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### THE MUSICIAN

Personality Type  
"Myer Briggs"

#### ESFP

If anyone is to be found spontaneously breaking into song and dance, it is the ESFP personality type. ESFPs get caught up in the excitement of the moment, and want everyone else to feel that way, too. No other personality type is as generous with their time and energy as ESFPs when it comes to encouraging others, and no other personality type does it with such irresistible style.

**FAMOUS ESFPs**  
Jamie Oliver  
Jamie Foxx  
Adele

### THE ARTIST

Personality Type  
"Myer Briggs"

#### INFP

INFP personalities are true idealists, always looking for the hint of good in even the worst of people and events, searching for ways to make things better. While they may be perceived as calm, reserved, or even shy, INFPs have an inner flame and passion that can truly shine. Comprising just 4% of the population, the risk of feeling misunderstood is unfortunately high for the INFP personality type – but when they find like-minded people to spend their time with, the harmony they feel will be a fountain of joy and inspiration.

**FAMOUS INFPs**  
Jonny Depp  
Björ (artists)  
Shakespeare

### THE BACHELOR

Personality Type  
"Myer Briggs"

#### ENTP

The ENTP personality type is the ultimate devil's advocate, thriving on the process of shredding arguments and beliefs and letting the ribbons drift in the wind for all to see. Unlike their more determined Judging (J) counterparts, ENTPs don't do this because they are trying to achieve some deeper purpose or strategic goal, but for the simple reason that it's fun. No one loves the process of mental sparring more than ENTPs, as it gives them a chance to exercise their effortlessly quick wit, broad accumulated knowledge base, and capacity for connecting disparate ideas to prove their points.

**FAMOUS INFPs**  
Sarah Silverman  
Adam Savage

### THE CULTURE CHIC

Personality Type  
"Myer Briggs"

#### ISFP

ISFP personality types are true artists, but not necessarily in the typical sense where they're out painting happy little trees. Often enough though, they are perfectly capable of this. Rather, it's that they use aesthetics, design and even their choices and actions to push the limits of social convention. ISFPs enjoy upsetting traditional expectations with experiments in beauty and behavior – chances are, they've expressed more than once the phrase "Don't box me in!"

**FAMOUS INFPs**  
Michael Jackson  
Avril Lavigne  
Kevin Costner

### THE ROCKER

Personality Type  
"Myer Briggs"

#### ENFP

The ENFP personality is a true free spirit. They are often the life of the party, but unlike Explorers, they are less interested in the sheer excitement and pleasure of the moment than they are in enjoying the social and emotional connections they make with others. Charming, independent, energetic and compassionate, the 7% of the population that they comprise can certainly be felt in any crowd.

**FAMOUS ENFPs**  
Robert Downey, JR  
Will Smith  
Robin Williams

### THE HIGH PERFORMER

Personality Type  
"Myer Briggs"

#### ENTJ

ENTJs are natural-born leaders. People with this personality type embody the gifts of charisma and confidence, and project authority in a way that draws crowds together behind a common goal. But unlike their Feeling (F) counterpart, ENTJs are characterized by an often ruthless level of rationality, using their drive, determination and sharp minds to achieve whatever ends they've set for themselves.

**FAMOUS ENTJs**  
Steve Jobs  
Gordon Ramsay  
Margaret Thatcher

### THE HIPSTER

Personality Type  
"Myer Briggs"

#### INTP

The INTP personality type is fairly rare, making up only three percent of the population, which is definitely a good thing for them, as there's nothing they'd be more unhappy about than being "common". INTPs pride themselves on their inventiveness and creativity, their unique perspective and vigorous intellect. Usually known as the philosopher, the architect, or the dreamy professor, INTPs have been responsible for many scientific discoveries throughout history.

