

**Jersey —**  
one of the world's  
leading finance  
centres.

**Masterplan**

A Visual Record of Finance

[masterplan.je](http://masterplan.je)

The island of Jersey is one of the world's leading offshore International Finance Centres. In the second half of the twentieth century Jersey's economy has experienced a radical transformation from one based upon agriculture and tourism to a financial services industry which today commands over 50% of total economic activity. 100,000 people live in Jersey and in 2016, 13,000 islanders are employed within the finance sector. Jersey Finance, the organisation formed to promote the industry, stated that in 2015 the cross sector value of invested wealth exceeded £600 billion. **Masterplan** is a five year project (2016–2020) using photography, film and archival research to tell the story of Jersey's economic growth and development in the twentieth and twenty-first centuries. A visual record of contemporary Jersey is a question of what visual record there is of finance. And, what is a visual record of finance?



View towards the Waterfront and the construction of Jersey's International Finance Centre, St Helier, Jersey.  
18 February 2016 © Martin Toft

- 1 **How are Jersey's finance sector and business community represented visually and textually in archives?**
- 2 **Are the finance industry and corporate sector under-represented in the story of Jersey's heritage and if so, why?**
- 3 **What material and conceptual factors underpin economic growth and prosperity?**
- 4 **How is corporate identity constructed, communicated and marketed by the finance sector as a service industry with no tangible commodity to advertise?**
- 5 **What is the public perception of the Jersey finance industry, corporate culture and governance, locally and internationally?**

**Jersey** — Administrates  
in excess of £600 billion.

**Jersey** — Finance sector  
accounts for 51% of all  
economic activity.

**Jersey** — 13,000 finance  
workers in a population of  
100,000.

**Jersey** — Contributes  
£1 million a day to local  
economy.

**Jersey** — Among the  
wealthiest states in the  
world.

**Where your  
success  
works for your  
successors.**

# Masterplan

A Visual Record of Finance

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The Esplanade, site of the new Jersey  
International Finance Centre, St Helier, Jersey.  
1 March 2015 © Martin Toft

**Building relationships.  
Creating values.**







Stuart Weaving, High Net Worth Individual,  
Marina Court Penthouse, St Helier, Jersey.  
7 June 2015 © Martin Toft

**Connecting for  
Good Growth.**

**es**

The background features large, light gray, stylized letters 'r' and 's' that are partially visible and cut off by the edges of the frame. The 'r' is on the left, and the 's' is in the center and right. The text is overlaid on the 's' part of the graphic.

**Being broad-minded  
widens horizons.**

te

Your future  
our focus.



Coutts Jersey Office.  
Fête de St Helier, St Helier, Jersey.  
19 July 2015 © Martin Toft







No Campaign Protest,  
The Esplanade, St Helier, Jersey,  
26 November 2015 © Martin Toft

Local expertise.  
International  
reputation.







New Jersey States Assembly Members  
visiting Jersey Finance Ltd, St Helier, Jersey.  
21 April 2015 © Martin Toft

The image features a minimalist design with a light gray background. A large, light gray circle is positioned in the center. To the left of the circle, there is a gray rectangular block. To the right, there is a vertical gray bar. The text 'Global reach' and 'Local knowledge' is overlaid on the left side of the circle in a bold, dark gray sans-serif font.

**Global reach**  
**Local knowledge**

The background features large, light gray, stylized letters 'L' and 'S' that are partially cut off by the edges of the frame. The 'L' is on the left, and the 'S' is to its right, with the text overlaid on the 'S'.

**Offshore  
specialists.  
Worldwide  
connections.**



Thinking beyond  
borders. Thinking  
beyond tomorrow.



