



**Maggie's Cancer Care has opened its first centre in London, designed by Rogers Stirk Harbour & Partners. Located on the site of Charing Cross Hospital in Hammer-smith, the building is a result of a brief calling for an 'aesthetically uplifting environment'. This is the first of seven new centres planned for England and Wales. There are five centres in Scotland, designed by Richard Murphy, Page and Park, Frank Gehry and Zaha Hadid.**

# Circle brands voyage based on retracing of ancient trading route

An historical expedition is to be recreated next week as part of a charitable project, with an identity and brand communications devised by London consultancy Circle.

The Phoenician Ship Expedition, headed by ex-naval officer and social entrepreneur Philip Beale, will take to the seas in July. It will try to explore questions associated with the ancient Phoenician trading route, while stopping en route to support clean-water projects in Africa.

The findings of the voyage and the ship itself, the Phoenicia – a reconstruction of an ancient design currently in the last phase of development – may form the basis for an exhibition, which is at the proposal stage, at the British Museum next year.

Circle, appointed last year on recommendation and without a pitch, has created the brand to help raise the project's profile and generate sponsorship. It created the main identity and brand toolkit for print and on-line communications.

Circle managing director Claire Livesey reveals that the Syrian Embassy in London will officially launch the expedition on 19 May.

'The aim is to inspire people across the globe, and it's being promoted as a cultural odyssey linking Europe, Syria and Africa,' she adds.

The ship – which is being built in Syria, where it will begin and end its circumnavigation of Africa – will be promoted as part of Damascus's celebrations as the Arab Capital City of Culture 2008.

According to Livesey, one of the key challenges of the project was how to distil the complex messages the ship needed to communicate.

'The project has a varied audience, from schoolchildren interested in the project, to investors looking for a viable sponsorship opportunity. The brand needed to retain the sense of fun and adventure but at the same time appeal to a more serious academic or corporate audience,' says Livesey.

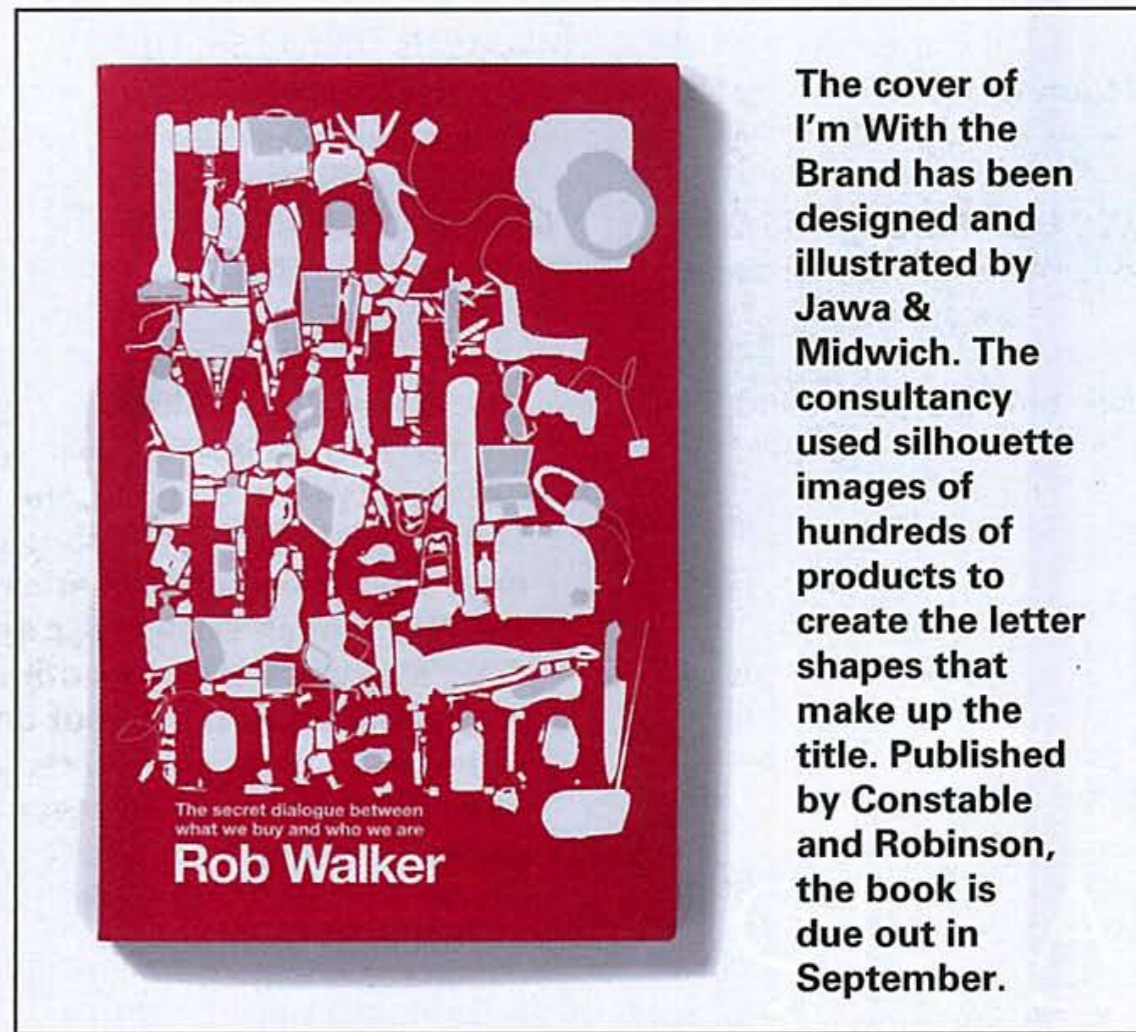
The Phoenicia will circumnavigate Africa, a voyage thought to have been originally made in 600 BC by ancient Phoenicians inhabiting what is now Syria, Lebanon and Palestine.

Phoenicia project manager Alice Chutter explains that the British Museum's assistant



keeper for ancient Levant, Jonathan Tubb, has advised on the project, and is planning an independent research project called First Contact.

For more information, visit [www.phoenicia.org.uk](http://www.phoenicia.org.uk).



**The cover of I'm With the Brand has been designed and illustrated by Jawa & Midwich. The consultancy used silhouette images of hundreds of products to create the letter shapes that make up the title. Published by Constable and Robinson, the book is due out in September.**