



# Shine a light on Team Pink

Amy Corcoran, Graphic Designer and Studio Manager

## How long have you worked at Toolbox?

Over 2 years now, the time has flown by!



## What made you choose a career in placemaking?

I joined Toolbox fresh out of University, one of my lecturers actually used to work at Toolbox and would always rave about how amazing they were so I knew what Toolbox did even before I applied. I love shopping and the impact these places have on the local communities so it was a no brainer.

**“Design is extremely important, it's often what people connect with the most. You can convey a message to people without even using words.”**



## Tell us about your role and why it is important:

My role at Toolbox is important because the work I produce is often the first contact people have with centres or businesses. Whether you're going onto their website, Instagram page or going into the shopping centre and seeing the posters, vinyls or even the car park signage we are involved in every bit, things you wouldn't even think about! We can really help bring a location to life through our designs, which is why I think design is so important - it's often what people connect with the most. You can convey a message to people without even using words.



**“Seeing my wall vinyl go up in The Buttermarket inspired by Ipswich was also another particularly proud moment, especially as this is somewhere I grew up visiting lots.”**



## What has been your most memorable moment at Toolbox so far?

Over the last two years at Toolbox there's been loads of great memories so far! Retail Destination Live was definitely one, I learnt so much there and met so many new faces from the industry. Seeing my wall vinyl go up in The Buttermarket inspired by Ipswich was also another particularly proud moment, especially as this is somewhere I grew up visiting lots.



## What's your favourite destination?

I went to Essaouira in Morocco this year and it totally took me by surprise, my favourite place I've been hands down. Experiencing such a different culture was incredible, the food and people there were amazing. The designs and colours everywhere were so beautiful, the time and care taken to so intricately decorate everything was very inspiring.



## What fictional place would you like to visit and why?

Probably Atlantis, I love swimming and the sea so being able to explore an underwater world would be so much fun.

## What is your prediction for the next year?

I think people are really valuing communities, local spaces and experiences now more than ever. The knock on effect from covid still and the cost of living crisis people have since really re-evaluated what's important. So people are going to continue to utilise community spaces even more so next year and see a rise again in things like high street shopping.

## Which do you prefer to do:

**Shop, Dine, Watch, Play or Experience**

Shopping - no question about it!



**"People will utilise community spaces even more and I hope to see a rise in high street shopping again."**

