

BRADLEY POW.

Creative thinker,
director & maker.

I move between ideas and
images, design and
photography, a rough first
sketch and the thing it
becomes.



GOOD IDEAS DESERVE TO BE MADE.

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FIND THE THOUGHT. GIVE IT A FORM.

I run Art Is An Option, where I help turn a thought into something people can see, use and remember.

Creative direction

Find the thought that makes the difference.

Brand & identity

Give an idea a recognisable point of view.

Graphic design

Make a thought clear, useful and memorable.

Digital experiences

Make something people can explore and use.

Photography

Keep looking. Notice what others walk past.

Moving images

Give a story rhythm, atmosphere and a little life.

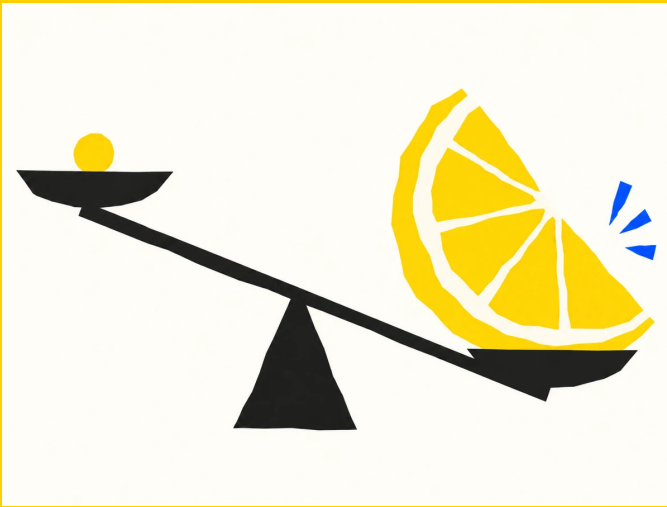
HOW I WORK

Curiosity first. Find the useful thought. Give it a clear form. Keep making until the detail feels right.

[Explore Art Is An Option](#)

PICTURES THAT THINK.

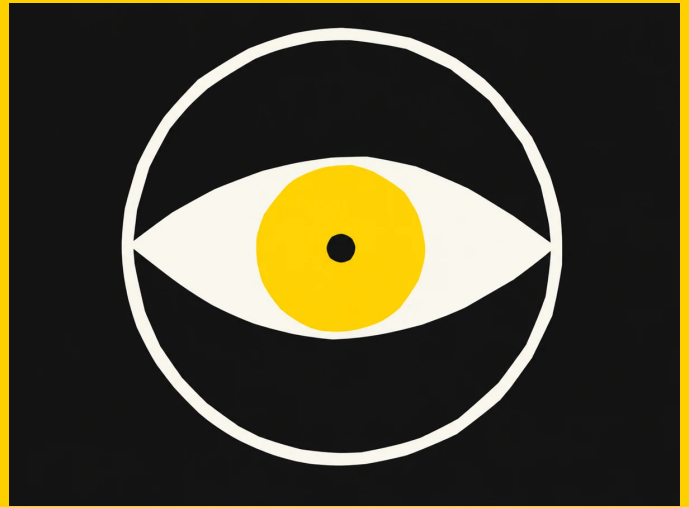
An image can hold a thought.



THE BITTERNESS OF POOR QUALITY

A tiny saving is outweighed by a much larger sour consequence. A lemon and a coin make the relationship between price and value visible.

[Read the thought](#)



DESIGN THAT REWARDS A SECOND LOOK

A familiar composition can still give you something new. Music becomes a way to think about rhythm, repetition and the considered detail.

[Read the thought](#)

These are personal concept studies created for my website: visual metaphors, editorial image-making and a repeatable language for ideas.

For studio projects and client work, visit [Art Is An Option](#).

[Studio portfolio](#)

MORE CURIOUS THAN CERTAIN.

Designer. Maker. Collector of little distractions.



Photography, mountain walks, sewing, plants and 3D printing. A little Azeroth. Tea, cake and a good reason to get outside with Teddy.

This is my personal space: projects, observations, experiments and things that don't need a brief.

SOMETHING IN MIND?

Thoughtful collaborations, interesting conversations and projects with room for an idea.

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