



## **KETEL ONE® COMMISSION CREATIVE BRIEF**

### **1. BACKGROUND**

#### **Overview:**

Following the successful launch of Ketel One® vodka through the Ketel One House in Melbourne in June 2010, Ketel One is looking to again collaborate with exceptional Melbourne's Craftsmen. As well as a buzzing creative industry, Melbourne's bars and bartenders are the best in the country, making it a great fit for the brand.

#### **About Ketel One:**

Behind the creation of Ketel One vodka lies the spirit's rich family heritage. The Nolet family has been distilling for over 300 years and for 10 generations, with the craft being passed from father to son. Every batch of Ketel One is personally approved by the Nolet family before leaving the distillery. Ketel One possesses a balance between old world craft and modern techniques. The end result is an exquisitely crafted vodka, balanced in flavour with a silky mouth feel and a subtle finish. In a world of image led vodkas, this craftsmanship is something that Ketel One and the Nolet family are particularly proud of and really sets Ketel One apart from the rest.

### **2. KETEL ONE COMMISSION**

#### **About Ketel One Commission:**

Ketel One is providing each invited Modern Craftsman with a platform to reveal and communicate their creative process, while expressing their views on the importance of craftsmanship in the modern world

Ketel One Commission articulates and celebrates the value inherent in creative practices that require precision, skill, integrity and consistency. It aims to exemplify the dedicated craftsmanship behind the vodka through the development of a collaborative exhibition platform with some of Melbourne's most talented Craftsmen.

Invited practitioners range from illustrators to furniture makers, from photographers to web designers; representing a diversity of professions connected by their creativity and their demand for creative originality - craft. Ketel One Commission invites

practitioners to join with their peers to reflect upon the essence of their creative practice and to communicate their inspiration, motivation, and process in a curated group exhibition to be held at The Compound Interest on Thursday 26<sup>th</sup> May 2011.

The Ketel One Commission 2011 will be curated by Ewan McEoin

**About Ketel One Commission Exhibition:**

In response to a central provocation, the exhibition aims to document and present the unique characteristics of each craftsman, pursuing their chosen practice in a world increasingly defined by change, uncertainty and impersonation.

While celebrating the individual, the exhibition will also seek to explore a set of unifying creative values that define the essence of craftsmanship – a respect for the tools of the trade, the appreciation of materials, the pursuit of originality, the search for autonomy and the creation of worthwhile outcomes.

Following the opening night the entries will be then displayed in an exhibition at The Compound Interest for a week for the general public to view.

Ketel One vodka is inviting 10-15 leading Craftsmen to participate within the 2011 Commission. Each will consider and respond to the central provocation of ***'restoring craftsmanship to the modern world'***.

**3. THE BRIEF**

**Overview:**

For 2011 the Commission asks participants to create an exhibition submission that explores the central provocation ***'restoring craftsmanship to the modern world'***.

The Ketel One Commission proposes that craftsmanship in the modern world is shifting. This change may be due to lack of time, to diminishing skills, to new and better ways of doing things, to cultural and economic shifts, or to other more subtle forces.

This provocation serves to anchor the final exhibition around a resonant theme, which informs the output of each practitioner while also referencing the brand attributes of Ketel One.

**Deliverables:**

As the Commission exhibition is focused on the process of creativity itself rather than the end result – your final exhibition submission should strive to represent your process in an accessible and individual way, encouraging the audience to engage with your thinking, the evolution of your process, the place you work, your world view and the role that you see for yourself as a contemporary craftsman.

Ketel One vodka is interested in working with each practitioner to represent and demonstrate the inspiration behind:

- Why they have chosen their craft as a career that they remain committed to;
- What inspired individuals to devise their Commission submission;
- How they have applied and interpreted the history of your craft in the modern world

Exhibition submissions may use physical objects, photography, film, projections, text or other forms of media to represent a position in response to the provocation. 'Pieces' of your work can be used to illustrate these issues.

The format of the final exhibition will be determined by the nature of the submissions – as such the Curator will liaise with each practitioner throughout the development period to inform the development process.

**Considerations:**

Each of the areas of practice represented by the exhibition has unique pressures that influence the prevalence or lack of craftsmanship in that domain. We ask that each participant consider:

- What these forces are and how they respond to them?
- How (and if) they pursue craftsmanship in their practice?
- What additional value and meaning this brings to their output?  
How this can all be packaged and coherently expressed to someone unfamiliar with the work?

**4. JUDGING****The Process:**

While the exhibition and associated media activity will deliver benefits to each of the participating craftsmen a judging process will also be integrated into the Commission

to select and award one of the participating craftsmen with a 2011 Ketel One Commission Prize.

Submissions will be judged by a panel of experts prior to the opening of the final exhibition. Judging criteria will be explained to each participant at the Induction Session on Wednesday 9<sup>th</sup> March. The winning submission will be the one that is judged to have best responded to the central provocation and therefore most effectively articulated and communicated how the craftsman is 'restoring craftsmanship to the modern world'.

**The Prize:**

The craftsman behind the winning submission will receive an all expenses paid invitation to travel to Dutch Design Week in October 2011 and to visit the Nolet family Distillery where Ketel One vodka is produced (please refer to Terms and Conditions for more information)

**5. KETEL ONE KITS**

Each practitioner will be given a Ketel One Kit to take home. The kit will include a bottle of Ketel One, glassware and recipe cards for enjoying a unique twist on Ketel One with friends / colleagues. All we ask in return is that anecdotal feedback is provided on who you have shared Ketel One with, and their thoughts on the vodka.

