

# BAIVM Year One

Tuesday 26 November 2024

Branding and Bootlegging

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*A BRIEF HISTORY OF  
WESTERN  
CONSUMER  
CULTURE*



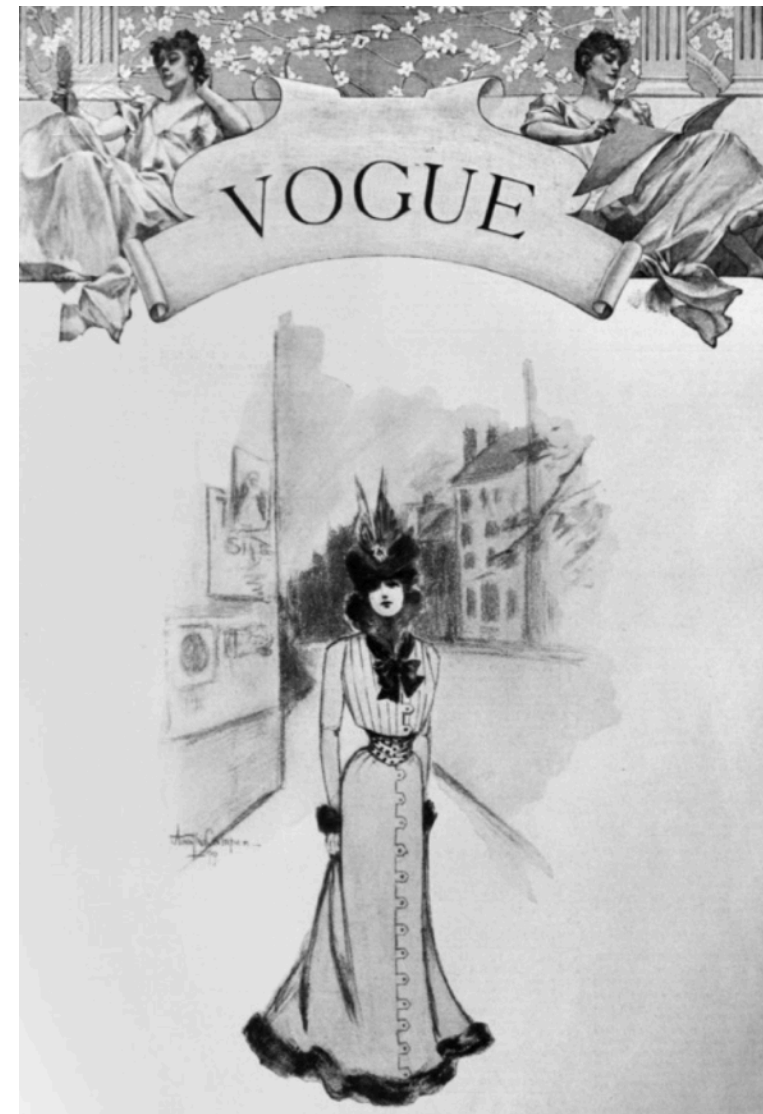


18th Century perfume merchant, illustration. Photograph. Britannica ImageQuest, Encyclopædia Britannica, Nov 02 2020. [quest.eb.com/images/132\\_3123238](https://quest.eb.com/images/132_3123238). Accessed 3 Nov 2024.

