ALI MAPLETOFT

The Bold Work

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.

And you know what it costs you to keep not creating it.

It costs you opportunities that went to someone with less talent and more audacity. It costs you money, because the safer version of your work attracts the safer version of the client. And it costs you self-trust, which is the thing that's hardest to rebuild once you've spent too long ignoring what you know.

The question is how much longer you're willing to tolerate that.

> *Ali is one of the most insightful and intelligent people I know, and working with her has completely changed the way I think about what I do, and what is possible.*
>
> 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

> *The thing that really shifted for me was the realisation that these are the rooms that I need to be in. That's where I get to recalibrate.*
>
> CARO GOMEZ

By application only

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What we do together

From Universal Records to Vogue, the British Film Institute to Vivienne Westwood's studio. My language has always been the creative act. I learned my craft alongside people who challenged me into power, and sometimes it was painful. I have Vivienne Westwood standing in front of me telling me my work was forgettable etched into my soul. But she also offered invitations to step up: specific instructions about what to do next, where to go, what to look at. You could kick back, but what you couldn't be was forgettable. And I learned, over and over, that neutrality is the cardinal sin of the creative act.

I'm a working creative director, and I'm in it with you in true partnership.

The sessions

– Two 90-minute sessions every month, held on video call

– Voice note support between sessions for questions, breakthroughs and moments of doubt

– We begin every session with one question: what would make this time genuinely valuable to you?

– Then we get to work on the next bold-stretchy step that feels just out of reach right now

I won't tell you to believe in yourself. I'll help you find evidence that the process works, one daring move at a time. The creatives I've watched do their most alive work have all learned to act before the confidence arrives. To reject the invitation to pessimism that hides inside the words 'be realistic'. Their imagination stretched further than other people's, and they stopped apologising for that.

What we work on

– Your specific project: the book, the exhibition, the body of work, the show, the performance, the presentation

– The decisions that keep stalling: what to show, how to position it, how bold to go

– The self-censoring: where it comes from and what to do with it

– Visibility with foundations. How to be seen at the level your work actually deserves without getting lost in the glaring headlights of public opinion

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Is this a good fit for me?

You can answer "yes" to every one of these questions.

- I'm an established artist, wellness practitioner or creative leader
- I have a project, launch or body of work underway or beginning soon
- I have an established income from my work
- I feel that my work could be making more impact in the world
- I'd like to earn more from my work
- I want a decision making partner who understands the creative process and the art of business

Ready to do the bold work?

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

My priority is moving you to the next seemingly out-of-reach step each time we meet. My track record with this is what I'm known for.

3 MONTH COMMITMENT

£1,400

per month

Two 90-minute sessions per month with Voice note support throughout. Minimum 3 months.

6 MONTH COMMITMENT

£1,200

per month

Two 90-minute sessions per month with Voice note support throughout. Best for longer projects.

> *I love the way Ali communicates, very honestly and with great clarity. Working with Ali has been a godsend. It came just at the right time for me as I wanted to take my business to the next level.*
>
> REBECCA HUNT

> *Ali's very astute and can pull out the truth that you're not seeing. She asks the right questions so that you find clarity and feel confident about taking the next step. She tailors the 1:1 taking your vision completely into account.*
>
> JO MOOLENSCHOT

Book a free discovery call

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

ali@age-of-reason-studios.com

ALI MAPLETOFT

What clients say

People love to talk about 1% improvements or incremental growth... 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, crystal clear, bold, and better than my...

POLLY LAVARELLO, EVERGREEN MARKETING COACH

Ali has an incredible skill to be able to meet you where you are energetically, practically and physically, and inspire you to elevate. Most importantly it was the energetic elevation she enabled in me. The outcome is an embodiment of the elevated version of yourself with...

KATIE MANNING

Moving into a new space and allowing myself the freedom to be an artist instead of 'a creative' is incredible. So many positive things have happened in the last three months. I have a lot to thank you for.

LING WARLOW

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 and am realising my dream of creating bespoke commissions for private...

LISA LLOYD, PAPER ARTIST

Signing up to work with her was the best investment I could have made. If ever I fall back into old ways of thinking, with my work slipping down my priority list, she picks me up on it and urges me forward.

ELLIE HIPKIN

I absolutely love how Ali Mapletoft works. She is no messing, straight talking and absolutely knows her stuff.

MOYRA SCOTT

There are tons of people out there doing things like this but what makes it different is Ali's straight to the point advice. Her advice comes from her years of experience, no BS.

CAROLINA GOMEZ-AUBERT

Ali has helped me push my fears away that have been limiting my growth, she has ensured clarity in my vision and taught me not to fear my voice. She has made me see my power.

STEFANIA INDELICATO

Creating bold, honest work is a revolutionary act.

ALI MAPLETOFT

Ali's Portfolio

The following pages are selected work from across my career. Fashion and homeware stocked in Selfridges, Liberty London and Harvey Nichols. Award-winning animation and film direction. Music videos at Academy Films. Creative direction for artists, leaders and practitioners. I share them not as a retrospective, but as evidence of a creative practice built on the same principles I bring to The Bold Work: boldness, rigour, and a refusal to be forgettable.

