



Welcome to May

Our lovely wooden studio is surrounded by budding trees and bird song, making our work even more pleasant. May is here and we would love to share with you what we have been doing in our studio. But first, coffee...

DESIGN CLASSIC



Moka Pot

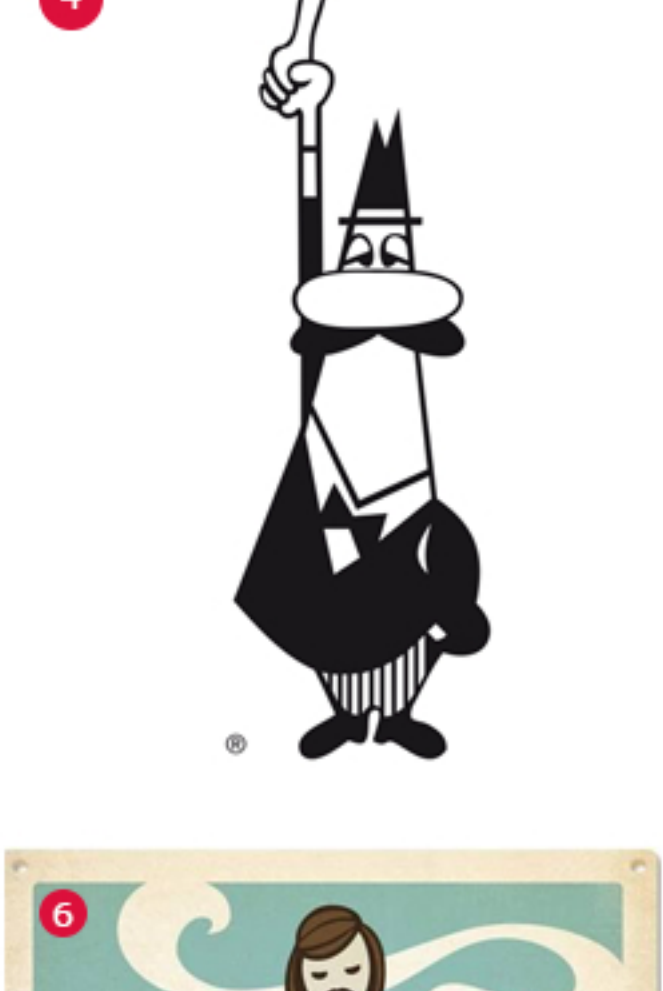
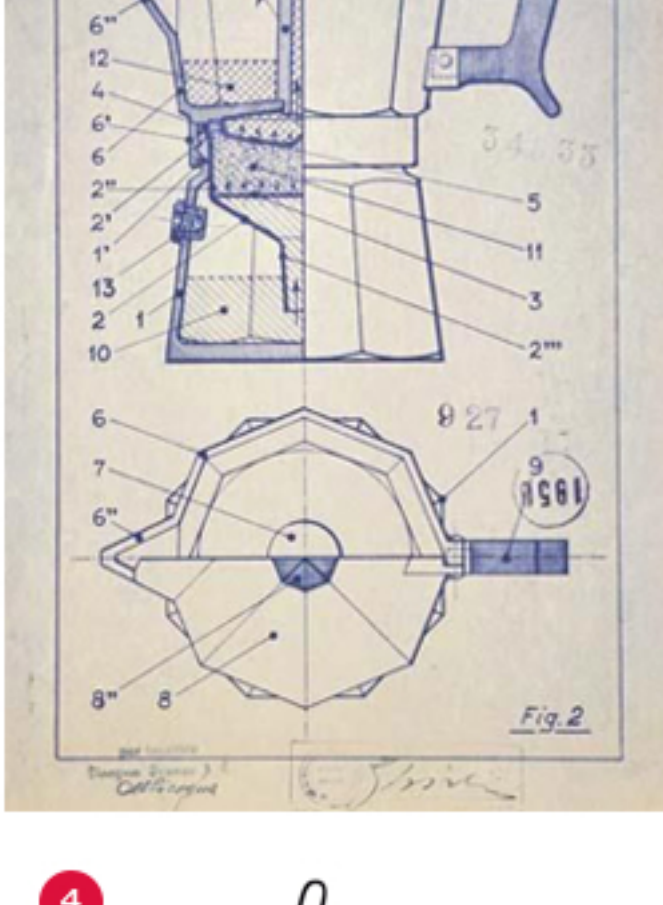
By Alfonso Bialetti

A design classic is a funny thing - from slick automobiles to wooden chairs, pendant lamps to toys. This month our chosen hero of the design world is a kitchen accompaniment that brings joy to many a sleepy face. The Moka Express, or Macchinetta (small machine) was patented in Italy by Bialetti in 1933. The inspiration had first come from this Italian observing the workings of a washing machine. Ingenious in design this little stove top coffee maker makes its cuppa by passing boiling water pressurised by steam through the freshly ground coffee and, e voilà! delicious coffee is formed!

