

Neville Hockley Finds Balance On Floating Design Studio



SHARING

- Twitter
- Facebook 2
- Google+ 0
- LinkedIn 0
- Email this article
- Print this article

TAGS

floating design studio, i&D, neville hockley, work-life balance

Talk about the age-old and elusive quest for work-life balance! In 2007, Neville Hockley and his wife Catherine sailed away from New York to circumnavigate the globe on Dream Time, their 38 foot sailboat. But, explains Hockley "this was not a retirement trip as I have continued to work with my business partners at i&D, our New York-based advertising and graphic design studio, whilst traveling the world and living a life at sea." The couple is now exploring the South Pacific and, he says, "I am pleased to report that over the past 3,000 days and 30,000 nautical miles both the studio back in New York, and the boat, remain very much afloat."



Hockley explains: "My life in New York, while tremendously rewarding building i&D, which I founded in 1997 after graduating from Parsons School of Design, was dedicated entirely to my career. But advances in communication technology and a shift in business attitudes have made it possible for me to achieve balance between business and pleasure, and I am now able to remain connected to the New York studio even when happily exploring the most remote tropical corners of the world."

Search

GRAPHIC DESIGN USA MAGAZINE





Hockley has a [sailing website](#) which chronicles the journey, and reportedly receives over 250,000 hits a month. A number of companies, including Panasonic Toughbook computers, Global Marine Networks, Maui Jim sunglasses, Lumix Digital Cameras, and Steiner Binoculars [sponsor](#) the journey. regularly receive emails from readers seeking advice on how they, too, can find balance between business and pleasure.



Millions of images.
Infinite possibilities.
The best prices on the planet.



FoldedColor
PACKAGING
3D Proofing



LIFE **INSPIRED**



HOW
DESIGN LIVE
ATLANTA
MAY 19-23

WITH
SPEAKERS
INCLUDING:
DAVID
BUTLER



SAVE
20%
ON FIRST
ORDER

www.imagers.com