



► Pernille Nielsen, graphic designer and visual content specialist (left) and Christian Bach, digital designer, stand in front of their finished work at Cook Denmark. Go to pages 38-39 for a look at the mural in its entirety.

The writing on the wall

“I have an idea.” These words have spurred many successes throughout Cook’s history—from the very beginning to today’s everyday discussions and brainstorming sessions. Ideas are what we do, and what we build on.

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ABOUT THE BACK COVER

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This particular idea would perhaps seem peculiar to some, as it involves spray cans, scaffolds, and street art. Not exactly things people would normally associate with the medical device industry, but, then again, this is not just any company. This is Cook. We have our own way of thinking and our own style.

This creative initiative actually hit very close to home. **Jon Hancuff**, manager of Global Editorial Content, wanted to do a big image that could be split into four separate images—one image to go on the back of each issue of the *Angiogram* in 2020. This would mean that by the end of the year, Cook's employees would be able to put the four issues together and get to see the entire image.

The *Angiogram* team loved it, and they all went into brainstorm mode to come up with a suitable image. Should it be one of the iconic images from our vast historical archive? Should it be our company values—the essence of who we are and what we do? Or should it be something else entirely?

Meanwhile, in the small kingdom of Denmark, a digital designer, **Christian Bach**, was posting some of his new illustrations and street artwork to his Instagram profile—and Jon and his team got inspired. Would it be possible to engage Christian and persuade him to do something cool on a wall at the Denmark site?

The *Angiogram* team contacted the Branding and Design team in Denmark and pitched the idea. A few weeks later, sketches were being drawn up, plans were being made, and approvals were secured. At the Denmark site, a wall on an old farm building facing the newly landscaped parking lot for Cook's employees was picked as the perfect location to do a full mural celebrating Cook.



▲ **Christian** (top) and **Pernille** (bottom) hard at work on the mural at Cook Denmark.

"We were blown away by their proposal—it was a fantastic idea," Jon recalled about the final meeting.

Furthermore, Christian would not be doing the work alone. A graphic designer and visual content specialist from the Denmark team, **Pernille Nielsen**, would join him in this creative endeavor. Christian, an experienced and proficient street art performer, and Pernille, an ardent artist with profound skills in portrait paintings, came up with an awesome spin on the idea that would combine both their artistic talents.

"The decision was made to combine an iconic Cook image with words important to Cook," Jon said.

In other words, the solution incorporated the best of both worlds, and the rest of the pieces just fell into place.

Now, anyone who has ever set foot in Denmark in January and February knows that Danish weather is tricky business. Some days are calm and sunny (but cold), and other (read: most) days are windy and rainy (and cold). Furthermore, the time line

was somewhat intense, because the mural obviously had to be done in time for the first part of it to go on the back of the first issue of the *Angiogram* in 2020.

"We took advantage of the good days and climbed the scaffold that our maintenance team in Denmark built for us," Pernille said.

Safety was never an issue, but keeping curious employees from seeing what was going on was. This was supposed to be a surprise to everyone until revealed in the *Angiogram*, but Danes are notorious protectors of private property, and Christian and Pernille had to explain their behavior several times.

"It's actually very reassuring to see how much people care—they just wanted to check and see if we were allowed to climb the walls, or if we were just a couple of hooligans," Christian and Pernille said.

Everything was beginning to take shape and then the pandemic hit.

People all over the Cook world were sent home to work remotely, and other matters took priority. The publishing of the *Angiogram* as we know it was put to the test, and all the hard work to meet our deadlines seemed in vain at the time. The fact was that the big revelation of the mural at Cook in Denmark was not going to go the way it was intended to.

But the writing is still on the wall, and this is still Cook—we have our own way of thinking and our own style. And we will not let a pandemic dampen our spirits and skills. In the middle of this issue of the *Angiogram*, you will therefore find the full mural. We hope you will enjoy it as much as we do in Denmark.

And if you're ever in Denmark, please come have a look. We recommend you come in the summer.

• **Kamilla Fredborg Holm** (*Kamilla.Holm@CookMedical.com*) is the manager of Strategic & Executive Communication at Cook Denmark.



▲ Christian going to great heights to finish the mural.

Turn the page to see the finished mural!

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