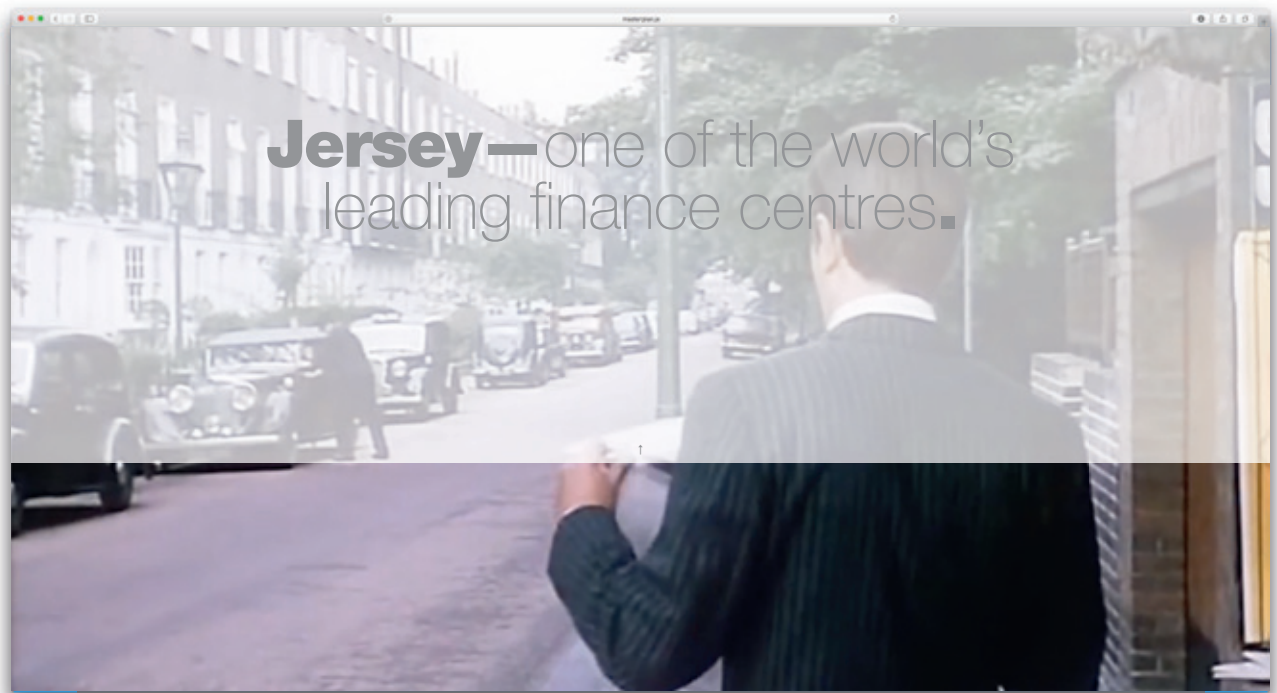




Stephen Alexander, Counsel,  
STEP Student Award Dinner, St Helier, Jersey  
20 November 2016 © Martin Toft

## Masterplan

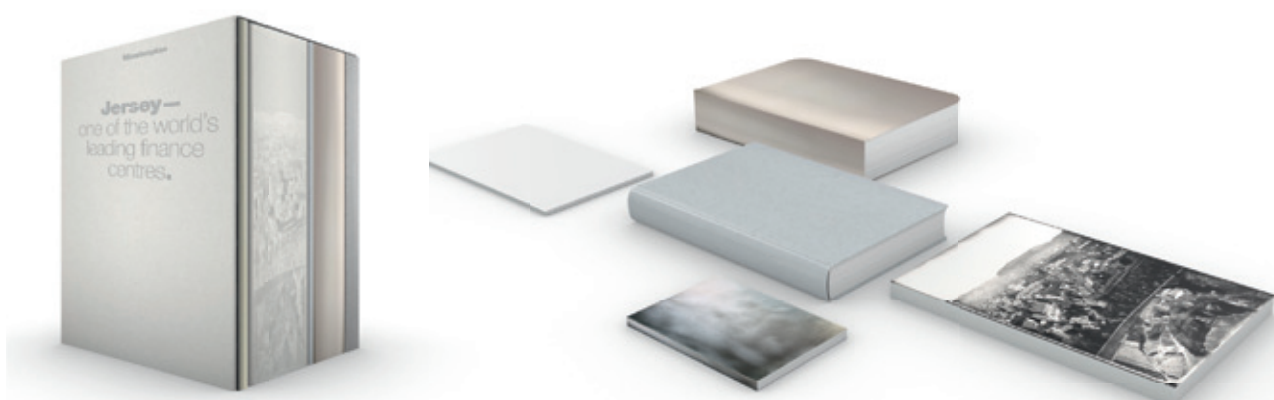
Web Platform



Gallery Exhibition



Edition of 5 Photobooks



## Project Outcomes

**Masterplan** is a collaborative photographic research project between Martin Toft and Gareth Syvret at *Archis/e*: The Jersey Contemporary Photography Programme, hosted by the Société Jersiaise Photographic Archive exploring the Jersey finance industry, corporate culture, business community and governance. The huge importance of the finance sector to the post-war economic trajectory of the island of Jersey is an area in which Photographic Archives until now remain deficient. Although the Société Jersiaise Photographic Archive contains rich documentary of Jersey and St Helier's landscape, social and business histories in the nineteenth and early twentieth centuries, major post-war developments in landscape, infrastructure and society are not represented in a coherent visual narrative.

## Production

**Masterplan is a five-year visual research project developed in collaboration with our award winning design partner, Kummer & Herrman, leading to multiple outcomes:**

- Web based digital platform operating as the project hub for visual and archival research materials
- Five annual thematic photobooks, each edition forming a set at the conclusion of the project
- Major exhibition touring from Jersey to the UK, Europe, USA, and Asia
- Deposit of the Masterplan Project Archive in the *Archis/e* Contemporary Photography Collection at the Société Jersiaise Photographic Archive
- Inclusion of visual history of the impact of the Jersey Finance Industry in the island's cultural record

## Funding

**Masterplan is seeking investment from partners who share our vision and understanding of the need for a visual record of the development and impact of the Jersey Finance Industry**

- Masterplan will run over a five-year period delivering clearly defined and scalable outcomes
- Masterplan project offers key benefits to investors by connecting industry with culture and community
- Funding partners will receive a detailed schedule of outcomes and benefits, supplied with a contract, which will be carefully managed, consulted and communicated throughout the duration of the project

Contact us for a full Masterplan Executive Statement and sponsorship details:  
**[investors@masterplan.je](mailto:investors@masterplan.je)**