

My work

Jack Yan & Associates

Founder
December 1987–present

- First digital typesetting in New Zealand, pioneering in technology, including extended character sets. It was the first to represent other designers as well as the founder. here. I began developing digital fonts in 1985—the first in the country to do so—but the earliest ones were never marketed. Type clients include Deutsche Bank, Knight-Ridder Newspapers, a major electronics' company, and Land Transport New Zealand.
- The brand consulting business was one of the first to work virtually, bringing together a network of specialists from around the world. The model was originally created in the 1980s, but came to fruition in the 1990s. It remains one of the few brand consultancies employing an academically rigorous model. Clients have included Atlet, Munro Shoes, Panos Emporio, Aon, Electricity Corp. of New Zealand, Hillary Commission; confidential projects include branding work for multinationals in Hong Kong and China.
- The media business created virtual magazines from 1990, with a stand-alone DOS-based application, before going into web publishing in 1994. It has always published in print.
- Created as part of the media business are *Lucire* and *Autocade*. The former was developed from a website into print magazines. The latter is a successful and oft-referenced car encyclopædia with a global perspective (and particularly detailed coverage on China).

Lucire

Publisher
October 1997–present

- Created New Zealand's first commercial online fashion magazine. One of the very few globally to have survived from this era.
- Extended the website into print editions in New Zealand, Romania, Thailand, Qatar, Bahrain, and Saudi Arabia, from 2004 onwards. The Saudi edition, a monthly, can be found in the first and business classes on Saudia, the Kingdom's national carrier.
- Negotiated a partnership with the United Nations Environment Programme from 2003, where *Lucire* would highlight eco-fashion. In 2005, we published the world's first international sustainable style editorial.
- The second New Zealand website to be nominated for a Webby Award.
- Won two national awards for print production, and numerous online awards, from New Zealand's Site of the Day in 1997 to *LuxLife*'s most pioneering online fashion magazine in 2022. Accolades from, *inter alia*, *Fashion Net*, *Elle Taiwan*, *Vogue Korea*, *Harper's Bazaar Australia*.



Medinge Group (formerly the Medinge Foundation Ltd., registered in the UK)

Member from 2002
Director from 2005
Co-chair from 2014

- A think-tank with the world's top practitioners, generating research and cutting-edge thinking on humanistic branding and social responsibility.
- We ran the Brands with a Conscience Awards from 2004 to 2012, naming the most socially responsible brands in the world. A ceremony was held annually in Paris.
- With Medinge, I penned part of *Beyond Branding: How the New Values of Transparency and Integrity Are Changing the World of Brands* in 2003, published by Kogan Page. This book dealt with how brands can be socially responsible and profitable. A follow-up, *Brands with a Conscience*, built on the first title with real-world examples, was launched in Amsterdam in 2016. It has also been published by Kogan Page; I repeated my capacity as a contributing author.
- I became one of two co-chairs alongside Erika Uffindell in 2014. With our members, we have been planning out the future of the organization and how we can actively help others.
- Medinge participated at Dutch Design Week 2020. I hosted a segment on the rights of the Whanganui River, with my wife, Amanda Satterthwaite, who worked on the settlement for the Office of Treaty Settlements.



Jon Moe

Sergei E. Mitrofanov

Jack Yan

Authored works

I authored *Typography and Branding* in 2004, and ghost-wrote *Panos: My Life, My Odyssey* in 2022. Titles with co-authors include *Beyond Branding*, *Nation Branding: Concepts and Cases*, and *Brands with a Conscience*. I worked in an editorial capacity for some of Stefan Engeseth's books in Sweden.

Numerous academic papers for the *Journal of Brand Management* and the *Journal of Digital and Social Media Marketing*, between 2002 and 2013. All were double-blind, peer-reviewed. I wrote one academic paper in a conference proceeding in Seoul in 2001, published by Springer.

