

Creative Careers

Rebecca Friedrich

Visual events designer
& business owner



Rebecca Friedrich, based in London, is the founder of [Friedrich Events](#), a design studio specialising in art direction and bespoke production for events across the UK and internationally. Her work spans large-scale events such as the 2024 Paralympics and V Festival, as well as high-profile campaigns, including launching new Nike shoes and a Pepsi set design featuring Beyoncé, J.Lo, and David Beckham.



"Growing up, I was labelled 'the creative one', while my brother was seen as 'the clever one'..."

That kind of labelling can be limiting because it implies you have to be either/or - but I, and many others, have proven that you can, and arguably need to be both!

Creativity is so vital when running a business. From coming up with original ideas to problem-solving, my creative mind has led me to where I am today, and I am so deeply proud of what my team and I have built together.

In my day-to-day work, I'm responsible for bringing a visual concept to life, from staging and set design to creating immersive experiences that people remember. My job is about planning and executing what an audience sees and feels at an event, right down to the last detail. It encompasses so many attributes outside of the 'creative concept creation', from working with others, dealing with problems that arise, down to managing the nerve-wracking moments of launch. My creativity is absolutely key to juggling all the different elements my work brings.

I was brought up and educated in London, and I studied Art at both GCSE and A Level. After taking some time out to qualify as a badminton coach, I returned to education and studied Interior and Spatial Design at university.

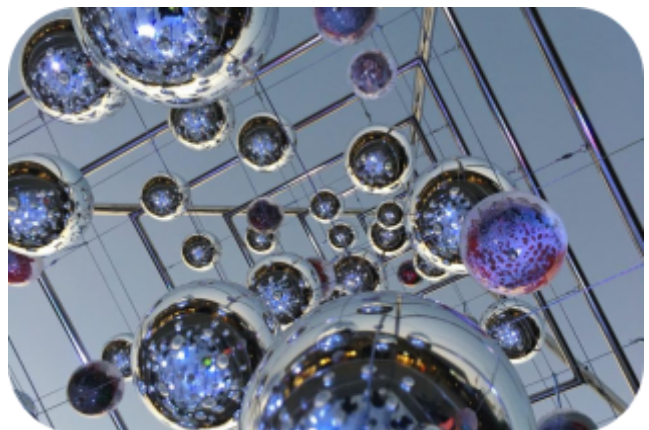
People often assume spatial design is all about cushions and fabrics, but it's essentially architecture. It's about how we use and experience space.

My degree taught me to think conceptually and critically. It was a transformative course, and by the time I graduated, I had a deep understanding of how to design with purpose - and was ready and curious about where this would lead me next.

Creativity is key as is connecting with people

Storytelling is central to what I do. It's about creating a narrative that connects with people, that really brings my human skills to life.

Every day, I flex my creative muscles. At the beginning of a project, things are at their most imaginative. I'll be visualising ideas, building mood boards and planning spaces. That's the fun, conceptual part. Then comes the practical delivery - turning ideas into reality and digging into the detail.



Creative skills are more important than ever, especially in a world increasingly shaped by AI. The ability to problem-solve, imagine, and create. These are human skills! There's something incredibly powerful about having an idea, and then making it real. I truly believe that businesses will always pay for, and need, creative minds on their teams.

'It's hard for young people, with an always-on culture.'

I know it's tough for some young people today. It's easy to be overwhelmed by the fast pace of life and 'always on culture'. But young people today are so switched on! When I visited my daughter's school to talk about my career, the students were so engaged. They asked smart questions, especially around whether you can make good money doing a creative job, and the answer is yes, absolutely.

Studying creative subjects shaped how I think. It's about questioning the world around you and finding original solutions. At school, I was lucky. My creativity was encouraged and that gave me confidence. I still remember learning shading techniques in Art class - and I use that knowledge in my work today.

In my day-to-day work, I draw on everything I've learned. I manage budgets, meet tight deadlines, and oversee complex projects. Planning GB House for the Paralympics, for example, was a massive undertaking. It was five floors of production, staging, and branding. In this job, every detail matters. If something doesn't arrive, or a supplier isn't paid, it falls on me.

Someone once told me, "You're so creative, but also really on it" - as if the two are mutually exclusive. But I'm proof that you can, and should, be both.

Staying curious and inspired

To remain inspired, I visit museums, galleries and exhibitions. They help me to stay curious. I also regularly use Pinterest and Instagram to explore visual trends, and I research deeply into themes I'm working with. For me, authenticity matters.

To any young person unsure about studying a creative subject, I'd say this: *creative careers are full of variety, they open doors, and no two days are ever the same.*

Creativity is vital. It should be encouraged, nurtured and celebrated, and it's such a lovely way to be.

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