

ICONIC BUILDINGS OF CROYDON CREATOR TROY DAVIS

Troy Davis is a creative force shaped by more than 35 years in the industry, bringing depth, precision, and vision to every project he touches. His journey began at Southwark School of Art, followed by London College of Printing, where he built the foundation for a career defined by craft and innovation. He went on to work with leading agencies including Greenleaf Advertising, Williams Lea, David Taylor Design, and Jones Knowles Ritchie, before bringing his expertise to Interscope Productions. These experiences shaped a creative leader who understands not only how to generate ideas, but how to deliver them with impact

Creative Director

Creative Director at Interscope Productions, Troy is responsible for driving creative excellence across the organisation. At the core of his work is a belief that the most powerful brands are built on authentic stories, stories that connect, inspire, and endure. Interscope Productions, with over 20 years of independent success, thrives on this philosophy, bringing ideas to life across branding, packaging, campaigns, and experiential design. Troy ensures that every project reflects this ethos, blending strategic thinking with creativity to produce work that is not only visually compelling but profoundly meaningful

Vision Behind the Work

His vision came to life in the transformation of the Croydon Smile Hub—an opportunity he embraced with both professional passion and personal pride. Living in Croydon, Troy drew inspiration from its rich culture and iconic skyline to create a visual identity that resonates with the community it serves. The design reflects progress and possibility, aligning with initiatives like Croydon Digital Inclusion and the hub’s mission to empower local people through digital literacy. More than just a space, Troy envisioned a hub where creativity fosters connection, a place where the spirit, pride, and unity of the community are not only represented, but truly felt.

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