

# Random 15-21

THE  
LONDON  
DESIGN  
FESTIVAL  
2006

## An exhibition of random words

The private view of the Random exhibition was a very well attended and well-received event, creating quite a buzz on the night despite being held in competition with many other London Design Festival openings. Amongst the attendees were a number of high profile graphic designers, professional educators and even a well-known comedian – all enjoyed themselves well into the night at an after-party with music by Top Rankin.

The exhibition features a diverse range of typographically-led work created by participants from around the world, including a 'wall of postcards' from a part of the project that was open to everybody. The exhibition is open until September 21st.



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## An exhibition of random words

The first Random exhibition runs until the 21st September 2006 at the Wagdas Gallery E2, in partnership with the London Design Festival.

The participants are from a diverse range of backgrounds, many are professional graphic designers and artists, who all share an interest in experimental typography. Some have lived in London all their lives whilst for others studying here has been their first experience of both this country and the city.

What links them is that they have all been involved in the Experimental Typography\* course at the London College of Communication. Not content to just complete this and move on, Random came about as an arena in which we could continue to develop the ideas and processes initiated on the course.

Each participant picked a number between 1 and 100 which corresponded to an unseen word cut out of an issue of *Time Out* magazine. This randomly selected word then became the basis for their project.

Why *Time Out*? Because it's a magazine that reflects London – from the everyday reality of living and travelling in the city to the eclectic cultural and social flotsam it offers. This emanates through every level of the publication; if individual words are taken out of context they still combine to form a lexicon that is peculiarly 'London'.

### Contact

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### Wagdas Gallery

Unit 3, 210 Cambridge Heath Road  
London E2

*\*The Experimental Typography course is a part-time CMP course that has run at the London College of Communication since 2002, taught by Sarah Hyndman.*



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## Postcards

A 'wall of postcards'. A call for entries was put out for everybody to enter the postcard part of the Random project. Participants sent in a number between 1-100 and received a random word in return which they used as the basis for their postcard.

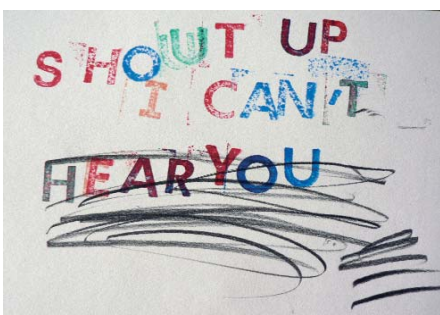
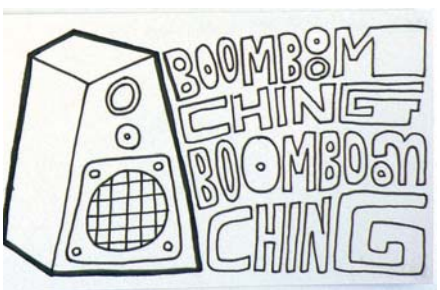
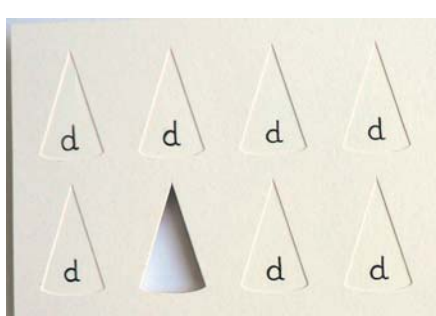
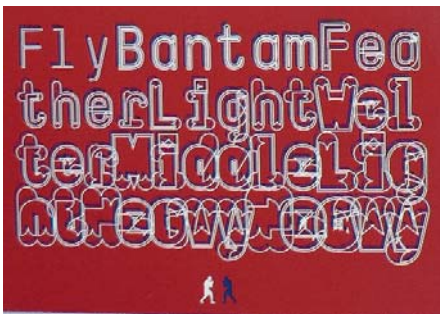
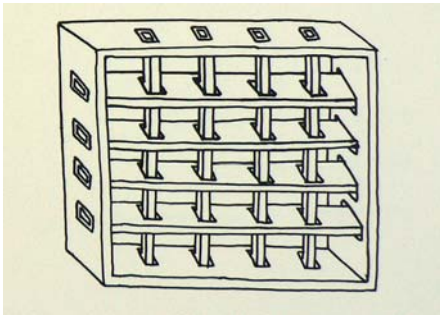
This is an ongoing project and another exhibition that will feature just the postcards is planned soon.