I served as a columnist for *Desktop* magazine (Australia) from 1996 to 2010, quarterly for the first year, monthly soon after. I contributed to *Eye*, *Classic Car Weekly*, *Visual Arts Trends*, *Agenda*, *Headway*, *Branders* and other titles, and was a founding author of Allaboutbranding.com in 2001 alongside Chris Macrae.

Other organizations

- Formerly overseas legal adviser for TypeRight, a typeface design advocacy organization in Maine (*Publish Impact Award* winner, 1996).
- Mentor, for Business Mentors New Zealand, 2006–23. Helped many businesses in the Wellington region.
- Mentor, for Victoria University of Wellington's Alumni as Mentors programme, from its inception in 2013. Also hosted its BA internship programme since its inception.
- Lectured at the National College of Design & Technology (now Yoobee), creating the Wellington design theory programme (1999–2000), at the joint Victoria University–Massey University design school, creating the first typeface design programme in New Zealand (2000), and substituted at Te Auaha, teaching design (2018).
- Appointed to the board of Insight Creative Ltd., a design and creative agency HQed in Auckland, in 2022.

Politics

- Mayoral candidate for Wellington, New Zealand, in 2010 and 2013, netting 12 and 18 per cent of the vote respectively. Advocated diversifying the economy into more high-tech areas in case of economic shocks, and encouraging international relationships with the city. Most effective campaigns based on amounts spent and votes gained. Both campaigns were motivated by a sense of public duty; their extremely high levels of engagement are a matter of record.

Other activities

Regular public speaker (*inter alia*, Marknadsföreningen i Stockholm, the Sorbonne, Massey University, AUT, and other institutions in New Zealand, India, and the US); presented on TV

and radio (TVNZ, al-Jazeera English, RNZ's *The Panel*); regularly interviewed by media (e.g. CNN, TV1, TV3, *New York Times*) and other authors.

Competition judge, including for Triumph (Austria), the Aotearoa Student Press Association, Addington Races, and Miromoda, promoting Māori fashion (2009–18).

Secretary, Scots Collegians' Association; former committee member, Sweden–New Zealand Association; Trustee on the Board of St Mark's Church School (2016–22). I played an active role in the successful centenar-ies of both schools in 2016 and 2017.

Former member of the Alliance Française, SMEI, Society of Publication Designers (NYC), and the Australian Graphic Design Association.

Education

- LL B, BCA (Hons., first class, in marketing), MCA from Victoria University of Wellington, 1994–2000.
- Dux, St Mark's Church School, 1985; *Proxime Accessit*, Scots College, 1990.

Other biographical details

- Dual nationality, British and New Zealand.
- Fluent in English, French, Cantonese, Taishanese. In terms of iwi, I identify as Taishanese and a direct descendant of Gin Sun Hall (甄舜河, CE 1195–1274).
- Beginner's level Swedish.

