

Members' Room

Getting to know your fellow House dwellers

Nick Crook
Company Franks Australia

DeAnna Gravillis
Company Gravillis Inc. and Evoke Inc.

Andrew Shoben
Company Greyworld

Rachel Forster
Company Forster Inc.

Nick Harris
Company HPE Clothing

Tracy Kessler
Company TK New York, Inc.



Membership type & since
Every House since 2009

What do you do? Own a swimwear label, Franks Australia, and manage a PR company, Tea&Cake.

What are you working on right now? We are halfway through our Spring Summer 2013 sales campaign and already had orders from Harrods, ASOS and hopefully Selfridges. We have also collaborated with Cowshed to produce a limited edition swim short for members.

What camera do you use and what's your most treasured photograph? I have a Canon 400 DSLR. Most treasured photograph is of a sunset taken in Sorrento outside of Melbourne where Franks is from.

Contact details?
nick@myfranks.com.au

Membership type & since
Every House since 2010

What do you do? My husband/business partner and I run a graphic design firm that specialises in creating television and film print campaigns. I recently opened a digital media management company, Evoke Inc. We represent savvy developers and programmers by bringing their digital talents into the entertainment industry.

What are you working on right now? We just finished working on a new show for FX. We are currently working on projects with The Weinstein Company, Universal Pictures, Sony Pictures, HBO and A&E.

What camera do you use and what's your most treasured photograph? iPhone, and a Canon 5D. We took our two kids to Barcelona last summer for the first time. There is this one shot of me and the kids laughing and eating – it's just that great 'in the moment' shot.

Contact details?
deanna@gravillisinc.com

Membership type & since
Every House since 2007

What do you do? I founded Greyworld, an arts group that creates public art in urban spaces. We have many permanent installations in cities all over the world.

What are you working on right now? A lot of our work takes what already exists in urban space and plays with it, to allow some kind of creative expression. We are currently working on a very special signpost.

What camera do you use and what's your most treasured photograph? I've got a little an Instax Mini 10 – it's a kind of cheap Polaroid camera, where the prints pop out of the top. I've got lots of favourite shots, all taken on the spur of the moment, and printed instantly!

Contact details?
andrew@greyworld.org

Membership type & since
Founder member, Shoreditch House

What do you do? Run Forster Inc, an interior design studio based on Redchurch Street since 1997.

What are you working on right now? The redesign of the IDEO London studio, bringing cafe culture to their workplace; the redesign of Prix Fixe French restaurant in Soho; and researching the concept of the standing-up workplace, looking at the crossover of furniture design, ergonomics, health and productivity tested in our very own studio.

What camera do you use and what's your most treasured photograph? My Polaroid camera has brought delight for years. There's something about the noise as the photo shoots out. And my most treasured photograph is a framed collection of photo booth pics of my mates entitled *Class of '98*.

Contact details?
rachel@forsterinc.co.uk

Membership type & since
Every House since 2006

What do you do? I am a human performance specialist and founder of HPE Clothing. Having worked with Formula 1 world champions, Grand Slam-winning tennis players and Major-winning golfers I decided to use the systems and science that accelerated peak performance in my clients to develop a range of luxury performance sportswear.

What are you working on right now? A combination of managing the UK launch of my clothing range and working with clients who have won Olympic medals.

What camera do you use and what's your most treasured photograph? Canon IXUS 510HS. Picture of me with my mum who sadly passed away of cancer in 2005.

Contact details?
nick@hpe-uk.com

Membership type & since
Every House since 2004

What do you do? I own an event production company. Our most notorious events are The Maxim Super Bowl Party, The Newsweek Daily Beast Women in the World Summit and the New York City Wine and Food Festival amongst many others, including NYC Fashion week parties, the RYU opening and the Pepsi Skinny Product Launch

What are you working on right now? I am producing the Grand Tasting for the New York City Wine and Food Festival in addition to working with New Alternatives for Children on their 30th annual benefit gala.

What camera do you use and what's your most treasured photograph? I use a Sony Cyber Shot 12.2 mega pix. The photo is of my sister and me on the front of our grandparents' boat on our way to Fire Island one weekend. It reminds me of a time when all I had to worry about was the next wave or the perfect seashell and life was a lot simpler.

Contact details?
Tracy@TKNewyork.com