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- 1 Narcissus: Humphrey Ocean
- 2 Box: Patrick Morrissey
- 3 Now: Peter Bailey
- 4 Noise: Nic Hinton
- 5 Noise: Sarah Hyndman

- 5 Drink: Andreja Brulc
- 6 Disappear: unknown
- 7 Dumb: Mette-Sophie D. Ambeck
- 8 Critic: Paul Chamberlain
- 9 Now: Paul Lawrence

- 10 Winner: Sarah Hyndman
- 11 Late: Mark Hinkley
- 12 Travel: Becky Chilcott
- 13 Mouse: Isabelle Parker
- 14 Attraction: Rajinder Bains



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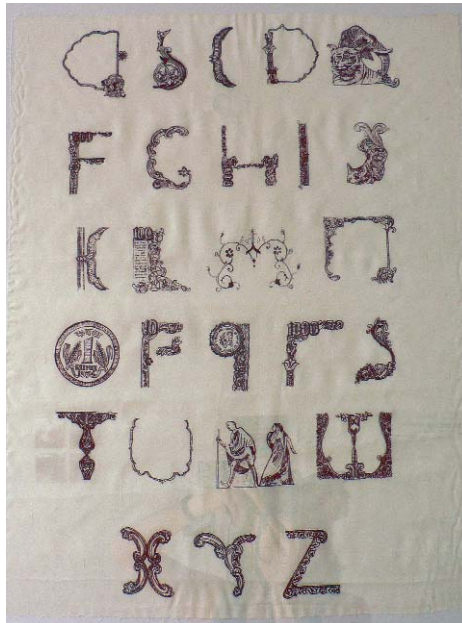
**Madhu Amodia** (India)

**4: open**

"When you say the word 'open' to somebody from India, the first thing they think of is the 'open economy' and the great boom that has come about in the country as a result."

To express this, an alphabet has been created by tracing over details of Indian currency. This was then screen-printed onto fabric along with slang words for both in Indian and English money.

'Pony' (£25) and 'monkey' (£500) are cockney words for money which originate from 19th century servicemen and reference Indian rupee banknotes featuring pictures of these animals on the equivalent denominations.



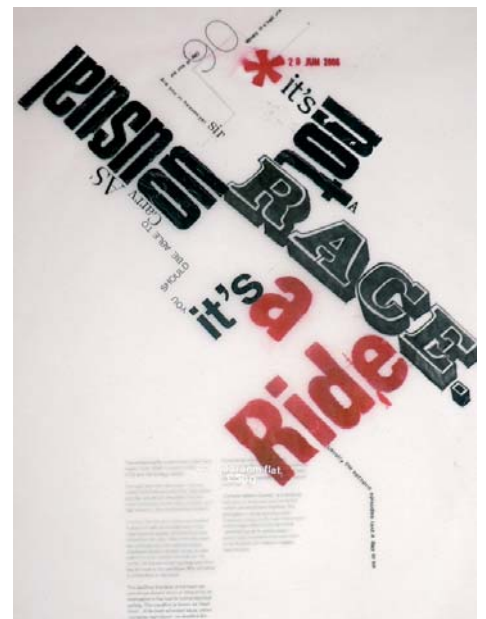
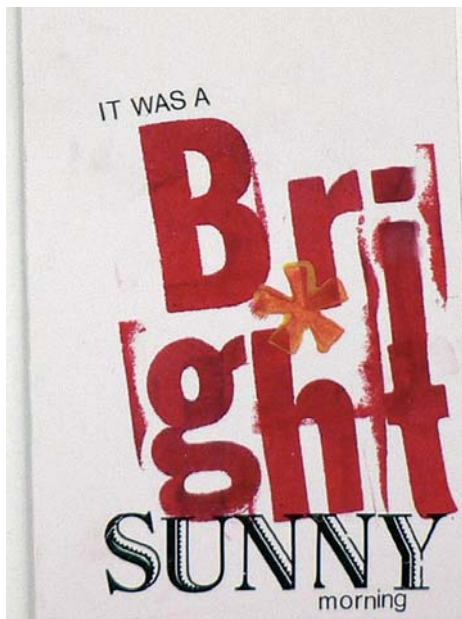
**Steven Gunner**

