

STUDIO NUMBER ONE

Founded in 2003 by artist Shepard Fairey, Studio Number One was a means to extend his unique strain of innovative graphics, subversive self-promotion, and grassroots marketing to the world of advertising. The shop quickly cultivated a reputation as a creative firm rooted in Fairey's unique artistic and provocative ideology.

In the ensuing years, SNO has grown to help businesses realize more meaningful consumer experiences through original storytelling, and innovative art-based design and marketing.

Building from Fairey's approach to design striking, thought-provoking work backed by innovative disobedient methods, the company has since evolved into a creative agency dedicated to expanding the parameters of brand communication across all media.

SNO has catapulted onto the global landscape as a top creative agency. With an intrinsic understanding of trends, aesthetics, and consumption habits; SNO engineers meaningful brand experiences with authority, ensuring every client's creative portfolio the highest degree of cultural relevance and authenticity of voice.

Studio Number One is a Creative Agency dedicated to building and reinforcing bold, disruptive brand narratives across all media.



We define what a brand should stand for and how that translates visually.

We create iconic and disruptive ideas that provoke conversation.

We orchestrate the brand story across all forms of media.

We find solutions that serve a brand's unique personality.

What started for Fairey with an absurd sticker he created in 1989 while studying at the Rhode Island School of Design has since evolved into a worldwide street art campaign, as well as an acclaimed body of fine art. Heidegger describes this as Phenomenology - “the process of letting things manifest themselves.”

The OBEY GIANT campaign is rooted in the DIY counterculture of punk rock and skateboarding, but it has also taken cues from popular culture, commercial marketing and political messaging. Fairey steeped his ideology and iconography in self-empowerment.

Deeply embedded with Fairey’s DNA, Studio Number One challenges the way people think about their surroundings and questions the purpose. In the name communication and observation, the medium is the message.

SNO applies this creative and promotional ethos wherever art and enterprise intersect. Our mission is simple, to change the way people experience media and the urban landscape. And by media, we really mean everything.

We believe every tangible aspect of a brand—from its name to its products and absolutely everything in-between—is a form of media. Advertising means nothing if a brand’s overarching story isn’t strongly communicated at every level and opportunities to connect with its audience is overlooked or undervalued.

When all interactions reinforce a unique and compelling brand story, Phenomenology is defined.

CLIENTS

Studio Number One: **About Us**

2K Sports	G4 TV	Manifest HOPE	Swindle
10th Planet Productions	Ginko Press	Marketing Factory	TBS
Activision	Gladiator/Coca-Cola Mexico	MoCA	TBWA/Chiat Day
Arkitip	Goldman Properties	Mother London	The American Music Awards
Art of Elysium	Goodby Silverstein & Partners	Motorola	The Body Shop
Arthouse Films	Google	MoveOn.Org	The Grammy Awards
Atlantic Records	Green Tribe	Mozilla	The Greek Theater
AXE	Guggenheim	MTV Films	The Pablove Foundation
Bacardi	Guitar Center	MySpace	The Webby Awards
Bernstein & Andriulli	HBO	Nickelodeon	Time Magazine
Billy Idol	History Channel	Nike	Tom Petty
Birds Eye Foods	Honda	Noah Wild	Tony Alva
Black Eyed Peas	House of Blues/Live Nation	OBEY Clothing	Toohey's
Bloomberg	Interpol	Ogilvy & Mather	Toyota
Coca-Cola	Johnson & Johnson	Ozzfest	Treasure Island Music Festival
Comedy Central	Jonesey's Jukebox	Paramount Pictures	Tribal DDB
DaDa Films	KCRW	Patagonia	UGG
DC Shoes	Keep Abreast	Penguin Books	Universal Pictures
Deitch Gallery	Kiehl's	Pepsi	Upper Deck
Dick Clark Productions	Kobe Bryant	Radio Shack	USA Network
Disney	LA Phil	Red Bull	Vanity Fair
Drew Barrymore	LA Weekly	Relativity Media	Virgin
EA Sports	Le Book	Relentless Energy	Vitagraph Films
Epitaph	Led Zeppelin	Rolling Stone Magazine	Will.I.Am
Esquire	Leo Burnett	Saatchi & Saatchi	Workshop Creative
Fender	Levi's	Saks 5th Avenue	Wynwood Kitchen & Bar
Forrest Ethics	Linkin Park	SEIU	
FOX Studios	Livestrong	Slacker	
FUSE TV	MALO	Sony Japan	



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