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MEDIA RELEASE

Hothouse Magazine Launches Hothouse Studio – a creative services agency for the climate and social justice movement

Today, the team at Hothouse Magazine is proud to launch Hothouse Studio - a new creative services agency dedicated to the climate and social justice movement, launching at a time when the stakes for our environment have never been higher.

Hothouse Studio offers services across creative strategy and campaigns, branding and identity, website design and development, campaign strategy and communications, content production, social media engagement and events.

"The launch of Hothouse Studio clarifies our existing work into two streams," says Ondine Martin, Executive Director. "Our storytelling and community activation work will continue to live under our online publication, Hothouse Magazine, and our campaigns and project-based work will now live under Hothouse Studio.

"Together, Hothouse Magazine and its new studio are vehicles to combat inequality, environmental destruction and disconnection. We're bridging gaps in community and re-framing crisis narratives - unpacking the connections between issues and tackling root causes, not just effects," says Martin.

Matt Bray, Founder, adds: "Ad-land was built to capture attention and influence behaviour at scale. If you apply those levers to grassroots causes, anchored in the realities of campaigning and organising, it's a powerful combination. That's what our team brings - practical creative expertise, not just theory."

Founded in September 2024, Hothouse Magazine was built to rethink conversations around climate, social justice, and community - challenging entrenched systems and imagining brighter futures. With today's launch of Hothouse Studio, the organisation broadens its impact by offering a range of creative services to respond directly to growing social and environmental pressures.

"Hothouse Magazine gives oxygen to the stories that need to be told and builds community connection on and off screen," says Bray. "It's an antidote for the rising division and polarisation we face in the world. Now, Hothouse Studio adds collaborative capacity to the magazine, expanding the group's ability to connect, inspire and unite."

"With backgrounds in campaigning, marketing and communications for environmental and social causes, we are a team that gets it," says Sam Sweeney, Communications Specialist and Editor. "Collectively, we've crafted powerful, strategic messaging, mobilised tens of thousands of people, and helped shift the dial on climate and social justice across this continent."

Hothouse Studio has quickly established a strong track record with impactful campaigns. In February, its first major campaign took on the Coalition during the federal election, highlighting its failings on climate and integrity through a paid persuasion campaign in marginal seats. The campaign achieved 27 million impressions on Meta, reached 2.1 million unique viewers, and contributed to 11 of 15 targeted seats swinging against the Coalition

In September, Hothouse developed the brand identity and website for the Climate Justice Coalition, uniting leading climate groups with a bold and inclusive new brand to catalyse action and re-energise the climate movement ahead of COP31, expected to be held in Australia in 2026.

"We don't fit into a clearly defined niche and it's creatively liberating. Our work is guided by conscience—and by what can make a meaningful impact. We're here to help organisations rise above the noise, not just compete in it," says Ondine Martin.

Book a meeting with Hothouse [here](#). View Hothouse Studio's past campaigns, projects and services [here](#).

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EDITOR'S NOTES

About

- **Hothouse Magazine** is an innovative online publication dedicated to reimagining climate, social justice, and community narratives to challenge divisive systems and inspire collective action.
- **Hothouse Studio** is its creative services arm, providing strategic campaigns, branding, content production, and engagement designed to amplify social and environmental change initiatives effectively.

The Hothouse Team

- **Matt Bray** is the founder of Hothouse Magazine and Studio, a creative director, activist, and designer with 15 years in traditional advertising and 5 years disrupting it. He is also Vice President of the clean-communications advocacy group Comms Declare.
- **Ondine Martin** is Executive Director of Hothouse, having joined Hothouse Magazine in February and stepping into her leadership role in July. She is a climate campaigner, communicator, and community organiser who has lobbied for climate justice in Parliament, worked on campaigns to shift finance away from fossil fuels, and mobilised thousands of individuals to take action.
- **Sam Sweeney**, Communications Specialist and Editor at Hothouse, is a writer and digital campaigner with expertise in campaign strategy, social media, and web design. Sam has mobilised thousands for climate and social justice through collaborative storytelling and empowering frontline communities.