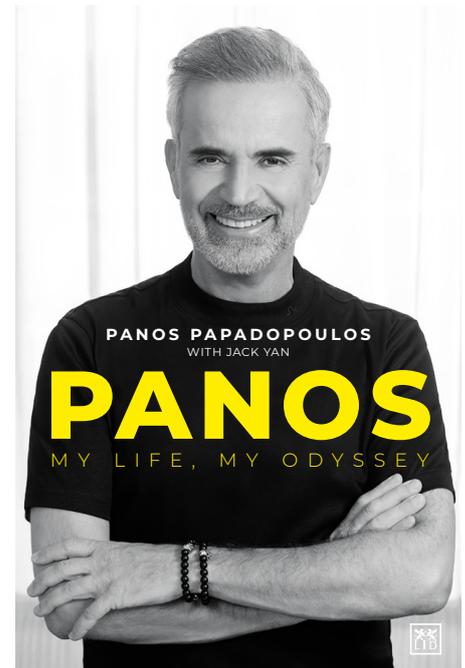
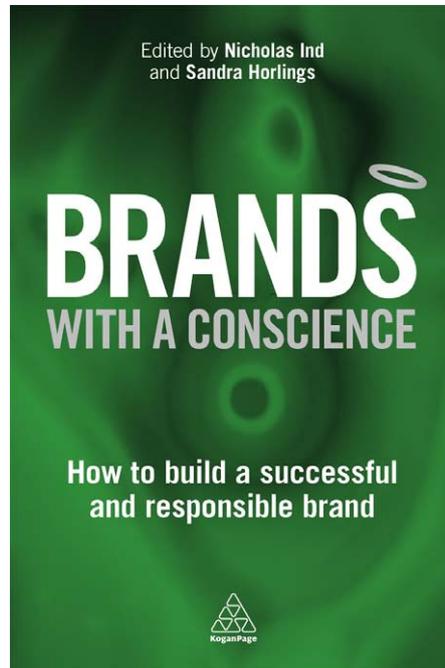
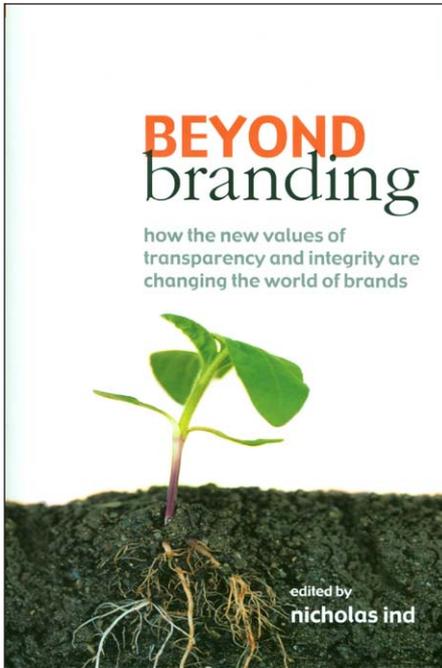
Referees

Ian Ryder, FloD, FBCS, FCIM, FRSA
Visiting Professor, Cranfield University
+44 7768 300-343
ian.ryder@gmail.com

Dr Nicholas Ind, MBA, Ph.D.
Professor, Kristiania University College
Visiting professor, ESADE, Barcelona
and Edinburgh Napier University
+47 982 57-724
nind@equilibriumconsulting.com

Stanley Moss, BA (Lit.)
Founder, Diganzi Group
Travel Editor, *Lucire*
+1 562 219 2111
diganzi@gmail.com

Selected works



Selected books

- N. Ind (ed.): *Beyond Branding: How the New Values of Transparency and Integrity are Changing the World of Brands*. London: Kogan Page 2003. Co-author, on the topic of the 'brand manifesto' and how branding will shape itself in the coming 10 years. Second printing in 2004, then paperback in 2005.
- J. Yan: *View Point Series 1 of 4: User Seductive—Perspectives on 21st Century Branding*. Wellington: Charlie Ward and Wai-te-Ata Press, Victoria University of Wellington 2004. A limited-edition coffee-table book nominated for a Best Design Award in 2004.
- J. Yan: *Typography and Branding*. Christchurch: Natcoll Publishing 2004. Detailing the connections between typography and branding and where they will lead in the future.
- N. Kumar and A. Varma (eds.): *Nation Branding: Concepts and Cases*. New Delhi: ICFAI Press 2009. Contributor: 'Poised for Success: the Indian Brand Prepares Itself for the 21st Century'.
- N. Ind and S. Horlings (eds.): *Brands with a Conscience: How to Build a Successful and Responsible Brand*. London: Kogan Page 2016. I opened the book with a case study on Dilmah Tea.
- P. Papadopoulos with J. Yan: *Panos: My Life, My Odyssey*. London: LID Publishing 2022. The autobiography of Panos Papadopoulos, the founder of Panos Emporio, Scandinavia's biggest swimwear label.