**6. NEXT STEPS**

You are invited to the Ketel One Commission launch event at Blue Diamond on Wednesday 9<sup>th</sup> March.

This event will provide an opportunity to meet the other participants and the Curator, and understand more about the Commission. It will also be an opportunity for you to learn more about Ketel One and experience some exceptional cocktails produced by some of Melbourne's top mixologists. You are invited to bring three friends to join you.

A Time Out Melbourne photographer will be at Blue Diamond during the evening to capture headshots of all participants. These will be used in the Time Out Melbourne guide (see below for more info).

## **7. PR ACTIVITY**

### **Time Out Melbourne Guide:**

Ketel One is partnering with Time Out Melbourne to produce 12,500, A5 guides to Melbourne's creative scene. The guides will be distributed in newsstands, café and galleries in May, as a preview to both the Gala event and the launch of Time Out's first issue.

The content will celebrate local craftsmen and detail the hidden gems of Melbourne, encouraging readers to discover what the city has to offer, from the best mixologists and where to get their cocktails, to emerging designers and where to buy their work.

All of the Craftsmen participating in the Ketel One Commission will feature in the guide, alongside information on their place of work. This content will also be featured on the Time Out website and will be distributed via the e-newsletter delivering highly targeted reach of consumers.

### **PR Considerations:**

There will be a dedicated PR push around this event and the Craftsmen involved. We also aim to secure in-depth feature coverage around the winner, in the form of profile pieces. This will be in targeted media publications (print and online)

Craftsmen involved with the event will be expected to fulfil any PR commitments as requested by Splendid Communications. This includes media interviews and photo opportunities with Time Out, as well as attending the Gala event.

You will be thoroughly briefed prior to any media interview. Whilst we recognise that you are not an ambassador for the brand there is an expectation for you to deliver the brand positioning and key messages during the interview – you will be taken through this as part of the briefing process.

## **8. KEY TIMINGS**

Curator delivers brief: Wednesday 9<sup>th</sup> March

Interim catch-up and progress report: w/c 4<sup>th</sup> April

Deadline for submissions: Thursday 28<sup>th</sup> April

Exhibition opening: Thursday 26<sup>th</sup> May

## 9. CONTACT DETAILS

Frankie Harding – Account Director, Splendid Communications

T: (02) 9281 0004 / 0415 544 891

E: [Frankieh@splendidcomms.com](mailto:Frankieh@splendidcomms.com)

Tim Freeland – Creative Director, Splendid Communications

T: (02) 9281 0004 / 0416 510 138

E: [timf@splendidcomms.com](mailto:timf@splendidcomms.com)

Ewan McEoin – Curator

T: 0448 446 044

E: [ewan@studiopropeller.com](mailto:ewan@studiopropeller.com)

## 10. BACKGROUND INFORMATION AND DIAGEO GUIDELINES

### **About Ketel One:**

Ketel One® vodka is respected by expert bartenders. At the heart of Ketel One vodka lies one family's passion for fine spirits. Carolus Nolet Sr. was inspired by original recipes and techniques of his ancestors when he created the recipe for and distinctive personality of Ketel One vodka.

A crisp and sophisticated vodka, Ketel One is named after the 19th century copper pot still, 'Distilleerketel no. 1.'

A member of the Nolet family personally approves each final run of Ketel One vodka prior to bottling.

After extensive research, KETEL ONE CITROEN™ vodka was launched in 2000, created by infusing Ketel One vodka with citrus essential oil essence. Two different types of lemon from Sicily give the vodka a lively, rich sweetness, whilst one variety from Spain gives a full, distinctive taste. Lemon from Guinea, West Africa results in an intense character, whilst two varieties of lime from the Caribbean give Ketel One Citroen vodka an incredible note of freshness.

In 2008, the Nolet Group created a 50/50 joint venture company with Diageo, Ketel One Worldwide B.V., to sell, market and distribute Ketel One vodka and Ketel One Citroen vodka and to maximize global growth potential for the Ketel One brand.

KETEL ONE, KETEL ONE CITROEN, label design and bottle are trade marks of Double Eagle Brands B.V.

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Every drop is an art. Drink Responsibly.

**Brand Personality:**

Ketel One is masculine, confident and raw

**Guidelines:**

- At no time are you expected to endorse or promote Ketel One or any other Diageo products as part of this activity
- Please be aware that all submissions will have to be signed off by Diageo legal and comply with the company's policies around responsible marketing. Any activity you propose must:
  - Comply with the local laws and regulations
  - Not target people under the age of 18 years
  - Not include anyone who appears to be under the age of 25
  - Depict only moderate and responsible drinking
  - Not include any references to violence or anti-social behaviour such as the consumption of illicit drugs
  - Not imply that alcohol beverage consumption enhances sexual attractiveness or social acceptance

**Copyright:**

The content will be used for the event and for PR purposes only. Ketel One will have global usage rights for the content for 12 months.

Content from the event (video and images) which will include the artworks will be showcased on the web following the event. Diageo shall have unrestricted global use of the content for online media channels (including Facebook) and with pre-agreed media outlets.

No material will be used for advertising purposes.