

TOMATO



TOMATO :: INTRODUCTION

Tomato is an ART AND DESIGN COLLECTIVE founded in 1991 by John Warwicker, Steve Baker, Dirk Van Dooren, Karl Hyde, Richard Smith, Simon Taylor & Graham Wood

Originally based in LONDON, Tomato provides the following services:

Architectural Design, Consultancy, Drawing, Education, Electronic Interactive Media, Film & Commercial Direction, Graphic Design, Fashion, Motion Graphics, Music & Sound, Strategy, Branding & Identity, Photography, Publishing, Title Sequences, Typography, & Writing

TOMATO :: BACKGROUND

In the late 1980's, John Warwicker had developed a portfolio appealing to many clients, yet he was dissatisfied with his life and work.

After learning that many of his friends felt the need to re-energize and re-focus as well, Warwicker and friends began "tomato".

Several tomato members also founded the electronic music group Underworld which has produced seven albums.

In 1997 tomato interactive was formed and then merged into with tomato in 2001, adding even more capabilities to the collective's arsenal.

Tomato currently has studios in London, New York, Tokyo, and Melbourne.

TOMATO :: DESCRIPTION

Insistant on the fact that it is an “art design collective” rather than an agency or company by any other name, tomato’s body of work is broad and ranges from watch and packaging design for Casio, to shoe design for Adidas, to a TV commercial for Chanel.

Casio watch: http://www.tomato.co.uk/tomato.jsp?P=666871350769569835349686050808942680374&l=03_0484.jpg

Adidas shoe: http://www.tomato.co.uk/tomato.jsp?P=827736631443136634023708614923503598838&M=01_ad.mp4

Chanel commerical: http://www.tomato.co.uk/tomato.jsp?P=7114058474582100934252510929113570230&M=01_precision.mp4

Underworld song: <http://www.myspace.com/underworld>

Vodafone installation: http://www.tomato.co.uk/tomato.jsp?P=19475470143423029712091098003729896524502&M=01_map.mp4

“Bashoclick” installation (music by Underworld): http://www.tomato.co.uk/tomato.jsp?P=218704618898642086638747187882230010333879222&M=01_bashoclick.mp4

Tomato has published five books as well as the 400-page “The Floating World” created by co-founder John Warwicker.

TOMATO :: DISCUSSION

Is there a point in the process of service diversification that you can reach “too diverse”?

How does the notion that success in the industry may not bring personal satisfaction make you feel?

Do you think there is a limit to how many creative minds should collaborate together? Can there be a “too many chef’s in the kitchen” syndrome with design?

In the context of dynamic type, do you find commercial animations interesting, or do you prefer more experimental installations?

What do you think of the name tomato?

TOMATO :: CONCLUSION

Tomato's ability to transcend many different types of design and media, as well as its ability to cater to many different types of clients have helped it build an international reputation.

With many of its founders like John Warwicker still on the staff, tomato is able to keep the dedication to originality and individuality that it began with.

TOMATO :: REFERENCES

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