

Background

Papworth Hospital is the UK's main heart and lung transplant centre and enjoys an international reputation in its field. Today, the hospital treats over 20,000 inpatients and day cases and 20,000 outpatients each year. Papworth is proud of its community feel which dates back to the founder who, in 1917, aimed to create a community, not just a hospital. That feeling is fostered and encouraged to this day.

Challenge

Infinite was asked to design Papworth's Annual Report. A common enough design challenge, one might think. However, to capture the essence of such an extraordinary place was never going to be straightforward. Papworth has so much to express – pioneering medicine, dedicated staff and volunteers, fundraising success, breakthrough technology. Our challenge was to somehow distil and dramatise all this into a creative approach that summed up the unique world of Papworth.

Our solution

We decided to focus on patients, the people that the hospital serves.

We took eight former patients who owed their life and health to Papworth. In each case we showed them participating in a fulfilled new life, and told their emotive stories about human triumph.

These stories effectively encapsulated the community feel that Papworth values so much. The approach enabled us to present the massive achievements of Papworth on a human, understandable scale.





A 36 page annual report printed four colour process plus two spot colours throughout.

Eight former patients of Papworth Hospital provided the focus of the case studies.

Commissioned photography of each patient achieving individual goals were presented on throw-out pages.



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