



ALI MAPLETOFT

Ali Mapletoft

From Universal Records to Vogue, the British Film Institute to Vivienne Westwood's studio. My language has always been the creative act.

I've spent 20 years as a working artist, creative director and mentor. I work with established women leaders who are ready to claim being an artist. I know what creative self-censorship looks like, and what becomes possible when true expression happens.

I work in two ways. With some clients I do the inner work, working alongside them as a creative thinking partner while they create the boldest, most fully expressed version of their work. With others I do the outer work: crafting a visual identity that finally matches the level they operate at.

Both are about the same thing. Restoring valuable creativity.

SELECTED CREDENTIALS

Founder

Age of Reason Studios. Stocked at Selfridges, Liberty London, Harvey Nichols, Matches Fashion. Featured in Vogue.

Award-winning Director

Annecy International Animation Festival. Icelandic Music Awards. British Film Institute Animator in Residence.

Music Video Director

Academy Films: Little Dragon, The Magic Numbers, The Proclaimers, Rose Elinor Dougall.

Creative Collaborations

Set design for Vivienne Westwood at the Louvre. Creative projects with Alesha Dixon, Channel 4, BBC, Save The Children, Amnesty International.

Author and Illustrator

From Our Lips. Independently produced and published. 100 women's words of wisdom alongside original painted portraits.

Mentor

3,000+ creatives, artists and leaders supported across group and 1:1 work.

Ali Mapletoft

ARTIST, FILMMAKER AND MENTOR

Age of Reason Studios

02 / 06

Prints on silk, cushions and lighting from my label, Age of Reason Studios. Stocked at Selfridges, Liberty London and Harvey Nichols; featured in Vogue and on Interior Design Masters.



I Will Never Surrender silk scarf, with Pam Lucas



Ship silk scarf



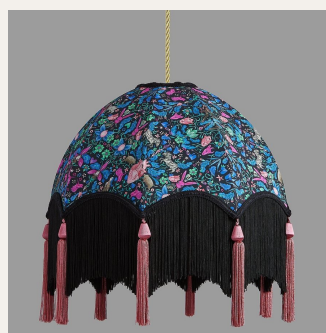
Be Bold, Be Curious silk scarf



Eye cushion



Lips cushion



Lampshade



Snakes and Ladders cushion



Never Surrender Lady



Vivienne



Matchstick Lips



Leaping Tarts



Cheeky Burlesque



Dance



I Will Never Surrender



Punk Owl

Selected drawings and prints.

More work at
alimapletoft.com/art

ALI MAPLETOFT



Watch the films at alimapletoft.com/films

AWARD-WINNING WORK

Puleng

Director. Channel 4 and Nexus Productions. Jean-Luc Xiberras Award for a First Film, Annecy International Animated Film Festival.

Sunny Road, Emiliana Torrini

Animated music video. Best Video, Icelandic Music Awards.

Heard It All Before, The Weird Girls Project

Music by Emiliana Torrini. Best Music Video, Northern Wave International Film Festival.

ANIMATION

Stealing Summer

3D puppet animation. Director.

Marc Carroll, A Way Back Out of Here

Animated music video. Evangeline Records, Sherbet Films.

Marc Carroll, Talk Again

Animated music video. One Little Indian Records, Sherbet Films.

MUSIC VIDEOS

Academy Films

Little Dragon, A Test

The Magic Numbers, The Pulse

The Proclaimers, Whole Wide World

Language, We Are Here

Shitdisco, I Know Kung Fu

Rose Elinor Dougall, Start/Stop/Synchro

Rose Elinor Dougall, Find Me Out

Sherbet Films

Grandad Bob, Hide Me

COMMERCIALS AND PROMOS

The Corrs, Alesha Dixon

Single and album promos, plus the album cover for The Alesha Show.

Cheerios with Donovan, Nurofen

TV commercials.

Ali Mapletoft

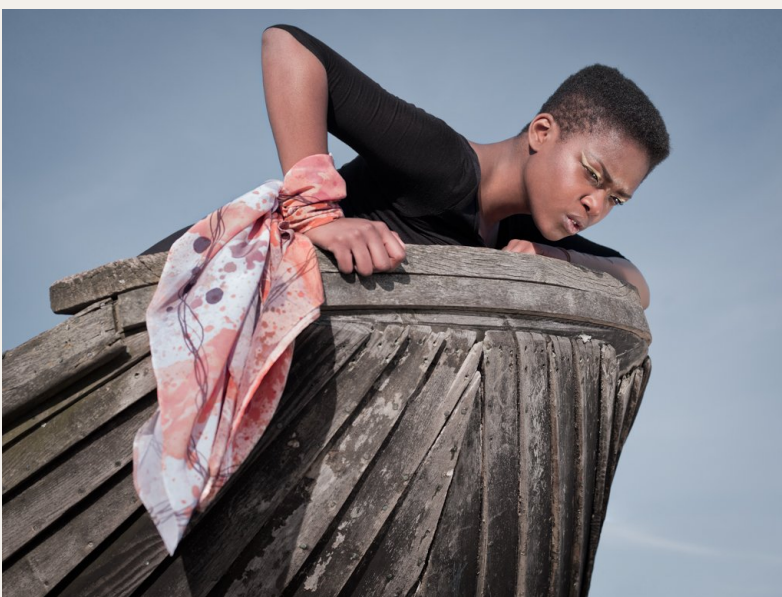
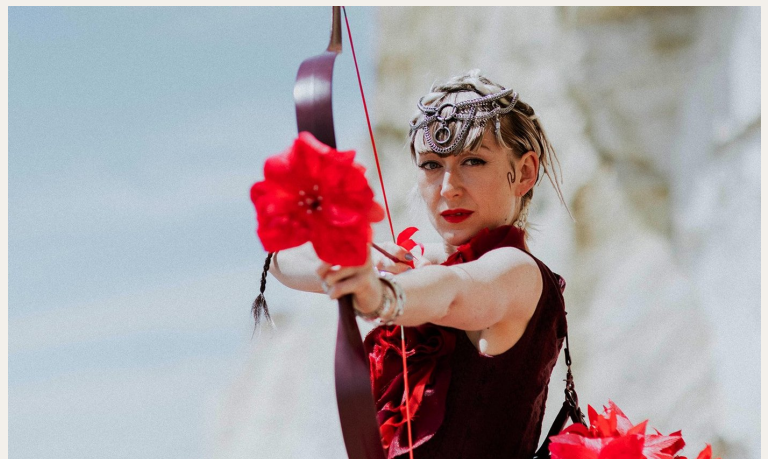
ARTIST, FILMMAKER AND MENTOR