Journal articles

- 'Online branding: an antipodean experience', *Human Society and the Internet*. Berlin: Springer-Verlag 2001.
- 'Corporate responsibility and the brands of tomorrow', *The Journal of Brand Management*, vol. 10, nos. 4–5, 2003, pp. 290–302. Dealing with the future of corporate social responsibility.
- 'Branding and the international community', *The Journal of Brand Management*, vol. 10, no. 6, 2003, pp. 447–57. The relevance of the international community and the shortcomings in the nation branding of the United States.
- 'Social media in branding: fulfilling a need', *The Journal of Brand Management*, vol. 18, no. 9, 2011, pp. 688–96. How social media impact on branding, in a special issue edited by Nicholas Ind and Ian Ryder.
- 'The impact of digital and social media on branding', *Journal of Digital & Social Media Marketing*, vol. 3, no. 1, 2015, pp. 59–72, on how organizations can incorporate social media to impact directly on brand equity.

Jack Yan

Selected speaking engagements

- 'Typography and type design', All Massachusetts Communications College, Boston, Massachusetts, July 2001.
- 'The Swedenization of branding', Marknadsföreningen i Stockholm (Stockholm Marketing Association), June 25, 2002. One of the most highly rated guest spots for MIS, attended by Accenture, *The Financial Times*, TV4, Saab Avionics and other leading organizations.
- 'Confucianism and branding', Chief Brand Officers' Association, Medinge conference on branding, Medinge, Sweden, June 2002.
- 'The Swedenization of branding: one year on', Marknadsföreningen i Stockholm, Stockholm, Sweden, September 1, 2003. I update the audience at MIS on branding in 2003 and the moves toward incorporating ethics and social responsibility. Attendees represented American Express, Ogilvy, Kodak, Canon, Nordea Bank, Banco, 3M and others.
- 'Trends in fashion branding', Fashion Lab, L'Oréal New Zealand Fashion Week, Auckland, New Zealand, October 23, 2003. Covered nationally, I talk about socially responsible trends in fashion.
- 'The craft and business of typography', Australian Graphic Design Association forum, BMW Edge, Federation Square, Melbourne, Victoria, Australia, August 3, 2004. Followed up with a longer session for TAFE SA in Adelaide, South Australia, Australia, August 5, 2004.
- 'The business of branding', Australian Graphic Design Association, Victoria chapter, CUB Malthouse Theatre, Melbourne, Victoria, Australia, November 16, 2004. On the cyclical nature of branding trends and what tools can be used for helping the planet.
- 'That vision thing', New Zealand Trade & Enterprise–Dunedin Fashion Incubator address for Vodafone ID Dunedin Fashion Week, Dunedin, New Zealand, March 7, 2007. Back to Dunedin for an address on vision, the New Zealand nation brand, creating a business and marketing to media.
- 'Going global', Bananas New Zealand Going Global conference, University of Auckland, Auckland, New Zealand, August 19, 2007. What will mainstream culture look like and what is the impact of the Chinese race on it? I explore this as the closing address for the third Bananas two-day conference.
- 'Katherine Mansfield: New Zealand's first fashionista', celebration for the Katherine Mansfield Birthplace Society at the Museum Hotel, Wellington, New Zealand, April 10, 2008. How the New Zealand fashion sensibility already existed in Katherine Mansfield's day. A humorous address that was very popular on the night.
- 'Strategy, trends and the marketing man', Global MDP, Proton Business School, Indore, Madhya Pradesh, India, December 26, 2008. What marketing trends are driving us right now? And, with the financial world being in turmoil, what lessons does branding have for us?
- 'Increasing marketing through social media', The National Bank Seminar Series, Wellington, New Zealand, July 23, 2009. Brands connect organization to audience, and Twitter and Facebook are media through which they can be communicated.
- 'Fashion, branding and the media in 2009', FINZ: the Future of Fashion II, CPIT, Christchurch, New Zealand, August 7, 2009. The fashion industry needs to look at new techniques to get itself known in tougher times. I talk about consumer engagement and allude to the need to band together to create a national brand for the industry.
- 'Branding trends and Sweden', Marknadsföreningen i Malmö, Malmö, Sweden, and Marknadsföreningen i Nord Ost Skåne, Kristianstad, Sweden, January 21–2, 2010. Discussing the democratization of branding and how the world is moving toward a Swedish model.
- 'Marketing and social media; democracy in action', Unplugged Speeches, Stockholm, Sweden, January 26, 2010. The first in Stefan Engeseth's interactive, Powerpoint-free *Unplugged Speeches* series, where I talk about some of the marketing trends facing us in the 2010s.
- Second round-table at la Sorbonne's CELSA campus, Levallois, Paris, January 29, 2010. With my colleagues at the Medinge Group, delivering to an advanced marketing class on branding thought, led by my fellow director Pierre d'Huy and Medinge CEO Stanley Moss.
- 'Typography and branding', Swinburne University, August 2011. A wide-ranging talk on branding, personal branding, destination branding, and typographic technology in the 2010s.
- 'Social media and branding', University of Melbourne, August 2011, on consumer democratization, corporate citizenship, and what brands should aim for in social media.
- 'An introduction to typography', Adobe Creative Camp, Wellington, November 2011, on the evolution of digital type technologies since the 1980s.
- 'Understanding social media', MTA conference, Auckland, November 2011. Presented to the Motor Trade Association with examples of successful social media usage.
- 'Adding the rupee', Knowledge Globalization Conference, FLAME University, Pune, January 2012. Acknowledging the growth of the Indian economy, why JY&A Fonts elected to add the new rupee symbol to all of its fonts.
- 'New Zealand, typography and branding', Symbiosis Media School, Pune, January 2012. Discussing New Zealand, perceptions of India, typography, and consumer democratization.
- 'Components of digital branding', UffindellWest, London, March 2015. How digital and social media tie in with the existing brand equity model.

