

MONO

Press Release.

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New creative technology company MONO opens its doors in Sydney

Creative technology company MONO has launched in Sydney to develop and produce innovative technology-based ideas for brands.

Founded by award-winning digital Creative Director Chris Gillespie and The One Centre Group, MONO will work with clients, creative agencies and production companies to create and produce innovative creative technology projects.

A 50:50 joint venture MONO will operate as an independent specialist company working with its own clients and will also support The One Centre on projects and client work.

MONO is already working with launch client Arenberg and Crone Partners, as well as The One Centre clients, Accor, Murcielago, GE, Majans and Alberto Vedelago.

MONO will be led by Founder & Creative Director Chris Gillespie, with support from The One Centre Group Executive Chairman and Founder John Ford, who will serve as a Director for MONO.

Gillespie is an award-winning digital Creative Director who has won awards at Cannes, D&AD, SPIKES, AWARD, AIMIA, NY Festival and BIMA. He was previously Creative Director of digital agency Future Büro, which he co-founded in 2008. He has also worked in creative roles for Fluoro, Amnesia, Moon Communications, Ogilvy Interactive London and NoHo Digital.

MONO will operate an agile model building a core team of leading creative, technical and project management talent as well as recruiting a global network of specialists. It is

currently working with senior technical developers based in Sydney, Melbourne and Stockholm.

Chris Gillespie, MONO founder and Creative Director, says: “MONO is focused on developing and producing innovative technology-based ideas for brands. Our desire is to be a leader in the creative technology space and to consistently create work that demonstrates creative leadership and strategic ingenuity.”

“Having worked with John and The One Centre for many years now, previously with Future Büro and also in a consulting capacity, it became clear that we had a shared vision and a desire to create a new, specialist entity that could support The One Centre’s brand projects as well as develop an exciting roster of new clients. I’m attracted to the business model of The One Centre Group and the support it can provide in developing MONO into a leading creative technology company in the region.”

MONO will sit within The One Centre Group, a collective of high-end specialist creative and strategic companies, which aims to provide an agile alternative to the big conglomerates.

John Ford, The One Centre Group Executive Chairman and MONO Director, says: “The One Centre Group aims to create a collective of specialist companies, all leaders within their respective fields, to provide marketers with an agile alternative to the big conglomerates. The launch of MONO provides the Group with leading creative technology thinking and capabilities. MONO brings the firepower of The One Centre’s strategic thinking and teams it with cutting-edge creative and technology thinking to create Technology and Artistry.”

MONO is currently searching for a lead Technical Director and lead Project Manager / Producer.

ABOUT MONO

MONO is a creative technology company for brands based in Sydney operating worldwide. MONO publishes MONO-LITH a digital platform featuring the best in creativity and connected culture. MONO is part of The One Centre Group.

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Links.

<http://m-o-n-o.com>
<http://m-o-n-o.com/monolith>
<http://theonecentre.com>