

ARENA

Style for men

SINGAPORE
AUGUST 2007 \$7.90

28

Epic Holidays

Polar bears! Opium dens! Time off work!

Jaime Pressly

The sexy star of My Name is Earl doesn't hold back

Andy Murray

Tennis' next big thing

+

Jessica Biel
Julia Stiles

My fight against censorship

by Royston Tan

The politics of friendship

by Kenneth Tan

Let's talk about sex

by Neil Humphreys

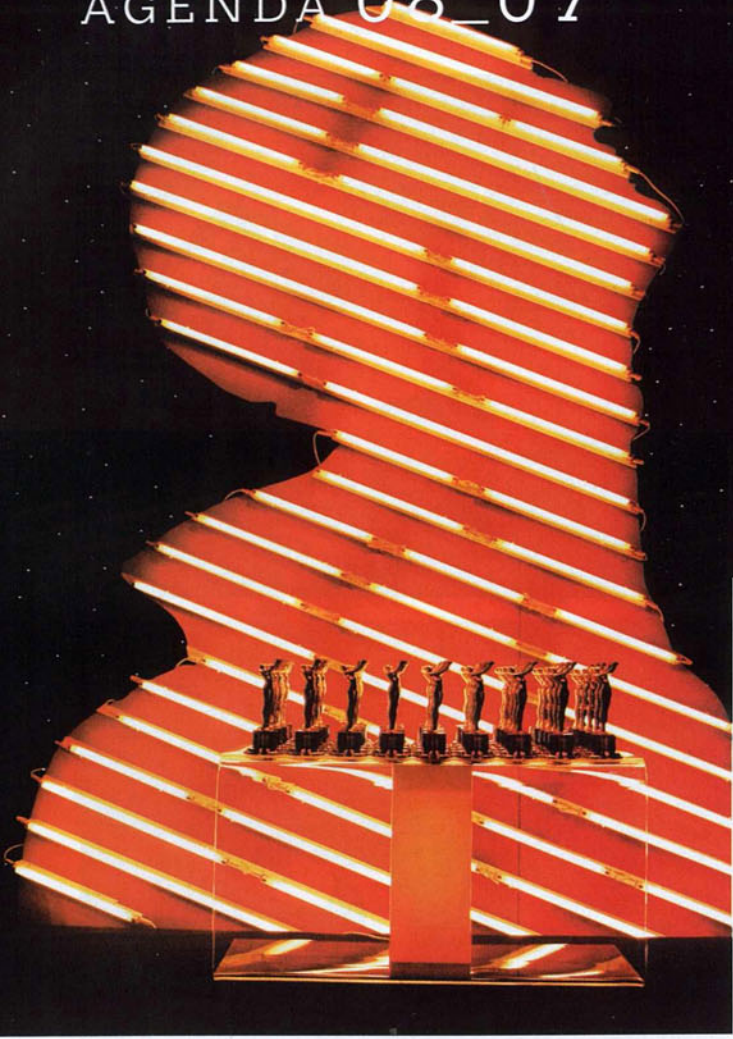
Arena's
Ultimate
Guide to
Anime

KWON SANG WOO

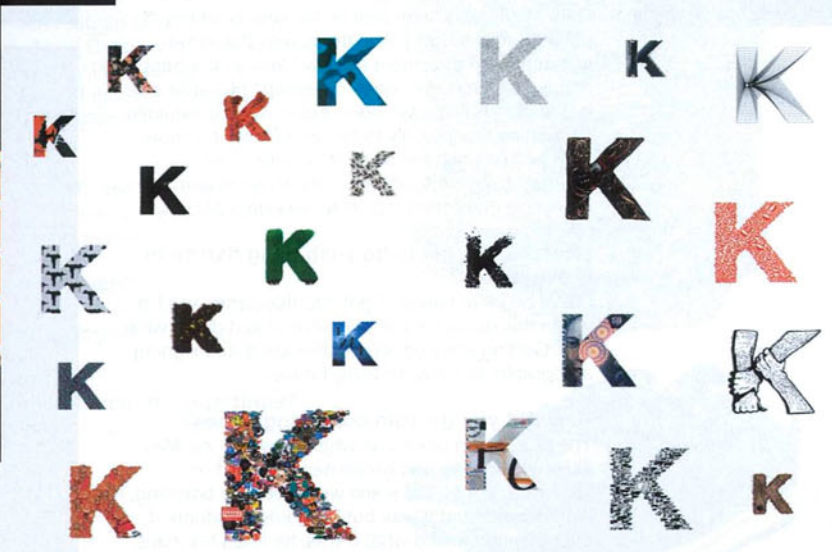
Riding the Korean Wave to superstardom



8 887457 000058 >



DESIGN



Bunch actually

Insta-street cred according to creative house Bunch: launch book, just add party.

Riddle me this: how do advertising people advertise themselves? The answer, according to design collective Bunch, is to publish a book of best works, and – true to form – throw a bunch of parties across three cities to mark the event.

Not sure what Bunch is? Well, neither are we. Bunch is right up there in the descriptive halls of vagueness along with 'thing' and 'stuff'. And while Bunch may not be very *The Apprentice* - team 'Versacorp', anyone? - when it comes to its own branding stratagem, big-money clients like BBC, Diesel, HBO and Sony have tapped them to create award-winning campaigns.

Started by London College of Printing grads in 2002, Bunch today is a bit like the Justice League of design: nine people, spread across three studios worldwide, each with a special skill – 2d animator, illustrator, web artist - coming together in a pell-mell of activity and Internet bandwidth. And somehow their hodgepodge collaborations end up superbly executed print, motion and web ads.

They've compiled their best-of into a nifty Bunch bible, which will be launched at Venue in Singapore. The party then travels to their other HQs in Zagreb (Croatia) and London. Let the paper chase begin.

Bunch book launch on the 26 of July at Venue Berlin, Palais Renaissance. www.bunchdesign.com

