

## **D&AD – RESOURCES FOR SCHOOLS & COLLEGES**

The D&AD Resource Box has been created to support visits to the D&AD exhibition by formal education groups. The following list of contents is designed to help educators carefully plan their use of the resources in advance. Notes are also available for teachers and lecturers which offer suggestions for activities: these include information about booking The Print Room and the Resource Box.

In addition to the Resource Box ten posters are also available. Descriptions of these posters follow the Resource Box contents section listed immediately below.

### **D&AD RESOURCE BOX CONTENTS**

#### **1. American sales brochure for Plymouth automobiles (Anonymous - c.1957).**

**Description:** A promotional brochure for automobiles which folds out to reveal a poster on one side. The brochure promotes the Plymouth manufacturers new cars: Bevedere, Plaza, Savoy and Suburban. It features interesting use of language (“torsion air ride”), slogans, logos and an interesting representation of a women in car advertising: “Cars you might have expected in 1960...here now!” and “Plymouth! Suddenly it’s 1960. 3 years ahead...the only car that dares break the time barrier..’

Museum No. E.184-1990

#### **2. Sgt. Peppers album sleeve ( Peter Blake / Jann Haworth - 1967 )**

**Description:** *Sgt. Peppers Lonely Heart Club Band* is arguably the most famous album sleeve of all time. The image is composed of a collage of celebrities. The Beatles’ album *Sgt. Peppers Lonely Heart Club Band* was first issued by EMI Records in 1967.

**Further Information:** There are 88 figures on the album cover, including the band themselves. Pop Artist Peter Blake and his wife Jann Howarth conceived and constructed the set, including all the life size cut-outs of historical figures. The band showed up and were photographed by Michael Cooper. Copyright was a problem as many of the celebrities were living, and so Beatles manager Brian Epstein tracked each one down to get letters of permission.

Museum No. E.1803-1990

#### **3. Yes Logo ( Roger Dean – 1990 )**

**Description:** Original logo artwork for the ‘Yes Years’ boxed set produced with airbrush, acrylic paint, silkscreen and collage. The original logo was first designed about 1971.

**Further information:** Roger Dean studied Furniture at the Royal College of Art during the 1960’s. After graduating in 1968, he designed seating for Ronnie Scott’s Jazz Club and produced his first record cover for a group called Gun. This was the beginning of an ongoing collaboration with musicians.

[www.rogerdean.com](http://www.rogerdean.com)

Museum No. E.2470-1991

#### **4. Miscellaneous ephemera for Biba ( Barbara Hulaniki. Logo by John McConnell – 1969 )**

**Description:** A selection of Biba store branded ephemera c.1972, including price stickers, tags, bags and labels. Black and gold, with Art Deco styling, are key features of the Biba identity in this selection of material.

**Further information:** John McConnell designed two versions of the Biba logo. The first was designed for the Biba mail order catalogues around 1966 and drew on art nouveau lettering of the 1890s for its inspiration, a form of Celtic lettering reinterpreted by the Liberty style of that period. In 1969 the logo was re-designed reflecting inspiration from 1930s Art Deco. When the Biba shop moved in 1973 to the former Derry & Toms building (built in 1933) in Kensington High Street, the interiors were also given a 1930s Art Deco and Hollywood glamour .

Museum No E.3681-3693-1983

#### **5. Stationery for the men's wear shop Michael Barrie. ( M. Bennett - c.1979 )**

**Description:** A selection of material which illustrates the use of graphic design in developing 'corporate identity'. The business card, carrier bag, labels, compliments slips and headed note paper included here relate to Michael Barrie, a men's clothes shop, in the late 1970s.

Museum No E.101-104-1981

#### **6. Benetton advertisement ( Oliviero Toscani – 1990 )**

**Description:** This advertisement for the '*United Colours of Benetton*' incorporates twelve test-tubes filled with blood samples. Each tube is labelled with a Christian name, including the names Yasser, Margaret, Nelson and names shared with other world leaders. This formed part of the Benetton autumn/winter campaign 1990

**Further Information:**

[www.benetton.com](http://www.benetton.com)

Museum No. E.2157-1997

#### **7. Advertisement for ACT UP (Andrew Dibb - 1992)**

**Description:** Part of a campaign which was designed to encourage the use of condoms. It incorporates, and questions the ethics of, a Benetton advertisement which includes a photograph of David Kirby (an AIDS activist) on his death bed. The poster has text which states: *There's only one pullover this photograph should be used to sell* and also *SILENCE=DEATH. ACT UP.*

**Further Information:**

[www.benetton.com](http://www.benetton.com)

Museum No. E.1905-1992

#### **8. Adidas poster featuring Paul Ince ( Tony Davidson and Kim Papworth – 1997)**

**Description:** A poster which advertises the *Adidas Predator Traxion* football boot. The design incorporates three strands of barbed wire. Each barb is formed using a photograph of Paul Ince, the former Manchester United and England football player, in a dynamic footballing pose. Colour offset lithograph.

Museum No E.26-2002

## **9. Advertisement for Diesel ( Joakim Jonasson- photographer David La Chapelle).**

**Description:** A design featuring a black and white photograph which depicts a submarine of celebrating sailors coming into harbour. The photograph has a mock date of 1945 indicating that, at first glance, the image relates to the traditional views of the end of the IIWW. A closer look reveals images of kissing sailors. This design was part of the *Successful Living* campaign.