**FAMOUS INTPs**  
Bill Gates  
Ellen Page  
Albert Einstein

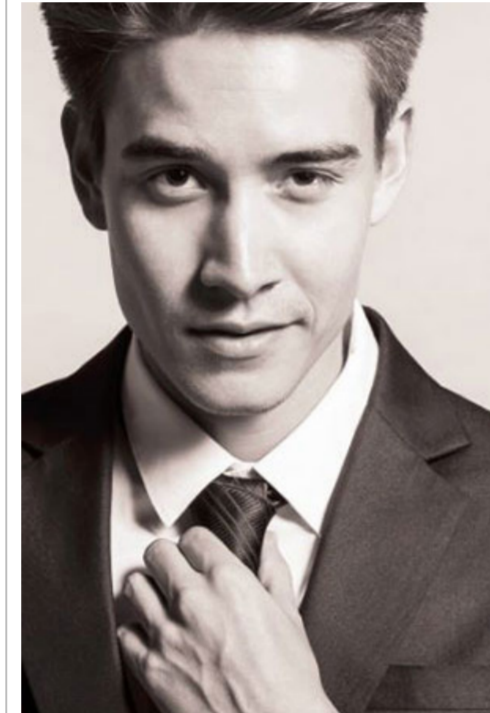
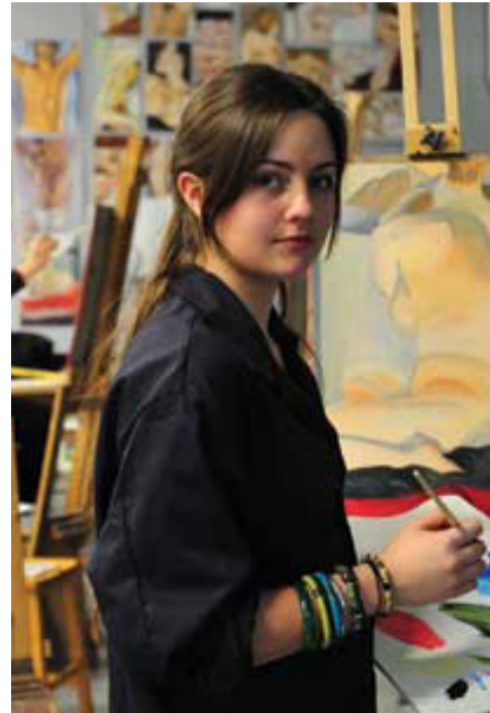
### THE FASHION STUDENT

Personality Type  
"Myer Briggs"

#### ESTP

ESTP personality types always have an impact on their immediate surroundings – the best way to spot them at a party is to look for the whirling eddy of people flitting about them as they move from group to group. Laughing and entertaining with a blunt and earthy humor, ESTP personalities love to be the center of attention. If an audience member is asked to come on stage, ESTPs volunteer – or volunteer a shy friend.

**FAMOUS INTPs**  
Eddie Murphy  
Jack Nicholson  
Ernest Hemingway



## Clyde Todd

#### DEMOGRAPHICS

**Age:** 24  
**Income:** Medium  
**Status:** Relationship  
**Education:** High school  
**Profession:** Musician

#### PSYCHOGRAPHICS

**INTERESTS**  
Music (play drums in a Jazz band), fashion, cool bars, gigs, hang out with friends, city travelling

**READ**  
Everything from Taschen; loves coffee table books! Of course also a well-read copy of Moby's 'Porcelain' in the book-shelf and a subscription of Dazed.

**FAVORITE FILMS**  
Pulp Fiction, Fight Club, Blues Brothers

## Tillie Lawson

#### DEMOGRAPHICS

**Age:** 21  
**Income:** Low  
**Status:** Single  
**Education:** University  
**Profession:** Art student

#### PSYCHOGRAPHICS

**INTERESTS**  
Art, dinners with close friends, people, other cultures, politics (even though she doesn't follow the news that close...)

