

Meet the design collective on a mission to do things differently

Not Flat 3 creates the identity for Design Can, a new tool and campaign to fight for an inclusive design industry

Not Flat 3 is a multi-disciplinary design collective founded in 2017 by Jonathan Quaade, Nada Debeaumont, Wei Prior and Anna Sheriakova, four up-and-coming designers on a mission to do things differently.

Refusing to accept things as they are made, Not Flat 3 was the perfect fit for the most recent project they've worked on - Design Can, a new tool created to champion, encourage and demand inclusivity in the design industry.



Not Flat 3 developed the visual identity for a new online tool and campaign demanding an inclusive design industry

From the design curious to industry leaders, Design Can aims to open up the conversation. With a manifesto demanding a better, inclusive industry, and You Can, a set of practical actions for allies and mentors, the demand for change is rooted in a



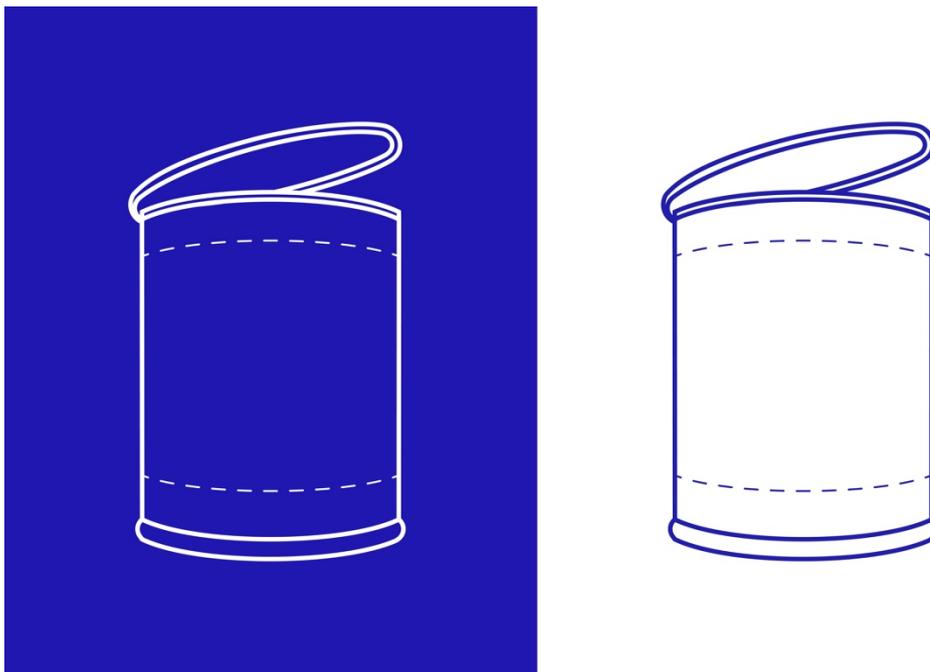
radical vision while offering practical steps for individuals. Additionally, through five simple resource sections – read, watch, listen, follow, attend – an inclusive view of the booming design industry will champion emerging and established designers; highlight important articles, videos and podcasts; and spotlight not-to-miss events.

“As a diverse collective ourselves, this was a project that we felt incredibly strongly about from the get-go. After hearing about it for the first time, we were like, ‘How does this not exist already?’”

– Jonathan Quaade, Not Flat 3

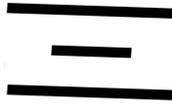
“Design Can is a first step in celebrating voices that are otherwise unheard, we can all hold institutions accountable when they are questioned about representation and they respond with the classic, ‘I didn’t know where or how to find them’.”

– Anna Sheriakova, Not Flat 3



Not Flat 3 worked in a deeply collaborative way when developing the visual identity for Design Can