Jack Yan

Columnist and Features' Writer,
Desktop magazine, Melbourne

Selected articles

- 'Beyond modernism', *Desktop*, September 1996. Postmodernism in international corporate identity and branding examined.
- 'Type style', *Desktop*, April 1997. The fashion sector's branding and its use of typography inspired by Alexey Brodovitch are investigated.
- 'Fonts of justice', *Desktop*, July 1997. The state of copyright law in the United States and the reason TypeRight was founded to protect American designers' rights.
- 'Mile high type', *Desktop*, November 1997. Airline identities and brands examined in depth, including the controversial British Airways re-branding.
- 'The non-conformists', *Desktop*, February 1998. Non-conformists in the type design industry including Zuzana Licko and Erik van Blokland.
- 'Inspirational type', *Desktop*, April 1998. Australian designers are interviewed to see whether there is an Australian design vernacular.
- 'Font finding', *Desktop*, August 1998. Changes in technology meant font retailing went online.
- 'Generation Xperts', *Desktop*, September 1998. Generation X designers' trends, awareness of market positioning and other factors are examined to see whether anything marked out the 20-something design professional.
- 'The identity business', *Desktop*, April 1999. My ground-breaking study is detailed for the first time in Australia, linking brands to an organization's business performance.
- 'Those nostalgic 1990s', *Desktop*, May 1999. A retrospective examination on what the 1990s will be remembered for. Leading commentators were interviewed.
- 'Great moments in type', *Desktop*, special millennium issue, December 1999. Typeface developments from the last 15–20 years in a millennium special.
- 'The attitude of identity', *Desktop*, October 2000. Unparalleled access to corporate identity guru Wally Olins in my examination of his latest theories on branding.
- 'Playing tag', *Desktop*, June 2001. The web and the relative failure of new font technologies.
- 'To live and die by type', *Desktop*, August 2001. An analysis of how type has been used in election campaigns and how typography can affect careers.
- 'Got a light?', *Desktop*, September 2001. The trend toward light and ultra-light typefaces in editorial design.
- 'The Nation, indivisible', *Desktop*, November 2001. The best newspaper editorial designs around the world: how type differentiates daily broadsheets.
- 'The states of play', *Desktop*, March 2002. In-depth article on the Australian type industry.
- 'Type on TV', *Desktop*, September 2002. A primer on how type on television works, at Sweden's TV4 network.
- 'A type of two cities', *Desktop*, September 2003. The development of a typeface for the Twin Cities of Minnesota.
- 'The body gets a lift', *Desktop*, October 2003. The link between branding and typography explored.
- 'Hermann Zapf', *Desktop*, April 2004. Interview with one of the type world's greats.
- 'Trading places', *Desktop*, July 2004. The branding of nations and their typography.
- 'Our type', *Desktop*, October 2004. In search of an Australian typographic "hero".
- 'Memogate', *Desktop*, November 2004. How typographic professionals knew memoranda with George W. Bush's name shown on 60 Minutes in the United States were fakes.
- 'Being Pragumatic', *Desktop*, May 2005. The Czech and Slovak approach to typographic design.
- 'A type magazine? On paper?', *Desktop*, August 2005. The history of *U&lc*, one of the landmark publications on the typographic arts.
- 'All the president's types', *Desktop*, September 2005. I interview Matthew Carter, one of the leading typeface designers in the world.