**46: pride**

What is it that gives us a sense of pride?

The inspiration behind the project was the London to Brighton 2006 bike ride, which Steven entered in conjunction with the British Heart Foundation – an organisation with which he has a very personal connection.

The work details events and experiences from the training sessions in the build-up to the ride. These include observations along the way, medical details, memorabilia and maps of the training sessions.



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**Claire Mason**

**64: comedy**

There are words that are inherently funny due to their phonetic sound. Consonant plosives like *p*, *b*, *t*, *d*, *k*, and *g* have been found to be the funniest sounds in the English language – particularly when found in short words since these create the greatest tension.

Of these *k* is considered to be the most humorous letter, and words that use its phonetic sound are most likely to gain a laugh especially when naive references to either sex or expletives are made.\*

*Wordplay using innocent innuendo was popular in the british comedy of the 1950's and early 1960's. Origin of 'Gruntfuttock': J. Peasemold Gruntfuttock was a character created by Kenneth Williams for the 1950's comedy sketch show 'Round the Horne'.\**

*\*Various sources*



**Regina Toledo (Brazil)**

**29: neighbourhood**

A composition that utilises familiar, 'home-crafted' materials to represent the overlapping of localised communities that is experienced whilst living in large metropolises such as London and São Paulo.





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## Becky Chilcott

### 43: before

The project was inspired by faded wallpaper around pictures that have been hanging on walls for years and tube posters half ripped down to reveal what was previously there. The work demonstrates an exploration of the layering of time in response to the question "What was it like before?"

The explorations were documented in a sketchbook. However, rather than using a conventional book format, the pages were stuck directly on top of one another burying each deeper within the structure of the book as both time and the project continued. The sketchbook was then dissected to reveal the cross-section of the paper strata within.



## Marcelo Costa (Brazil)

### 89: sport



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**Meike Reichert** (Germany)  
**2: London**

"London is the city where you can purchase everything your heart desires. Every day people with enormous shopping bags are searching for the newest styles and the best deals. 'Bogof' (buy-one-get-one-free) developed whilst I was living in London in 2003/4, a time when I was particularly struck by glowing advertisements and the neon beacons of consumption."

"However it's not fashion or shopping that remind me of London now I'm home – it's memories, feelings and experiences. Documented in visual diaries at the time, they have formed the basis for this trip down memory lane."

These memories have been represented on the inside of a series of paper bags. The designs show what was 'purchased' – but from the day-to-day experience of living in the city, not through spending any money. These form a collection of very personal London souvenirs.



**Rajinder Bains**

**48: travel**

The compositions demonstrate a cultural reference to the word 'travel' and explore the alteration in the meaning of the word by changing its form.





