



Creating global content for international brands

YHDEN

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A global network of writers, photographers, designers, filmmakers and a priceless black book of editors from the world's most influential publications.



We tell stories with a global impact.



We are an independent content company, creating words, images and films.



We help create stories that editors love to commission, and readers love to share.



We are based in **London, Beijing** and **Hong Kong**.



CHINA-BRITAIN BUSINESS COUNCIL

· Magazines ·
· Business ·
Publishing ·
Reports ·

China · UK

In 2010 we were asked to revamp and relaunch the magazine for the China Britain Business Council and the British Chamber of Commerce. A new name, a new look and six years later, the monthly FOCUS magazine is read by the highest level of business and government leaders across China and the UK.

The magazine includes contributions from diplomats, business leaders, academics and experts to create a must-read publication for those interested in China-UK business relations.

As well as creator of the monthly magazine, we are the preferred supplier on all supplements, reports and further publications for the CBBC and its members.



HONGKONG
LAND

· Magazines ·
· Newsletters ·
· Guides · Art ·
· Lifestyle · Retail

Hong Kong

We have created a number of publications for Asia's leading property developer, including custom magazines such as the annual Artzine and publications for their upcoming properties.

Using expert knowledge, superior design and high quality photography, we have been trusted to produce branding materials for the Hong Kong based brand.



SWIRE
PROPERTIES

· Magazines · Art ·
Lifestyle · Retail ·

China

For the opening of Swire Properties first mainland Chinese shopping complex, we produced a monthly lifestyle magazine showcase for tenants, events and activities. Using expert writers, translators and photographers the Village Times engaged with hundreds of thousands of readers and visitors.



INNOVATION

EXPLORERS

A group of Masters students in architecture from Royal Danish Academy of Fine Arts (KADK) spent three weeks in the extreme colds of the Arctic to try out their innovative prototypes. The results are astounding

The barren regions and sub-zero temperatures found in the Arctic are challenging for even the hardest of explorers. However, for a group of 28 Masters students, they proved to be fertile lands for developing environmental space concepts. The students from The Institute of Architecture and Technology at the Royal Danish Academy of Fine Arts, School of Architecture (KADK) travelled to Greenland, Iceland and Svalbard, working with local communities to catch built environments and enhance architectural performance, sustainability and resilience. An exhibition of the students work, called "The Arctic - Architecture and Extreme Environments", is now on at HKDI.



Øyvind Andreas Linn, Light Harvester: An Exploration into the Arctic Light Spectrum

HONG
KONG
DESIGN
INSTITUTE

· *Magazines · Art ·
Lifestyle* ·

Hong Kong

We were asked to create the content for the new feel quarterly magazine, Signed. Interviews, reviews and articles were created to make an enthralling art and design publication.

JAGUAR
LAND
ROVER

*· Production ·
Cars · Content ·
Magazines · Video ·
Social Media ·*

China · UK · Dubai

We helped conceptualise and deliver stories for the Jaguar Innovation Tour in China that included finding talent, location sourcing, production of events and media involvement. The two legs in China included a race between a James Bond stuntman and the world drone racing champion, and an experience along China's Sky Road with the road's engineer.

Content was also produced for the Dubai leg of the tour which saw Jetman racing Formula 1 Driver Martin Brundell.

Significant coverage was gained in major media including Sky TV, Discovery Channel and the Daily Telegraph.





· *Cars* · *Content* ·
Magazines · *Video* ·
Social Media ·

Australia

Content was created for a tailored road trip across the outback in Australia in association with Tourism Australia.

Significant coverage was gained in major media including Conde Nast Traveller CN, Esquire ME and the Daily Mail.



RED BULL

· Art · Events ·
Production · Social
Media ·

China



A series of annual art events were held in association with Red Bull across three major Chinese cities. The events saw tens of thousands of people attend to buy art and engage with Red Bull products and experiences.

The events saw major media coverage in national and international media including LA Times and China Daily.



TIME OUT
BEIJING

· Magazines ·
· Newsletters ·
· Guides · Art ·
· Lifestyle ·

China

Tom Pattinson, the founder of Yhden was the founding editor in chief of Time Out Beijing. As well as launching the magazine he also launched the website, multiple guide books, supplements and custom products for major companies, government bodies and private organisations.



HUANG YAO
FOUNDATION

· Books · Publishing
· Research · Design
· Art ·

China · Singapore ·
Malaysia

Creating a book from scratch is always a challenging but exciting task. We spent months pouring over old Chinese newspapers and discovering old texts to research and write a book on a legendary artists and cartoonist famed from his work in the 1930s. Researching, archiving, writing, translating and designing the book helped to make Huang Yao's place in history.



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ABOUT US

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CONTACT US

Head office:

142A Tanner Street,
London, SE1 2HG
www.yhden.com
hello@yhden.com