









»»»our clients understand the benefit of that. Our studio in Sydney is all green energy and we recycle everything we can. We also work with recycled papers and vegetable inks whenever we can when it comes to the 2D work.'

Vince is clearly that rare breed of guy who places as much stock, energy and enthusiasm into business as he does design. 'To be honest I studied graphic design – but not to any real depth! I didn't have any real portfolio and managed to blag my way on to that course. I did really get excited with graphics there. I remember the teacher was hardly ever there and we were pretty much left to our own devices. We tended to work in isolation, which isn't a good way to learn. I have learned the importance of collaborating – with our own people and with our clients. It is so important.

'I think design colleges teach you how to be an artist, which does raise your confidence and makes you pretty competitive, but they don't teach you anything about business. They teach you how to make nice things – which is a good part of it but the thing that's missing is the understanding that this is a business.

'The potential is enormous if you get those two things right. People think business is a nasty word, but without it none of us will survive. Our clients are our future. It's taken me years to understand the importance of that and to embrace it. I used to sulk if the client didn't like what I did – I thought they were the enemy! Now we have an open dialogue, we want our clients to come in to our studio, to talk with us, to throw around ideas – and it works really well. It's not precious, it's business.'

A man very much after our own hearts. Not precious, not unapproachable, not scaring clients off. Did we also mention that Frost Design produces a range of t-shirts? We like t-shirts ●