**READ**  
Eat Pray Love (but she doesn't tell anyone), The Girls by Emma cline.

**FAVORITE FILMS**  
The Piano  
Amélie (Montmartre)

## Allan Killman

#### DEMOGRAPHICS

**Age:** 26  
**Income:** High  
**Status:** Single  
**Education:** University  
**Profession:** Banker

#### PSYCHOGRAPHICS

**INTERESTS**  
Money, girls, expensive clothes, exclusive restaurants and nightlife, sports cars.

**READ**  
The Sun, Fortune, Bloomberg Businessweek, GQ

**FAVORITE FILMS**  
American Phycso, Wallstreet, Scareface

## Selma Benn

#### DEMOGRAPHICS

**Age:** 29  
**Income:** Medium  
**Status:** Single  
**Education:** University  
**Profession:** Architect

#### PSYCHOGRAPHICS

**INTERESTS**  
Design and fashion, friends, new projects (anything from renovating the kitchen to learning a new language), film

**READ**  
Requiem for a Dream (Favorite Book), Doris Lessing, Elle, Human Being, Time Out

**FAVORITE FILMS**  
Lars And The Real Girl, End Of Line, Amy

## Tim Andersson

#### DEMOGRAPHICS

**Age:** 28  
**Income:** Medium  
**Status:** Girlfriend  
**Education:** University  
**Profession:** Freelance writer

#### PSYCHOGRAPHICS

**INTERESTS**  
Politics, gigs & music festivals, reading books, documentaries, films from the 70's. Also watch Fox news just to get a laugh.

**READ**  
Hunter S. Thomson, Washington Post, Jack Kerouac, Bret Easton Ellis, Economist, The Guardian

**FAVORITE FILMS**  
Truman Capote, A Clockwork Orange, The Shining

## Lorraine Ness

#### DEMOGRAPHICS

**Age:** 30  
**Income:** High  
**Status:** Married  
**Education:** University  
**Profession:** CBO

#### PSYCHOGRAPHICS

**INTERESTS**  
Career, family, exclusive restaurants, luxury vacations, expensive fashion, jewelry, sports (go to the gym 5 days a week)

**READ**  
Career books, Sheryl Sandberg, The economist, Vogue, The Mirror

**FAVORITE FILMS**  
Six Shades of Gray, Pretty Woman, Chocolat, The Devil wears Prada

## Rolf Clifford

#### DEMOGRAPHICS

**Age:** 30  
**Income:** Medium  
**Status:** Married  
**Education:** University  
**Profession:** Creative Director

#### PSYCHOGRAPHICS

**INTERESTS**  
Litterature, Poitics, BIG exten-tial problems, love to show his intellect in long discussions over some wine.

**READ**  
Fitzgerald, Joyce and Huxley, The Atlantic, New York Review of Books, New Republic, Chomsky

**FAVORITE FILMS**  
Everything from Bergman, Saló or 120 Days of Sodom, Citizen Kane

## Issy Nichols

#### DEMOGRAPHICS

**Age:** 24  
**Income:** Low  
**Status:** Single  
**Education:** University  
**Profession:** Fashion student

#### PSYCHOGRAPHICS

**INTERESTS**  
Party(!), fashion, clubs, hanging out with friends, GIRLS!!!

**READ**  
L'uomo Vogue, Esquire, The Sun

**FAVORITE FILMS**  
Lagerfeld Confidential, Coco, Dior and I, Harry Potter, Zoolaner

### ABOUT

Clyde plays drums in a Jazz band and even though it does not make him rich, he is doing what he loves most!

Playing gigs in clubs and bars a few times per week, when is off 'work', not practising with the band, he stays as far as he can from noisy bars and prefers staying home with his girlfriend or going to some cosy Italian restaurant after a great movie at the cinema.

He has never been to the ballet but says he would go and check it out if he saw some 'show' that looked interesting. hasn't thought about it.

### ABOUT

Tilly is doing her second year at Slade School of Fine Art. She is passionate in her art and has no doubt that she will become a famous artist.

As a student, she doesn't have a big income, and she can't really afford to buy clothes or go to fancy bars. Not that it matter as she never been interested in fashion and her also rather hang out with cool people in some small apartment in east London drinking wine and arguing about politics and whether Braque actually was more interesting as an artist than Picasso.