Creative direction

05 / 06

Selected photographic shoots I have creatively directed.

More at alimapletoft.com/gallery





The Bold Work

1:1 mentoring for established creatives

There is a version of your work that is bolder, stranger, more fully yours than the one you're currently creating. You already know what it feels like, even if you don't know what it looks like yet.

The Bold Work is a 1:1 mentoring partnership for established artists and creative visionaries who are ready to close that gap. Not one day, but now.

We work together on your specific project: the book, the exhibition, the body of work, the show, the performance. You're not here to spend months deciding whether you're ready. You're already in motion. What you need is a thinking partner who has made things, stood behind things, and knows what it costs to do it without flinching.

HOW IT WORKS

Two 90-minute sessions per month – Voice note support between sessions – By application only

INVESTMENT

3 MONTH COMMITMENT

£1,400

per month

6 MONTH COMMITMENT

£1,200

per month

Working with Ali has been nothing short of life changing for me. Under Ali's guidance I went from barely knowing what I wanted, to having the resolve to create the thriving, thrilling creative life of my dreams.

SUSAN MADDUX, FINE ARTIST

Ali's ability to create a strategy, really guide you to something way bigger than you could have thought of, completely lifts the ceiling off your vision and your own personal limitations.

STARLING, SINGER-SONGWRITER

Full prospectus available at alimapletoft.com

By application only



ALI MAPLETOFT

Rise Like a Phoenix

Creative Identity development and high-production photoshoot

I'm the creative director who turns your origin story into your mythology.

You've done the inner work. Your imagery hasn't caught up. Rise Like a Phoenix is an 8 to 12 week Creative Identity process that culminates in a high-production photoshoot directed by me. It takes where you're heading — not who you used to be — and builds a visual world you can grow with year after year.

Six to eight conversations happen before a single frame is shot. I translate your story, your values and your direction into concept, mythology, styling, location and mood. On shoot day, you arrive already knowing what the audience is about to see.

Your clients deserve to meet the woman you've become.

THE TIERS

THE EMBER

Half day

£4,750

THE RECKONING

Full day

£6,750

THE ASCENSION

Multi-day, fully bespoke

POA

ALSO AVAILABLE

Creative Director on Speed Dial: £1,200 a month. Ongoing creative oversight of your visual assets and storytelling decisions after the shoot.

Ali has an incredible skill to be able to meet you where you are energetically, practically and physically, and inspire you to elevate. The outcome is an embodiment of the elevated version of yourself with regards to stepping into your vision and purpose.

KATIE MANNING

I just find the whole experience so illuminating. It's just incredibly powerful. It's really rare that you have the opportunity to go so deep on your work for so long, surrounded by such inspirational people.

POLLY LAVARELLO

Booking late 2026 to mid-2027. Limited spots.

Message MYTHOLOGY to begin.



ALI MAPLETOFT

What clients say

I just feel in my core that discovering Ali was a Sliding Doors moment.

TANIA DURHAM

She helped me to see my potential, self worth and value as a paper artist, more than just a tired mum who was creative on the side. She encouraged me to take the leap and now I create paper art full time.

LISA LLOYD, PAPER ARTIST

I say without a doubt this has changed the course of my creative life. Ali is grounded, brilliant, heart-centred and practical. She led us back to our why and masterfully reconnected us to our inner wisdom.

FRANCA MUNOZ

I so desperately wanted to be able to confidently say to people 'I am an artist' without feeling shame or judgement. I came out of the experience feeling braver and more focused.

FRANCIS DOWN

People love to talk about 1% improvements... but working with Ali blew the roof off my business. She took a tiny seed of an idea and grew it into a creative vision far beyond what I could have imagined.

POLLY LAVARELLO, EVERGREEN MARKETING COACH

Unlike most other mentors I have come across, Ali has actually created a successful creative brand, and so has first hand experience of what it takes. I'd definitely recommend her.

SAM GROOM

Honestly the best advice I ever got was from you. You've changed the whole way I look at stuff now, Ali. That session fired me up in all sorts of ways.

LAURIE LEE

Plans are in action, stuff is happening. I've had my best month in business ever. I am feeling on fire and focused and kind of ready for world domination.

JUDE TURNER

Creating bold, honest work is a revolutionary act.



Let's have a conversation.

Book a call today to get started.

BOOK A CALL

calendly.com/alimapletoft121/discovery-call-with-ali

EMAIL

ali@age-of-reason-studios.com