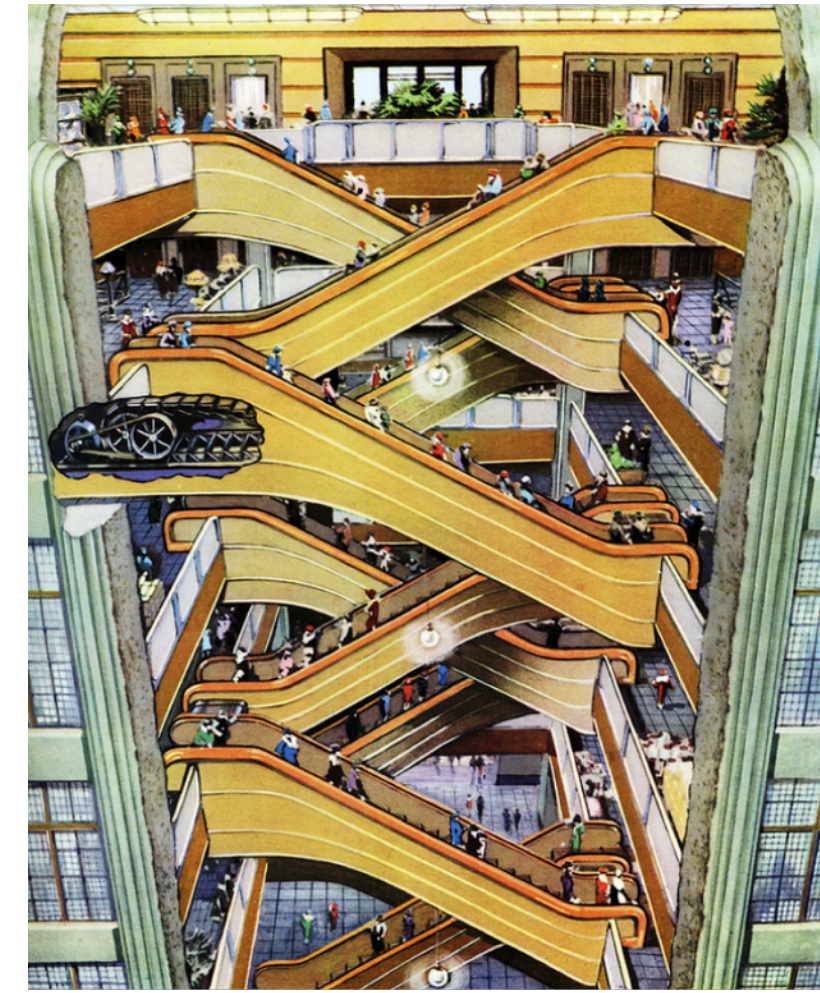


PEARS' SOAP, 1888. English newspaper advertisement, 1888, for Pears' Soap.. Photograph. Britannica ImageQuest, Encyclopædia Britannica, Aug 31 2017. [quest.eb.com/images/140\\_1808881](https://quest.eb.com/images/140_1808881). Accessed 3 Nov 2024.

One of the first open fronted shops in the early 1900's, A new idea for easy shopping (colour litho). Photograph. Britannica ImageQuest, Encyclopædia Britannica, Apr 22 2020. [quest.eb.com/images/108\\_2503877](https://quest.eb.com/images/108_2503877). Accessed 3 Nov 2024.



Early 20th Century shop escalator. Photograph. Britannica ImageQuest, Encyclopædia Britannica, Aug 31 2017. [quest.eb.com/images/132\\_1492709](https://quest.eb.com/images/132_1492709). Accessed 3 Nov 2024.



1700s-1800s

1900s

## Industrial Revolution

- mass production
- stores/visual merchandising - tapping into the power of trends and of envy
- beginnings of Advertising (print)



Advertisement for the Home Washing Machine and Wringer, c.1869 (colour litho) . colour lithograph. Britannica ImageQuest, Encyclopædia Britannica, 25 May 2016. [quest.eb.com/images/108\\_4085586](https://quest.eb.com/images/108_4085586). Accessed 3 Nov 2024.

## Modern consumer culture begins to emerge

- electricity; inventions, household appliances
- department stores (new shopping experience)
- Advertising continues to grow; radio and print



Refrigerator / Advert / USA 1947. Fine Art. Britannica ImageQuest, Encyclopædia Britannica, 25 May 2016. [quest.eb.com/images/109\\_110232](https://quest.eb.com/images/109_110232). Accessed 3 Nov 2024.





Dyna-Panhard "Junior", Colour Print.  
Photo. Britannica ImageQuest, Encyclopædia  
Britannica, 25 May 2016. [quest.eb.com/  
images/109\\_229890](http://quest.eb.com/images/109_229890). Accessed 3 Nov 2024.

1950-70s



Advertisement for kitchen, from 'Art et  
Décoration', front cover, June 1955 . Fine  
Art. Britannica ImageQuest, Encyclopædia  
Britannica, 25 May 2016. [quest.eb.com/  
images/108\\_247003](http://quest.eb.com/images/108_247003). Accessed 3 Nov 2024.



