

## *Creativity built upon The Rock* Tom Murphy gets inspired by the raw beauty of Canada's East Coast and the people drawn to it

By Jeromy Lloyd

THEY DO THINGS DIFFERENTLY IN ST. JOHN'S, and Tom Murphy, creative director at Target, wouldn't have it any other way. As one of the minds behind the beautiful Newfoundland and Labrador Tourism ad series, Murphy has little time for the latest in office design; his creative space is a jagged coastline overlooking the churning waters of the Atlantic.

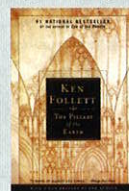
"It's not about having office walls because, well, we don't have any. It's not about how modern and creative the design, the colour of paint, or whether the floors are hardwood, concrete or sawdust. It's about the people—the bright minds who create award-winning work. Our open, bright and unpretentious space encourages collaboration and intellectual debate. The people who surround me inspire me by propelling me, teaching me and turning me inside out occasionally with their passion, spirit and bravery.

"Life is different here in the most creative city in Canada, the oldest city in North America. Being so far away from the mainstream is our biggest advantage. We're forced to march to the beat of a different drum, and we certainly do, because Newfoundland is the most inspiring place in the world."

Murphy says the staff at Target inspires him greatly. They certainly are a tight group, but if he had to pick one thing other than his colleagues that provide regular inspiration, "it would be right outside our windows, 100 feet away—the ocean. I'm moved by the way it breathes. The constant ebb and flow.

"The fact that when I look out through the Narrows, there is nothing but ocean between Target and Dublin. A true blueprint for creativity.

"I mean, come on, you don't find a view like that in the concrete jungle unless you Google it!"



### What inspires you?

**WEBSITE** I spend more time on YouTube than any other site.

**BOOK** *Pillars of the Earth* and *World Without End*, both by Ken Follett.

**PERSON** The Apple "Think Different" campaign does a good job at summing up the people who inspire me.

**MUSIC** Deep lyrics and gifted players connect best with me. Dylan, Clapton, Waits and Young.

