



Andrew Wadsworth is among the pioneers who set the tone for early London Dockland developments, most notably the New Concordia Wharf development where Nash Design has its studios.

We have over the years executed many prestigious 'letting brochures' for Andrew's projects, some of which have won important design awards. This corporate brochure, for his current business vehicle Waterhouse, is in effect the summary of a history that we share.

What started as a conventional corporate brochure brief developed by stages to an 88-page hardback book. The business purpose that sponsored the project was a major development in the town of Dorchester, but the book in the event serves as a most illuminating account of the development of the whole Shad Thames area.

One particular planning meeting forced the pace of production and provided a fine test of Nash Design's print production management capabilities.

Artwork and production were completed in an extraordinary two-week period, with printing by Empress Litho.

