

**DEREK FROST ASSOCIATES - ORIGINAL SALES
BROCHURE - 1985**



Derek Frost
Managing Director of Derek Frost Associates Limited.
A recent office commission
illustrating custom design joinery and desk.



DEREK FROST ASSOCIATES LTD. "A NEW DIMENSION ON DESIGN"

Derek Frost Associates is a new firm with a new approach to Design. The elements of this approach are:

- An intimate analysis of the specific design brief.
- A precisely tailored design interpretation.
- A sophisticated treatment and highly efficient understanding of internal space.
- A daring and confident statement based on the best of contemporary and classic design ideas.

The company is headed by Derek Frost who for the last five years was the Director in charge of Interior Design at Fox Linton Associates. His responsibilities there included full control of a wide range of Interior Design projects both commercial and residential including banks, hotels, leisure facilities, retail outlets, restaurants and extensive domestic work. His range of experience encompasses initial client consultation, design concept, contract formation and supervision, estimating and cost monitoring, full realisation including installation of soft furnishings and accessories. During this period his work gained him considerable reputation; wide ranging publicity attests to this success.

Three businessmen have joined Derek Frost in setting up Derek Frost Associates Ltd.

Jeremy Norman is a well known entrepreneur in the entertainment and food industries, his expertise covers new concept development and promotions.

Tony Gibb is a director of Pengap Estates Ltd, Retail Developers.

Michael Waterhouse, previously with the Morgan Guaranty Trust Company, is now Managing Director of C.D.P. Waterhouse a leading financial advertising agency.





Private interior design project.



DEREK FROST ASSOCIATES LTD.
offers three inter- related services:—

INTERIOR DESIGN

An Interior Design service both commercial and residential supported by fully qualified architectural back up as required on each project. This will allow scope for the most sophisticated design concept to be developed side by side with the more technical aspect of complete contract documentation and associated technical drawing work, contractor liaison and supervision, cost monitoring, negotiation with public authority requirements etc. Full soft furnishing installation and accessorising.

TOTAL DESIGN CONCEPT SERVICE

Increasingly, carefully considered successful design input is acknowledged to have dramatic commercial implications and hence importance. This applies to all design areas:— architecture, interior design, graphic communication, package and product design, corporate image work, space planning, landscape design. Further areas can and should be considered in association with the above— the introduction of technological design, promotional and advertising design etc.

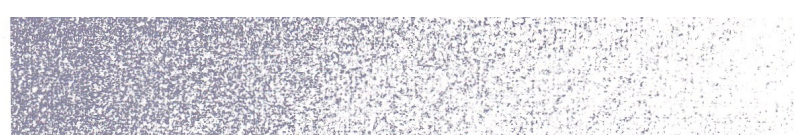
In order to fully realise its potential any design project attempting to weld together these services should do so under the overall design concept of one team leader. This figure must have a strongly developed sense of style, an ability to communicate clearly and select carefully from a network of top level, well tried professional and contractual personnel. The result will be:

1. A clearer, stronger and more consistent design expression.
2. Better brief interpretation and simplified lines of communication.





Pasta Pasta, total design concept project.



3. Fuller overall control resulting in less error, reduced costs, greater efficiency and speed, hence better results.

Derek Frost Associates Ltd undertake to provide this service.

PRODUCT DESIGN

Derek Frost already has very wide experience in the field of fabric, wallpaper, carpet and furniture design. His new company is interested in continuing this work and will actively seek out opportunities to produce designs for manufactured ranges in these areas.

Another area of specialisation is the design of the highest level of custom made furniture and decorative objects. A changing collection of these pieces will be displayed at the company's studio-gallery. One-off commissions will also be undertaken.

Before forming his own company Derek Frost has carried out design work for the following clients:

Akroyd and Smithers	Heaven Ultradisco
British Electric Traction	McKinseys
Beirut Riyad Bank Sal.	Pasta Pasta
Banque Lombard Odier	Pengap Estates Ltd
Brittany Ferries	Private Clients
Danish Catering Services	Reading and Bates
D'Arcy-MacManus & Masius	Virgin Clubs Ltd
Dixons Photographic	

Present Clients Include:
Colegrave Leasing
Clearing House Restaurant
Harari and Johns Ltd
Humphries Holdings
Mole Richardson (England) Ltd

DEREK FROST ASSOCIATES LTD.
MORETON YARD · MORETON TERRACE MEWS NORTH
LONDON SW1V 2NT · TELEPHONE 01-828 6270

