

Summary of a lecture given to Graphic Communication students at Bath Spa University on Robinson's thinking and approach to artwork and design:

### ***Ideas that travel and come back again***

The artist Richard Hamilton made a piece of art which was conceived in 1964 and executed in 1989 based on a piece of American slang he found on a badge. 'Slip it to me'. This was produced as a large scale edition and a badge.

I am a huge music fan and one of my favourites is a band called 'The Fall' this was Mark E Smith's band, he died in 2018. Before his death I had been exploring/experimenting with ideas around The Fall.

On the left Hamilton badge/to the right mine I decided to make a pastiche (copy) of the Hamilton badge, changing the words to his name.

Using the platform Instagram I posted a few images and from this got requests for the badge. I used to send them all over the place, and would not charge anyone. I also used a really famous badge printer who did all the original punk badges.

Whilst this was great to see it being wanted it was a bit tiresome going to the post office etc... I also started to think about environmental aspect, maybe it should be a sticker?

This badge fell into the hands of designers and artists I knew. They would give them away for me. If I went to a gig I handed them to the band, very punk DIY approach.

The badge itself was printed by the original better badges who did most of the early punk badges.

When you order badges from them [they always send a bar of chocolate too].

Within this very small informal distribution people started to wear them. These were then shared on social media, through Instagram.

Through this, I was asked to exhibit this in a museum near where Mark E Smith had lived in an exhibition about The Fall as a tribute to him. Something I never imagined would happen initially. I also got the curator to give a load of badges away on the night.

The Fall in the 1990s did a performance with the contemporary dancer Michael Clark. 'I am Curious Orange'. Michael was given a badge by a friend of mine who had worked with him. Clarke then gave this to Richard Hamilton's widow. The loop was complete.

This was an important lesson to me that if you think and then do. Stuff will happen, even on a small scale. So as a message to you all.

Always draw or write your ideas/thoughts down and don't be afraid to try things out.

There is no such thing as originality.

However there are various contexts which can make a concept travel and connect or even fail and become a different version of an initial thought.

In fashion for example they tend not to worry about this. Embracing and re-evaluating repurposing existing language into new work.

