

## *Orgasm Addict Reframed 2017*

The Refuge and in the window of Fred Aldous, Manchester, 11 to 22 October 2017

<https://designmcr.com/events/orgasm-addict-reframed>

*Huh Uh Uh* by Nigel Robinson

Outline:

A group exhibition curated by renowned designer Malcolm Garrett co-founder of the annual Design Manchester Festival. To celebrate the 40th anniversary of punk legends Buzzcocks first single, designers were invited to 'reimagine' Malcolm Garrett's unmistakable original record sleeve design. Design Manchester and DR.ME invited a new generation of creatives (and some old friends) to reinterpret it's bold and controversial cover art by Malcolm Garrett and Linder Sterling.

The work mimics a 7inch single with its vibrant blue and yellow colours and basic typography. This interpretation of a what is considered a feminist, anti-establishment and provocative statement attempts to show the rawness and the frenetic attitude of punk with a jarring repeat 'op art' pattern and almost illegible. The words in punk mode, intentionally referencing the words of the artist Ed Ruscha "*Good art should elicit a response of Huh? Wow!*"

Restrictions for the commission meant, we had to use the original palette from the original sleeve designed in the 1970s for the band 'The Buzzcocks.

We were given the Pantone numbers for the colours which meant all the images in when show together had a consistent feel when exhibited in terms of format/colours.

The typeface employed is designed by Luke Archer and is called 'Terazzo' and is part of the ECAL Font foundry. By coincidence this has 2 'ZZ' in the title too. Luke Archer is a graduate from Bath Spa University Graphic Communication course. Now based in Switzerland after studying and teaching at ECAL. The 'ZZ' pattern behind the image is based on Malcolm Garretts the original Buzzcocks logo

Exhibitions:

GF Smith Showspace in March 2018

Birmingham City University as part of the Birmingham Design Festival June 2018 '*Understated* (A tribute to Pete Shelley), exhibition at Turnpike Gallery, November – 14 December 2019.

Included in the silent movie played at the Buzzcocks O2 Ritz Manchester performance on 19 October 2017 <https://images.co.uk/oar>