

Our Story



We are reinventing the whisky flavour chart, using graphics to explore the incredible stories and themes that have shaped whisky.

BORN OUT OF THE 2020 LOCKDOWN

Craig Townsend worked as a Design Director at a creative agency in London before the national (UK) lockdown in March 2020. The industry was devastated by the pandemic and the agency where he worked, wasn't immune to this.

While visiting friends just before the lockdown, he observed them tasting and discussing wine. He began wondering if there was a way to enhance his own experience of tasting whisky, being a whisky fan himself.

Then lockdown hit. After leaving his role, Craig decided to combine his award-winning design experience with his passion for whisky. He set about creating a contemporary, interactive whisky tasting system to explore your whisky palate and enjoy as a unique whisky wall art.

For an entire month during lockdown, Craig and his wife went on a treasure hunt to shoot over 175 flavours using their makeshift photography studio. Finding and shooting flavours like; apple, bark, chocolate, nuts, wine and some of the more obscure off-notes such as sweaty trainers, car tyres, tar and mining lamps! Whilst being immense fun, it took up a lot of space in the home they share with their 1 year old daughter.

Once the imagery was shot and edited, the design phase began. Using Craig's skills in visual storytelling, each series of artworks presents a new theme and reflects stories that have shaped whisky for generations.

To know great design, you need to gain a design appreciation. To know great whisky, you need to gain an appreciation of whisky.

This is Craig's ambition – to make whisky more accessible and to empower the user to attain an appreciation. The concept of Angel Share Artworks was born.

What is the meaning behind the name? The "Angels' Share" is an affectionate term used in whisky production, referring to the volume of whisky lost to evaporation during the critical ageing process. It is thought that the mysterious volume of whisky is so divine, it is taken to be enjoyed by angels. Angel Share Artworks is here to unlock the mystery of whisky, note by note, dram after dram.

LAUNCHED IN AUGUST 2020

After launching our initial series in August 2020, Angel Share Artworks has had a truly humbling response from around the world, including the UK, Europe, Canada & the United States.

Angel Share Artworks is on a mission to empower whisky enthusiasts to discover their whisky palate on their own terms, and is becoming a staple gift for whisky enthusiasts.