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**Nick Watts**

**4: open**

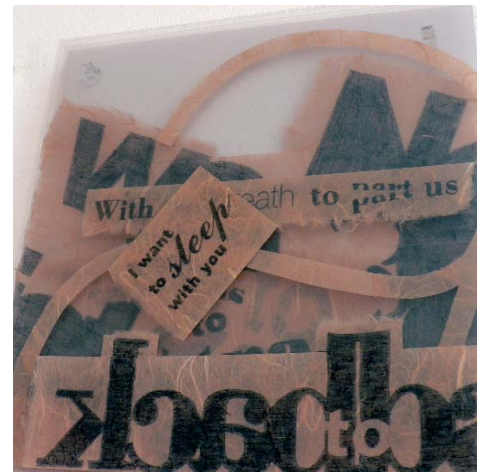
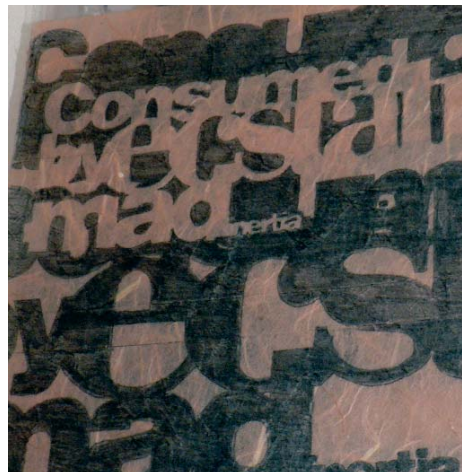
Inspired by a trip to the local corner shop.



**Zoë Daniels**

**69: red**

Exploring the concepts of passion, desire, vigour and urgency, the project was based on a love poem entitled *I Want to Sleep with You* by the female Surrealist Joyce Mansour. A final piece was created that encapsulated the passionate and sometimes uncomfortable feelings evoked by the poem.



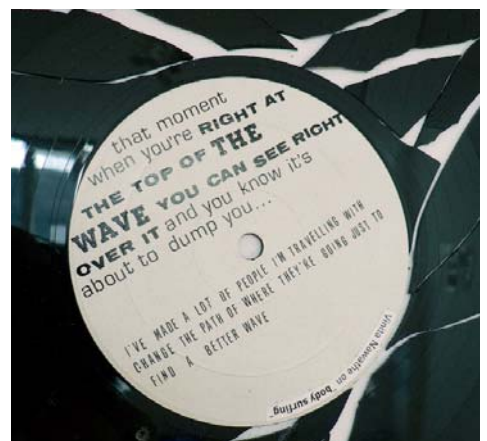
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Sam McLeod  
23: furniture



Sarah Hyndman  
14: passion  
"What's yours?"





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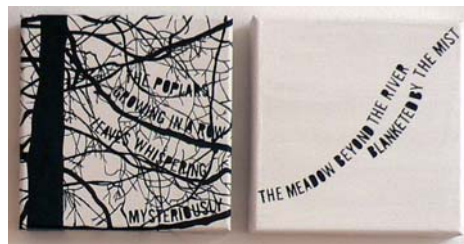
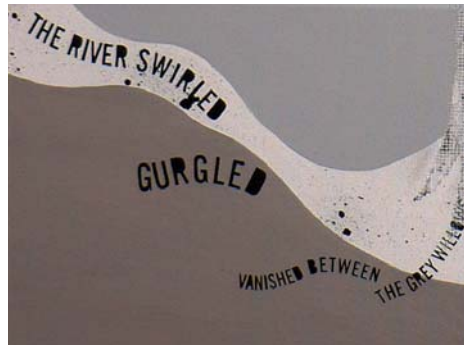
**Andreja Brulc** (UK/Slovenia)

**10: beautiful**

The text is taken from the novel *A Day in Spring* (1953) by the Slovene writer Ciril Kosmac. The novel is set in the author's native landscape along the Idrijca river. The author, who himself spent many years living in exile before WWII (including some time in London), suffuses his prose with nostalgia and a sense of longing for his native environment.

The project explores the word 'beautiful' in the context of the experience of one's native landscape. This has drawn on the artist's regular visits back to her native Slovenia and her subsequent understanding of the important role that such environments play in creating a sense of belonging. This sense of regional identity is both reflected in and reinforced through the writings about the region.

The interplay of natural forms, narration and emotion form the basis for the typographical journey represented in the final piece.



**Sam McLeod**

**78: winner**

The American dream

