

JAMES HILTON

Chief Creative Officer at Native: for transformative design

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James on Native: *'if ever there was a Bauhaus for the 21st century, this is it'*

James works with international brands to create transformative design at the intersection between physical and digital, to achieve extraordinary results. Native's business is about making and the making of business.

Prior to Native, James co-founded global digital agency AKQA, creatively leading it for over 20 years as one of the world's most awarded agencies. He also founded the experimental design studio Atelier Strange, and custom motorcycle brand Death Machines of London.

James talked about finding inspiration, the role of design and technology, how design makes life better and the redefinition of advertising. He is interested in the irrelevance of the term 'digital' and mass-market design enlightenment, in removing silos from client businesses so they use their combined budgets to radically improve people's lives.

James writes in the design and marketing press on creativity in business and design innovation and has given talks including at Oxford University; TEDx; BAFTA, London; Contagious, New York; Adobe Summit, Barcelona; It's Nice That, London; Tech Open, Berlin; Eurobest, Hamburg; NEXT, Berlin.