decades The One Centre has helped world leading brands break new ground in the way they come to life and connect. Specialising in positioning and integrated branding, our unique structure unites a core team of strategists and concept creators with a global network of specialist creative artists. The goal? To create truly innovative ideas which transcend media and elevate brands into the world of arts, culture and entertainment. The One Centre is also publisher of Branded Arts Review, an online publication dedicated to showcasing the best branded content, entertainment, design, technology, architecture and experiences from around the world.

Strategy + Artistry

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