1980s-2000s

## Post war boom & mass consumerism

- suburbanisation, more demand for household goods/cars
- shopping malls, affordable fast fashion begins to emerge
- TV: democratisation of luxury



UK Family Life - Indoors - Television Watching - 1949. Photography. Britannica ImageQuest,  
Encyclopædia Britannica, 25 May 2016. [quest.eb.com/images/158\\_2466456](http://quest.eb.com/images/158_2466456). Accessed 3 Nov 2024.

## Globalisation & Digital Shift

- manufacturing shifts to countries with cheaper production costs, goods become more affordable and available worldwide
- Rise of the Brand; magazines, TV
- e-commerce; online shopping, changing access to products and purchasing decisions







2000s to now...

## Sustainable consumerism & Digital Consumer Culture

- Growing awareness of environmental issues; interest in ethical, sustainable local products.
- Social Media influence; Platforms drive trends and influencer marketing; real time feedback and trend cycles
- Subscription and Sharing economies; streaming services, Airbnb, Uber; redefine ownership and consumption patterns.





***BOOTLEGGING***





Print by Cora Cuthbert, 2022



## UNLICENSED: Bootlegging as Creative Practice



Edited by Ben Schwartz  
Valiz with Source Type, ISBN 978-94-93246-29-4



*Just as Gilles Deleuze used the idea of making language stutter through exposing and subverting its constraints, so too can a cover infiltrate and original and reveal its borders. And despite the necessity of a cover to work within the limitations of its original, there remains a possibility (as demonstrated by Franklin) for these structures to be manipulated. Constraints can become expansive when turned against themselves. To consider a bootleg as a cover allows the gesture to unfold beyond celebrations and homage. As we cover or bootleg we also update, evolve, shift, deconstruct; at times we even destroy.*





*Federico da Montefeltro, Piero Della Francesca, 1422, or, Jamie She, 2024*





*I first made the 'Under the Counter' T-shirt in 2015 when the junior doctors went on strike. The media were vilifying workers, and I wanted to show our group support. I was taken aback by the conversations the t-shirt started. The youth are the future workers and patients of the NHS, and it's been amazing to see young people taking ownership of it before it's gone.*

*'Under the Counter', Sportsbanger, 2015*





# "NEVER BOOTLEG A BOOTLEGGER"



Select a brand logo on the wall and bootleg it —

i.e. **draw a copy of the logo** that introduces a few tweaks. You might change the colours, the line, the forms, or tweak the brand name to be something that seems more related to your taste project. **The logo should still be recognisable at the end.** It might take your audience a moment to notice the tweaks.

**This bootlegged logo needs to be made using analogue materials.** Take five minutes to **thumbnail ideas** in your sketchbook. **Realise the final logo at an a4 scale** so that we can see the details graphically.

*15 minutes*



Sketch 3 different ideas/plans for an illustration that might accompany your new logo —

These sketches can be done in your **sketchbook**, or on loose paper. **They should be rapid and experimental**, a way to get ideas out — but they should also be **ideas that you can show to someone to communicate the potential of the drawings**. They might be patterns, stand alone illustrations, or an exaggerated play on the logo.

*15 minutes*



Show your 3 illustrations to the person sitting next to you and discuss which would be the strongest direction to move forward if the pair were to be used on a graphic t-shirt —

Help your partner see the potential for the illustrations. If they were applied to a garment, where could they go? Do any of the illustrations have potential to engage with the wearer/body in any way? Can the body be used to re-enforce the content of the illustration? Are any of the illustrations meaningful to a by-standing audience?

