



## **Martin Lambie-Nairn to Receive Lifetime Achievement Award**

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Martin Lambie-Nairn will receive the PromaxBDA Lifetime Achievement Award at the association's 2018 Europe Conference and Awards at the Rome Cavalieri March 12-13.

Lambie-Nairn is one of Britain's leading authorities on creative brand development. In a career spanning three decades, he has created such iconic brand identities as Channel 4, the BBC, the Royal Opera House and O2.

He currently advises companies through his firm, ML-N, where he's consulted on branding projects for BBC News, ITN, Central TV, Carlton TV, The Business Channel, Anglia TV, Scottish TV, Sky Atlantic and BSB. Projects in other parts of the world include: France and Germany's Arte, U.S.' Showtime, New Zealand's Orange, Australia's UKTV, France's LCI and TF1, Norway's TVNorge, Wales' S4C, Holland's NOS, Portugal's TV4 and Russia's Meteop.

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In the non-media sector, Martin has led brand projects for such companies as TNS, Global Market Research, Barclays, Switzerland's Sunrise Telecoms, Russia's Imaqliq Data, and the UK's Francis Crick Institute.

Lambie-Nairn started his career in the world of television in the 1960s when he joined the BBC as a "temporary holiday relief assistant graphic artist." He went on to work as a graphic designer in three other television companies in the U.K.: Rediffusion TV, ITN and London Weekend TV.

After leaving London Weekend TV and setting up his own company in the mid-1970s, he went on to pioneer new graphic presentation techniques for current affairs program Weekend World.

With the advent of computer animation in the 1980s, he produced a computer-animated identity for Channel 4 (above), which went on to impact both television graphic design and advertising. During this period he also conceived the original idea for the satirical TV series Spitting Image, which ran for 11 years.

For the next decade, Lambie-Nairn worked as a director of computer-animated commercials. These productions included the first ever 30-second computer-generated TV commercial in the U.K. He also expanded his business to produce identities for broadcasters in more than 15 countries, earning his company a Queens Award for Export and countless national and international creative awards.

In the late 1990s, he sold his eponymous company, Lambie-Nairn, to WPP. He also returned to the BBC as a consultant creative director, a position he was to hold for the next 12 years, during which time he tackled the total re-branding of the BBC, its TV channels, radio networks, online services, news and corporate.

Martin is a royal designer for industry, visiting professor to the faculty of the arts at the University of Lincoln and the recipient of two doctor of arts degrees and author of Brand Identity for Television.

Join us in Rome for the PromaxBDA Europe 2018 Conference and Awards  
March 12-13.