- 'Newspapers and their type', *Desktop*, November 2005. American newspapers' typography examined as an extension of an "American brand".
- 'The incredible shrinking paper', *Desktop*, December 2005. British newspapers and their shrinking sizes, with reference to The Guardian's redesign.
- 'X and the city', *Desktop*, January 2006. Microsoft's branding for the Xbox and the associated typography.
- 'Paradigms lost', *Desktop*, March 2006. A study into the different civilizations of humankind and parallels with typography and print.
- 'The China syndrome', *Desktop*, August 2006. The competing script systems in China.
- 'Capital gains', *Desktop*, September 2006. The state of public design around the world and a new Dutch film, *Kapitaal*.
- 'The transporter', *Desktop*, January 2007. Highway signage typefaces by Jock Kinneir and Margaret Calvert discussed.
- 'The hot and the cool', *Desktop*, June 2007. Celebrating 15 years of FontFont, a designers' label in typeface publishing.
- 'A Swiss celebration', *Desktop*, August 2007. Fifty years of Helvetica recognized and celebrated.
- 'A new era for Qantas', *Desktop*, November 2007. The Qantas rebranding, with an interview with Hans Hulsbosch.
- 'Web versus print: the battle in business', *Desktop*, December 2007. The history of the *Business Week* designs.
- 'Thoroughly modern', *Desktop*, May 2008. Three-dimensional effects and modernism in logo design in Europe.
- 'The even fresher food people', *Desktop*, February 2009. Another rebranding from Hans Hulsbosch, this time for Woolworths.
- 'Getting serious with subvertising', *Desktop*, June 2009. The typography behind subvertising and the anti-globalization groups.

All paid columnists were dismissed in 2010 due to restructuring.

Jack Yan

Other publications—selected articles

- *Visual Arts Trends*, winter 2000. ‘The author is the world-renowned type guru Jack Yan of the New Zealand-based Jack Yan & Associates.’ I examined web usage of fonts.
- ‘Ringing in the DIN of a few Bazaar changes’, *Visual Arts Trends*, April 2000. Article criticizing the *Harper’s Bazaar* rebrand—prophetic in light of the sackings of that magazine’s editor and the departure of its art director.
- *Visual Arts Trends*, July 2001. UK election campaigns and how typography helped secure Tony Blair’s victory.
- ‘Welcome back *Harper’s Bazaar*’, *Visual Arts Trends*, November 2001. I look back on the typographic and business prophecies in my April 2000 article.
- ‘Nations that listen’, *Agenda*, no. 12, first quarter 2002. A discussion of how firms could get more global after 9-11 for the Australian Graphic Design Association.
- ‘Branding 2010’, *Agenda*, no. 13, first quarter 2003. The future of branding and the formation of a “brand manifesto” to counter the negativity of Naomi Klein’s *No Logo*.
- ‘The brand people choose their fonts’, *Fontzone*, February 28, 2003. Corporate identities and typeface choices.
- ‘New dawn’, *Eye*, issue 79, spring 2011. The future of webfonts and the digital market-place.
- With P. Gascoigne: ‘The fall of the influencer’, *Lucire*, issue 38, 2018, pp. 22–6. With social media mainstreaming, how influencers’ staying power may wane.
- ‘Big Tech is not your friend’, *Branded*, issue 13, August 2019. How large US tech firms have created “big brand clubs”, at the exclusion of independent voices.
- ‘Stronger together’, *Lucire KSA*, March 2020, pp. 12–15, and *Lucire*, issue 41, 2020, pp. 22–5. Collaboration and co-branding in fashion.
- ‘The Generation Z game’, *Lucire KSA*, October 2021, pp. 22–5. How fashion brands can appeal to Generation Z. Also published in French,