Tilly loves going to the theatre and usually do so a few times per year. She also 'tried' the ballet once and enjoyed it. The reason she hasn't been again being simply because she hasn't thought about it.

### ABOUT

Allan always has dreamt of being rich and famous, and ever since he saw the movie Wallstreet, he knew he wanted to work as a trader.

Even though he has a very good salary he every month manages to spend most of it hanging out in some of Londons most exclusive bars, restaurants and clubs with his workmates at the bank. He also fancies expensive clothes, mostly suits, and just leased a Porche.

Allan loves being single and dates frequently through Tinder. He likes to impress his dates by taking them to expensive restaurants.

Hi has never been to a ballet as he think's it's a bit 'gay'.

### ABOUT

Selma work as an architect in a small but successful office in the centre of London. Most people see her as 'arty and cool', and she spends a lot of time (and money) hunting vintage designer clothes in East London and on E-bay.

She hates being single and has started to date quite frequently. For most of her dates, she tries to avoid getting trapped at some boring restaurant or going to the cinema and instead strives to come up with fun and unexpected activities. Most of the times this has worked out great, but the last date didn't really enjoy participating in the performance art workshop that she had booked for them, and they haven't seen each other again.

She has not yet been to the ballet with any of her dates, mostly because none of her friends goes and because she hasn't read much about it in Time Out, Elle or her favourite magazine; Human Being.

### ABOUT

Music has always been a big part of Tim's life. Since he was a teenager he has been going to concerts, gigs and festivals almost every weekend; an interest he also shares with his girlfriend which he met on Glastonbury three years ago. Tim and his girlfriend also like to spend their Saturdays checking out some trendy art-galleries around SoHo and even though he does not see himself as a 'cultural person', he enjoys cool art.

Working as a freelance political writer for the Guardian, Tim loves to discuss politics with his close friends, many which work in media and the music industry. His friends regard him as smart, fun and really intelligent.

Tim has been at the ballet two times. The first time was with school when he was fifteen. The second time after he got some sponsored tickets from a magazine he wrote for. He enjoyed it but didn't really like the music.

### ABOUT

After graduating from Oxford, Lorraine got headhunted to one of Londons leading management consultant firms and she was soon put on their 'fast-track programme'. Just turning thirty she is now a partner and the CBO.

Being married since two years, she spends most of the weekends when she does not work with her husband and with other couples, rather than hanging out with her friends in some of the noisy nightclubs where she still has her VIP-membership from her party years.

Even though not 'art-lovers', Lorraine and her husband enjoys contemporary art and quite often during their 'Saturday strolling' check out some cool galleries and they also visit the theatre maybe once a year. Both have been to the ballet a few times but never together. They haven't even considered it as they do not really 'get it'.

### ABOUT

Rolf work as the creative director on one of Londons coolest advertising agencies. He reads a lot and loves to have long and challenging discussions about politics and philosophy with his friends and clients, both who sees him a bit like a creative genius.

Being married with two kids, he doesn't go out much more than the occasional restaurant dinners with his wife and some close friends.

He and his wife often talk about getting out more and 'do stuff' but something always seems to come in between, or they simply are too tired to take the time to figure out what to do.

Going to the ballet hasn't even crossed their minds as you do not really hear much about it.

### ABOUT

Issy is doing his last year at London College of Fashion where he is seen as a bit of a class-crown, loved by his classmates as well as his professors.

He often jokes about it 'being a big joke that they let him in'. Sure; he loves fashion and started to print his own t-shirts when he was around thirteen and pretty much have modified every piece of clothing he owned since. Applying to LCOF, however, wasn't really planned and when he got accepted he first thought it must be some of his friends mocking with him.

Issy pretty much goes out seven days per week and never miss a party. As a student at one of the world's leading fashion universities he also receives lots of invitations to art exhibitions and fashion shows.

When asking if he thought of visiting the ballet his quick reply was: 'are there free drinks and some cool after-party..?'