5 minutes



Vivienne Westwood  
'Tits Tee', 1975  
Available at MoMa

Sportsbanger  
'VIVIENNE T-shirt', 2024

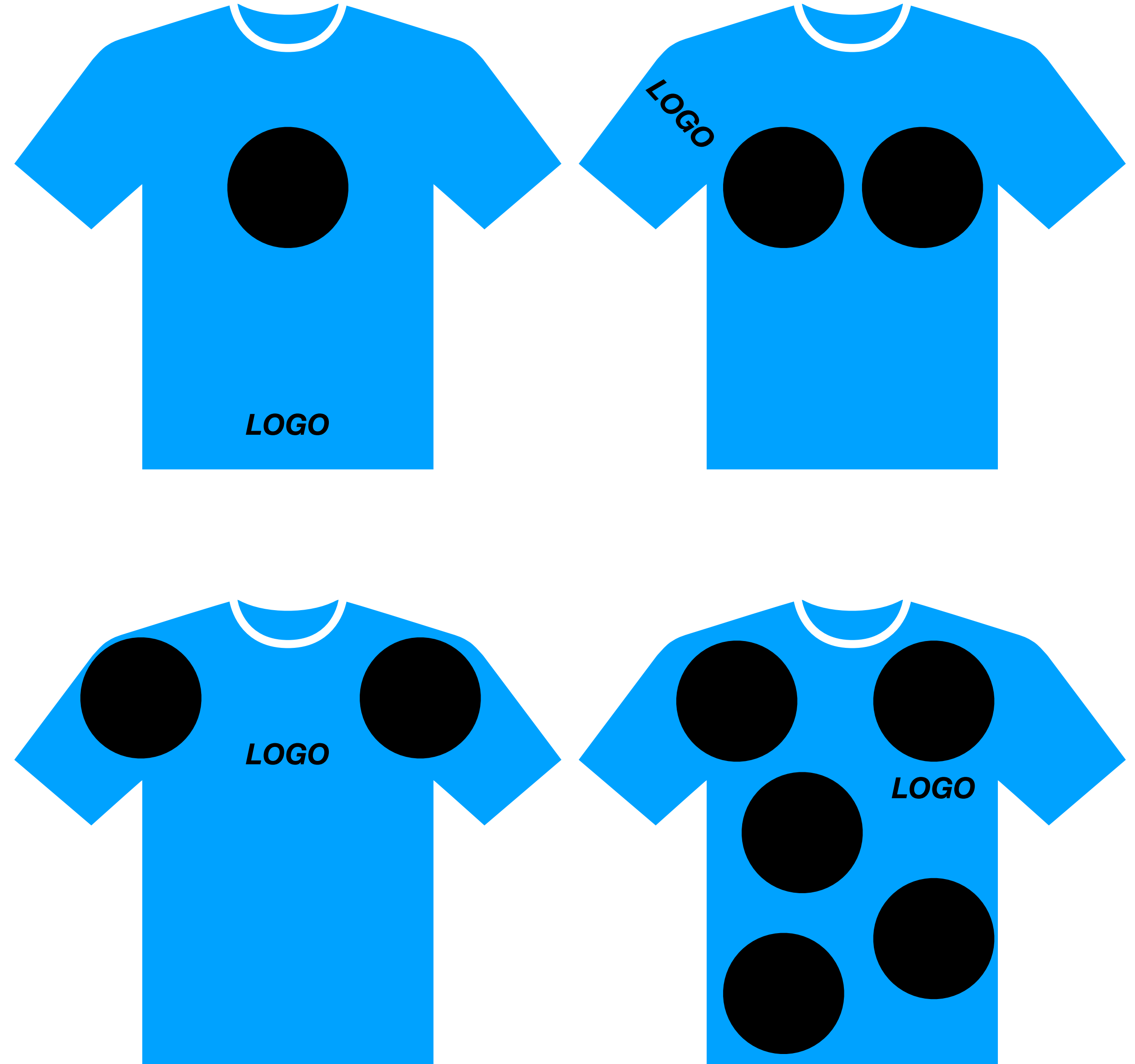




Make some sketches to help decide the placement of your logo and illustration on a short sleeved graphic t-shirt —

Try out different configurations, think about front and back, and the way your illustrations might interact with the wearer.

*10 minutes*





*GUESS WHAT?*

*WE HAVE BOUGHT  
YOU ALL T-SHIRTS*



We will use the rest of the session to transfer our illustrations onto the t-shirts, using the fabric paint and pastels provided —

Getting this process right will require patience and planning. You might want to use the tracing paper provided to transfer your image onto the t-shirt. Make sure to leave enough time to paint / draw onto the fabric carefully. Think about the way that surface interacts with the process of design.

These designs can be ironed on to the t-shirt at the end of the sessions, so that they are permanent and washable.

*Deadline 12:45PM*



*\*EASY TARGET reversible t-shirt NO TERFS NO SWERFS NO DDERFS\*  
by Leomi Sadler in collaboration with Aliyy, Big Boy, Dudley, and Franklin, 2023*