### **Further Information:**

[www.diesel.com](http://www.diesel.com)

Museum No E.37-2002

## **10. Packaging for *Ladies And Gentlemen We Are Floating In Space* by Spiritualized, 1998 and *Let It Come Down*, Spiritualized (Mark Farrow - 1998 & 2001).**

**Description:** The D&AD award-winning packaging for compact disc albums by the band Spiritualized. The packaging of Ladies and Gentlemen resembles a pharmaceutical product.

### **Further Information:**

[www.farrowdesign.com](http://www.farrowdesign.com)

## **POSTER SELECTION - DESCRIPTIONS**

### **1. Poster advertising Cadbury's fruit and nut chocolate ( Rosie Oxley - c.1966 )**

**Description:** A D&AD award winning design by Rosie Oxley which features a bar of chocolate wrapped in fur with the following text: "*Who does she think she is?*", "*I'm a hot chocolate*". *Everybody's a Cadbury's fruit & nut case.*

Museum No E.382-1982

### **2. Political poster by Paul Peter Piech**

**Description:** Paul Peter Piech ( 1920 -1996) produced this design using black and red wood cut point. The poster illustrates this quote attributed to Richard Nixon at a White House dinner, c.1971: 'I Can Go Into My Office And Pick Up The Telephone, And In 25 Minutes 70,000,000 People Will Be Dead'.

**Further Information:** Paul Peter Piech was born in Brooklyn, New York in 1920. Piech designed poem posters, printed books and illustrations which expressed his concerns with social issues, racial equality and freedom of conscience. His work often illustrates quotations from poets, thinkers and politicians.

The archive of Paul Peter Piech is located at the Museum Archives, Blythe House, 23 Blyth Road, London W14 0QX. Phone 020 7603 1514 for further information.

Museum No E.556-1975

### **3. Design issued by the Department of the Environment encouraging seat-belt use ( Peter Ayers -1974 )**

**Description:** A poster design by Peter Ayers which uses a brutally graphic image to hammer home its message about the importance of using seat-belts: *Do you really think it can't happen to you? Clunk-click every trip.* Colour offset lithograph.

Museum No E.378-1982

#### **4. Promotional poster - *Never Mind The Bollocks/Here's The Sex Pistols* (Jamie Reid & John Vamom – 1977).**

**Description:** A poster by Jamie Reid and John Vamom, advertising the long-playing record of this title, recorded by the Sex Pistols for Virgin Records Ltd., 1977. Colour offset lithograph.

Museum No E.893-1985

#### **5. Advertisement for White Horse whiskey (Graeme Norways - c.1979 )**

**Description:** This poster was one of a series depicting a white horse, advertising a brand of whisky made by White Horse Distillers Ltd. French Cruttenden Osborn (FCO) was a small agency from which emanated a number of smart campaigns in the seventies. Some of the most well known posters were for the White Horse Whisky series by Graeme Norways (art director), Nick Hazzard (copywriter) and Lester Bookbinder (photographer). Here the image of the white horse and the word 'Scotch' were all that were used for brand recognition.

D&AD Silver Award

Museum No E.59-1982

#### **6. Poster produced for Lynx – Fighting the Fur Trade ( Barry Lategan & TBWA – 1987)**

**Description:** Every winter Lynx organises a campaign, to coincide with the fur coat season. As with their 1984 campaign, Lynx approached a well-known fashion photographer to provide the sort of image generally associated with glossy fashion magazines, but with a startling difference. The design depicts a leg-hold trap: *Furcoat with matching accessories.* Photograph Barry Lategan. Advertising agency, TBWA.

Museum No E.3039-1991

#### **7. V&A poster. (Saatchi and Saatchi, Paul Arden & Jeff Stark – 1988)**

**Description:** Poster from the campaign series *V &A An ace cafe with quite a nice museum attached*, advertising the Victoria and Albert Museum. The poster depicts an ivory sculpture of Venus and Cupid by Le Marchand being held in a hand. The text reads: *Where else do they give you £100,000,000 worth of objects d'art free with every egg salad?* Produced by Paul Arden and Jeff Stark for Saatchi and Saatchi Advertising Ltd., London.

Museum No E.515-1988

#### **8. Advertisement for Silk Cut Cigarettes ( Saatchi and Saatchi, Paul Arden – 1988 )**

**Description:** Saatchi & Saatchi first took on the Silk Cut account in 1983 and Paul Arden introduced the famous cut silk concept. Following the example of Benson & Hedges, no copyline was used, just a still life photographic image in the brand's signature purple. In the late 80s Alexandra Taylor created this Silk Cut advert. Today cigarette advertising hangs on by a thread.

D&AD Annual 1988

Museum No. E.381-1989

**9. Poster issued by The Body Shop ( Richard Browning –1990 )**

**Description:** Poster by Richard Browning (born 1963) for The Body Shop PLC and advertising its scheme to refill its toiletry containers rather than selling products in new ones. It features the text *Once is not enough* and is printed on recycled paper.

Museum No E.3072-1991

**10. Poster for NSPCC ( Dennis Willison and Kes Gray for Saatchi & Saatchi – 1999 )**

**Description:** A poster which delivers a powerful and emotive message with sophisticated subtlety: Dare to care. Cruelty to children must stop. One of a series issued by the National Society for the Prevention of Cruelty to Children. Colour offset lithograph.

Museum No. E. -2002