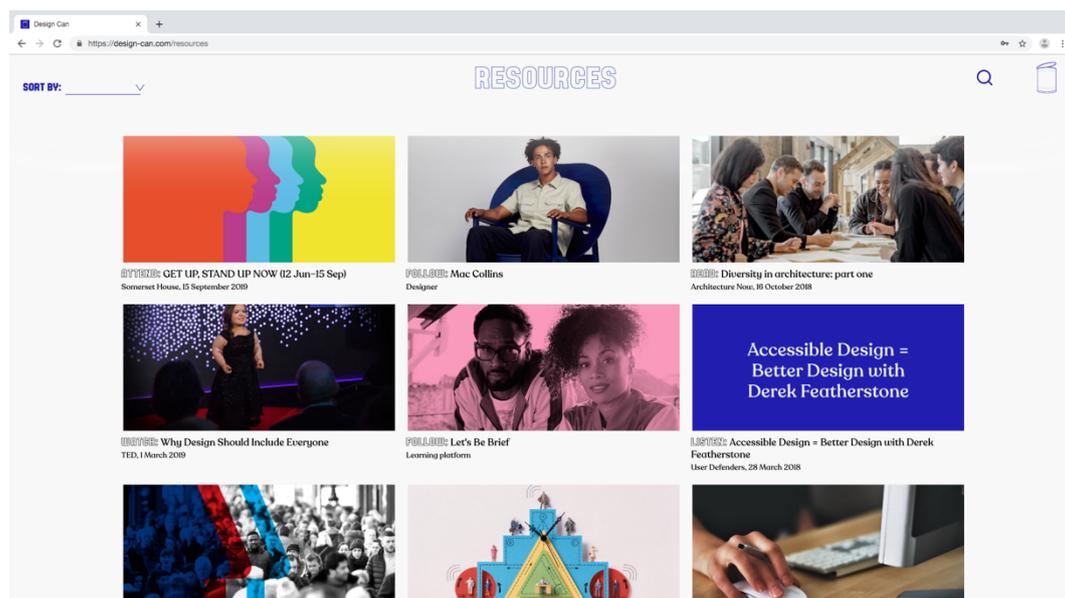
For the Design Can identity, Not Flat 3 wanted to balance the urgency of this conversation with playful optimism. The can motif acts as a symbol of the hidden potential waiting to burst into the forefront of the industry. The choices behind the typeface communicate their global outlook – with Recoleta from Mexican foundry



Latinotype, and Yoshida Sans which was developed by London's Typeunion inspired by the Tokyo subway system.

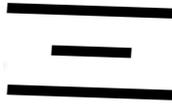
"From an ethical – and common sense – stance, the influences from those around us and their impact on our growth as practitioners are imperative for the future of the industry. To leave their voices unheard would be to let down not only all these talented, underrepresented designers but also ourselves."
– Wei Prior, Not Flat 3

Collaboration is at the heart of Not Flat 3's founding story. When designers Jonathan Quaade, Nada Debeauumont, Wei Prior and Anna Sheriakova met at Central Saint Martins, they became fast friends but never had the opportunity to work together. Before graduating they decided to bet on themselves, congregating at Jonathan and Nada's apartment – Flat 3. It was prohibited for them to found a business in their apartment, so as a nod to their playful, self-starter spirit, they titled the collective Not Flat 3.



An example of the Design Can website, designed by Not Flat 3

Today each member operates autonomously but pairs, trios and sometimes the full set will come together to work on projects depending on what it throws up. This structure and dynamism of co-operative and democratic working, means that they can tackle a huge range of disciplines, sharing ideas from different viewpoints, and encouraging clients to imaginative places far beyond the brief.



“Diversity in the industry will only be reached when efforts are made to give equal voice and opportunity to individuals in all aspects of life, from access to resources, education, employment opportunities and leadership roles.”

– Nada Debeaumont, Not Flat 3

Recent projects from Not Flat 3 include taking up BVLGARI’s challenge to reinterpret the brand and its history, producing and directing four films for the brand’s Heritage collection, where dance, reflections on the body, light and jewellery intertwine, inspired by the Italian jeweller’s iconic Serpenti symbol and history. The films featured in BVLGARI’s latest exhibition in Rome. Other examples include Wei’s project Futuræ Loka, a series of sculptures and an online platform which draw on his own mixed heritage as well as conversations about technology and the future: Jonathan has exhibited interactive installation about privacy and data, where visitors were offered sweets in exchange for personal data.



Not Flat 3 are a design collective who aren’t concerned with labels, from left to right, Anna Sheriakova, Wei Prior, Jonathan Quaade and Nada Debeaumont



Notes to editors

For further information, please contact Emma Collins at emma@zetteler.co.uk or Chris Hayes at chris@zetteler.co.uk.

About Not Flat 3

Not Flat 3 is multi-disciplinary design collective working across art direction, illustration, graphic design, branding, video and web/interactive design. They were founded in 2017 by Jonathan Quaade, Nada Debeaumont, Wei Prior and Anna Sheriakova.

notflat3.com

[instagram.com/notflat3](https://www.instagram.com/notflat3)



Previous projects



The GLOBOTECH BOT v.4B117G2 by Jonathan Quaade is an entertainment system that gamifies privacy and information originally exhibited as part of the CSM 2019 degree show. Photo credit: Jonathan Quaade



Futuræ Loka is a platform and series of sculptures by Wei Prior which address mixed-heritage identity. Photo courtesy of Wei Prior



SERPENTI: a series of short films made for Bvlgari as part of a Live Brief initiated by the brand and Central Saint Martins. Photo courtesy of Not Flat 3



Three of the NF3 team on the set of SERPENTI, from left to right, Anna Sheriakova, Jonathan Quaade and Nada Debeaumont. Photo courtesy of Not Flat 3