**Press Release**

**October 2016**

**ÜBER LAUNCHES A VIEW OF SHEFFIELD**

Award-winning integrated creative agency Über has just revealed its latest project, A View of Sheffield. Working in collaboration with Sheffield Design Week, the project will show residents’ views on the city, displayed through artwork created by talented designers.

Taking inspiration from a city of contrast, Über’s collaborative creative project will aim to represent Sheffield as a whole, from its industrial heritage to its beautiful countryside. Across the city, Über has gathered together opinions from those who know it best, before asking a range of designers to interpret these quotes as works of art. The work produced will then be exhibited during Sheffield Design Week at S1 Artspace, from Friday 21st to Wednesday 26th October. Designers of all kinds have been enlisted to take part, with graphic design, illustration, photography, paintings and sculpture to feature in the exhibition.

Über’s Creative Director Rob Sandom said “This project allows us to tap into a really interesting and broad collection of opinions about the city and we’re massively excited to see what Sheffield’s creative community will bring to the table and how these ‘views’ will be interpreted and brought to life”.

The latest work follows previous own brand projects from Über Agency, including Cupid’s Calculator, Season’s Tweetings and the award winning mockumentary, The Agency.

For more information, please visit [www.uberagency.com](http://www.uberagency.com)

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**Notes to Editors**

* Über is a fully integrated creative agency, specialising in TV, press, radio, outdoor and ambient advertising, as well as design, print, digital and social media.
* Joint Managing Directors Richard Benjamin, Greg Clark, and Pamela Broadberry founded the agency in 2003 with the aim of producing innovative work which subscribes to the ideology of being “over, beyond and above” industry norms.
* Über is an award-winning agency and has been named one of Campaign Magazine’s Top 3 Agencies Outside London; The Drum ‘Integrated Agency of The Year’; RAR Recommended Agency.
* Über has an impressive list of clients both past and present, which includes: Harveys Furniture, BAFTA, Casio, Budgens, BFI, Best Western, Warner Bros, Crabtree & Evelyn, Top Man, Iceland, tombola, Superdrug and Go Outdoors.
* Über operates offices in both Sheffield and London.
* For more information please visit [www.uberagency.com](http://www.uberagency.com); find us on Facebook [www.facebook.com/uberthinking](http://www.facebook.com/uberthinking); or follow us on Twitter @Uberagency