



RING-A-DING

Asked to play tricks on the trademark of London call girls, our favourite designers press re-dial on the tart card

PHOTOGRAPHY: STEPHEN LENTHALL WRITER: CAROLINE ARCHER

When you think of London, what is the first thing that comes to your mind? Double-decker buses, black cabs? No, we're thinking of the capital's more ephemeral but equally pervasive symbol: tart cards. If you are unfamiliar with these little wonders, tart cards are the means by which many London prostitutes advertise their services. Step into almost any central London phone box and you can contemplate up to 80 cards inviting you to be tied, teased, spanked or

massaged either in luxury apartments, fully equipped chambers or the privacy of your own hotel room. All this and more is always just 'one minute away' from the box in which you are standing.

Even if a police crackdown, the internet and the increasing use of mobile phones suggest their days are numbered, tart cards are still so pervasive they are now regarded as items of accidental art and have something of a cult following. Once on the periphery of design,

JUST OUR TYPE
'Filthy Gill' by Jack Gladstone and Dave Russell, Chelsea College of Art & Design. The card uses the classic Gill Sans font, designed by the controversial British sculptor, engraver and typographer Eric Gill, known for his rather catholic attitudes to carnality

tart cards have influenced the work of many mainstream artists such as Royal Academician Tom Phillips and Sex Pistols designer Ray and Nils Stevenson.

In conjunction with St Bride Library, we've asked designers – from students to superstars – to find the tart hiding in every type and create their own graphic numbers. We've received more than 250 cards, which will all be donated to St Bride Library and will be on display at KK Outlet, London, at the end of June. >>

Casual
yet
Script

hand relief with
my wet brush

BELL 721 4586

NON-STOP 24-7 A.B.

Fuck me! 020 7633 9046

3

**CALL
773.929.17**

GILL

MASKED BEAUTY
FOR ALL YOUR SECRET DESIRES

0800 4455 7267

OUR JOHNSTON

CALL AGAIN

Row 1, from left to right:
Mr Smith; Oskar Svensen;
Anthony Burrill; NB:Studio;
Melvin Galapon; Corinna
Neuenschwander, Value and
Service; Spin; Pablo Juncadella;
Jack Gladstone & Dave Russell,
Chelsea College of Art &
Design; Charles Grant

Row 2, from left to right:
Ali Hanson & Adam Laucht,
Chelsea College of Art
& Design; Oliver Robson,
LCC; BCMH; Russell Bell;
Breakell Design; Albert
Naasner; Ahonen & Lamberg;
APFEL; Nigel Robinson;
Studio Makgill

Row 3, from left to right:
Sean Murphy, Value and Service; Alasdair Boyce; Cartledge Levene; Small Japanese Soldier; Scarlet Shillingford-Blay, Sarah Bradley & Kinez Riza, Chelsea College of Art & Design; Rebecca Levis; Form; Sonya Dyakova; Karlsson Wilker; Neville Brody

Row 4, from left to right:
Holly Featherstone, Marine
Malak & Jenny Lam, Chelsea
College of Art & Design;
Jeremy Leslie; Loran Stosskopf;
Corinna Neuenschwander,
Value and Service; The Design
Conspiracy; Clément Le
Tulle-Neyret, Value and
Service; Phil Carter, Carter
Wong; Next of Kin; Fernando
Gutiérrez; Noma Bar

Row 5, from left to right:
First three cards by Jeremy
Leslie; Sean Murphy, Value
and Service; Jeremy Leslie;
A.b.a.k.e; Darren Scott, Truth
To see more cards, visit
www.wallpaper.com

+AO

Voted Switzerland's

**BEST
F***
EVER**

10 HOT DIGITS
0 1 2 3 4 5 6 7 8 9

Call Me
4 3583 8422

Blonde Bembó

needs to be taught a lesson

★ CALL 0980 6373 6789

Transition Brummie Beauty

With much admired curves and strokes.
Sheer refinement

Baskerville 1757, 1758

Swiss Miss Bold & Brassy

Dial:
020
7405
0875

for
Hot
Helvetica
Action

ST BRIDE
LIBRARY


**O & O,
THE INSEPARABLE TWINS, CALL
07778 560 000**

Pick Me Up

LOVE

Woman





A IS WAITING FOR YOU
07778 560 000

**SEX
MAC
HINE**

ETC. Machine™ Bold
Linotype GmbH
Hermann-Bühner-Strasse 2-4
41032 Bad Nenborn
Germany

X


© 1988 Library

Mid-twenties, mature face,
been around

**Filthy
Gill**

Will do absolutely anything
24.7

**THE BEST
RUB-DOW
IN TOWN!**

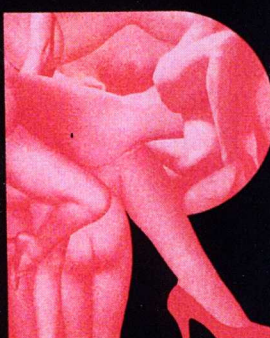


"CALL ME."

1973-2008



Call 142-BONDON



ROXANNE,
WILL YOU WEAR THAT
DRESS TONIGHT?



436440

© 1988 Library



**THE
WET
BROWN
FOX
CUMS
OVER
THE
DIRTY
DOG**

GEORGIA-0754569598

**ROSE
WOOD
DO YOU
ANYTIME**

(USE ME NOW)

**NICE
TIGHT
VAG**

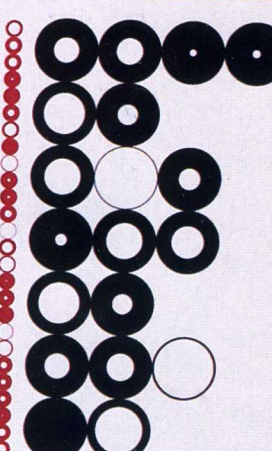
—0800 NICEVAG—



Joseph Ballbarrat Silhouette, 1974

**F*CK ME
HERE!**

+1 212 929 8064



**HUURGH!
AWH!
WHACK!
CRUNCH!
OUCH!
CRACK!**

© 1988 Library

Call Gill 38.24.36
classic features
perfect curves
I'm your
type

some-
times I
can be
really
Grotesk

call
(0800-Grotesk-)



**PLEASE
CUM
ON MY
FACE**

ARIAL BLACK 07900476469

O

COMPANY

(Y) (Y)(Y) (Y)(Y)
(Y)(Y) (Y)(Y) (Y)(Y)
(Y)(Y) (Y)(Y) (Y)(Y)
(Y)(Y)(Y)
(Y)

**I LOVE
GOOD
OLD FASHIONED
KOCH**

Wallpaper*