- «Le jeu de la génération Z».
- ‘The classic era’, *Lucire KSA*, April 2022, pp. 26–9 and *Lucire*, issue 45, 2022, pp. 22–5. How the 1990s is considered a classic era for fashion today. Also published in French, «L’ère classique».
- ‘At a premium’, *Lucire KSA*, May 2022. How premium brands could operate in the metaverse. Also published in French, «À un prix élevé».
- ‘We’ve been here before’, *Lucire KSA*, August 2022. I drew parallels between modern design trends (and economic events) and those five decades ago. If that is true, then what is around the corner? Also in French: «Nous sommes déjà passés par là».

Selected books quoting me

- Sebastian: *Electronic Design and Publishing Business Practices*, 3rd ed. New York: Allworth Press 2001.
- Jaffe and Nebenzahl: *National Image and Competitive Advantage*. København: Copenhagen Business School Press 2001. Numerous references to national branding papers.
- Green and Campbell: *The Kiwi Effect*. Wellington: Avocado Press 2004. Many chapters quote me as a leader in entrepreneurial New Zealand business.
- Myers and Kent: *I nuovi consumatori: paesi emergenti tra consumo e sostenibilità*. Milano: Edizioni Ambiente 2004. Republished in English as *The New Consumers: the Influence of Affluence on the Environment*. Washington, DC: Island Press 2004. My decision to make *Lucire* the first fashion industry partner of the United Nations Environment Programme cited.
- Levy: *Happy about Knowing What to Expect in 2005: Predictions from Over 50 Executives*. Cupertino, Calif.: Happy About 2005. Predicting future developments in business. Also appeared in 2006 and 2007.
- Jaffe and Nebenzahl: *National Image and Competitive Advantage: the Theory and Practice of Place Branding*, 2nd ed. København: Copenha-

gen Business School Press 2006. Updated edition.

- Fisher: *Identity Crisis!: 100 Redesigns That Transformed Stale Identities into Successful Brands*. Cincinnati: How Design Books 2007.
- Meek, Meek, Palmer and Parkinson: *Managing Marketing Performance 2007–2008*. Abingdon: Routledge 2007. On surviving the threat of outsourcing.
- Dinnie: *Nation Branding: Concepts, Issues, Practice*. Oxford: Butterworth Heinemann 2008. A definitive text on nation branding, interviewed by Keith Dinnie.
- Agrawal: *How India Found Its Feet: the Story of Indian Business Leadership and Value Creation, 1991–2010*. Newcastle-upon-Tyne: Cambridge Scholars Publishing, 2013. On the development of the rupee for fonts.

Broadcasting experience

- Commentator on Hong Kong and Chinese politics, *One News*, Television New Zealand, 2014, 2022–3; Radio New Zealand National, 2020.
- Panellist, *The Panel*, Radio New Zealand National, 2020–.
- Intellectual property commentator, *The Paul Henry Show*, TV3, New Zealand, 2015. Hollywood takes on a small-town takeaway.
- Social media commentator, *Sunrise*, TV3, New Zealand, 2009. Interviewed as a publishing and social media expert on TV3’s morning news show.
- Contributor, *Listening Post*, al-Jazeera English, Qatar, 2007–8. Invited to contribute to al-Jazeera English’s *Listening Post* programme by one of its UK production contractors, discussing international politics.
- Regular presenter, *Good Morning*, TV One, New Zealand, 2006–7. Weekly presenter for ‘You’ve Got Male’ segment on live morning television.