Age of Reason Studios

British art, fashion and homeware label. Selfridges, Liberty London, Harvey Nichols, Matches Fashion. Featured in Vogue and on Interior Design Masters.

Drawings and Prints

Original illustration and print work. More at alimapletoft.com/art

Film and Animation

Award-winning direction across animation, music video and short film. Annecy International Film Festival. Icelandic Music Awards. Academy Films, Channel 4, BBC.

Creative Direction

Selected photographic shoots, visual identities and brand direction. More at alimapletoft.com/gallery

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



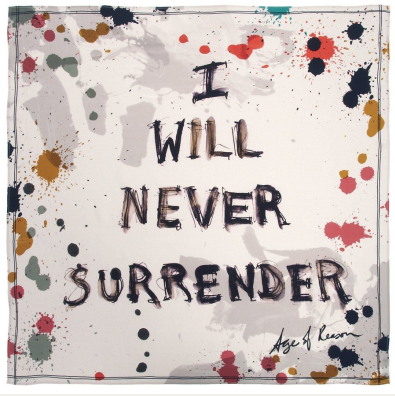
Leaping Tarts



Cheeky Burlesque



Dance



I Will Never Surrender



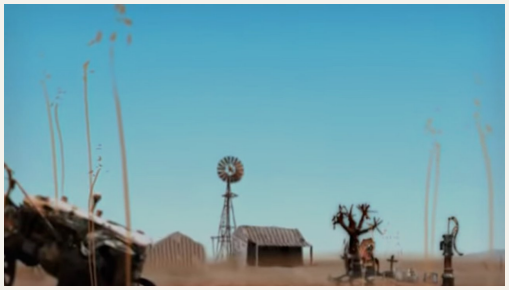
Punk Owl

Selected drawings and prints.

More work at
alimapletoft.com/art

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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, Sherbet Films. 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.

Title sequences and trailers

The Sex Education Show; Richard and Judy's New Position. Sherbet.

PRODUCER AND CO-DIRECTOR

E4 music idents; Mini Cooper, The George Harrison Story

Producer. Mr and Mrs Smith TV; Mad Cow Films.

AZAM with Rachel Lefeuvre

Sacrilegious comedy series; Pretty Twisted.

IN PRODUCTION

Down the Caf and Men-on-pause

Documentaries. Director and producer.

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.

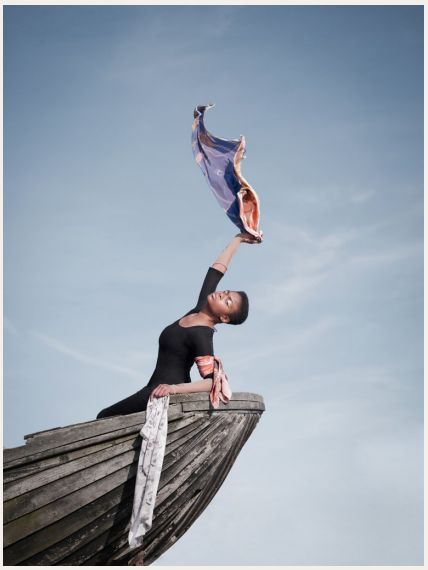
Ali Mapletoft

ARTIST, FILMMAKER AND MENTOR

Selected photographic shoots I have creatively directed.

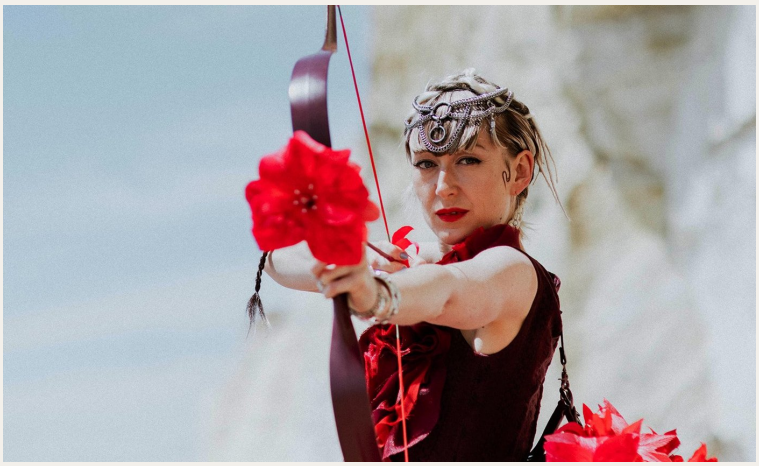
More at alimapletoft.com/gallery















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What clients say

Honestly the best advice I ever got was from you. You've changed the whole way I look at stuff now, Ali. And not just in the biz either. That session fired me up in all sorts of ways. Have never felt so focussed and positive about myself and the business. Thank you!

LAURIE LEE

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

TANIA DURHAM

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. I've realised what I fear the most is generally what I really want.

FRANCIS DOWN

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

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

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. She's a true gem.

FRANCA MUNOZ

Having that support from a multitude of different perspectives has really helped ground into me having a deeper understanding of what I'm here to do and create in the world.

JACINDA CROTHERS

Before I was fighting fire each day. There was no process in my work and I felt like just another Admin in my own business. Immediately I noticed a shift in my creativity.

KERI JAMIESON

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