The taste itself is not the only reason we like this angular pot so much here at Pickle though, it also possesses timeless style. Made from aluminium with Bakelite handles, the design has become iconic and graces many design museums. Interestingly, it was as Mussolini had imposed an embargo on stainless steel that caused Italian design to dabble so greatly in aluminium. The octagonal design and use of stark metal showed a cultural move towards Modernism in the kitchen and reflected a shift in the way coffee was being consumed.

Previously it was drunk in cafes by men - but now women were getting in on the act.

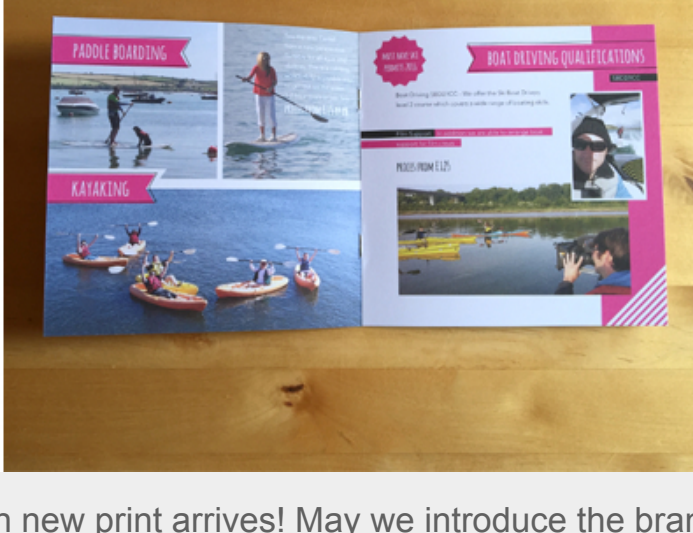
In the 50s things moved forward when Bialetti's son joined the business. It was at this time the familiar little moustachioed man was added to their branding and the product really took off!



1 The son, Renato Bialetti, who the cartoon character was based on. He died earlier this year and had his ashes kept in an urn modeled on the famous pot. **2** The original blueprints **3** Billboards during the Trade Fair in Milan in the 50s. **4** The character himself that appears on the Bialetti pots **5** A poster designed by Fox And Velvet on Etsy illustrating band Arctic Monkey's lyrics. **6** Retro poster designed by Anderson Design Group. **7** Reese Witherspoon sports some designer earrings and looks very happy about it.

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#)

Meanwhile, in the studio ...



There is always excitement in the studio when new print arrives! May we introduce the brand new brochure for Rock and Padstow based [Camel Ski School](#). We designed these [brochures](#) for the water sports company to show the breadth of services they provide including wakeboarding, stand up paddle boarding, kayaking, corporate events...the list goes on! We chose action images, bright colours and a handy square format. We also created a single colour wrap or dust jacket to brand the brochure to sit comfortably in the St Moritz Hotel. Uncoated paper lets the colours saturate the page, and the bold cyan really pops! If you are interested in design for print, please [get in touch](#).

FLASH BACK

Logo design
Young Athlete



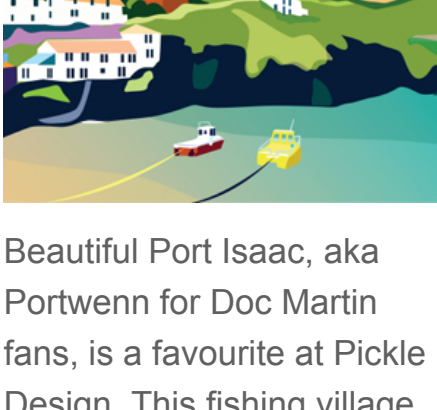
For May's flashback we delve into our portfolio and take a look at [Young Athlete](#). Our client coaches promising children in a variety of sports in after school clubs. Inspired by the iconic 1968 Mexican Olympics typography, we took the colours of Team GB and added a bright star to create this brand.

The font is fun and retro and echoes the visual language of track running with its fluid lines. We also designed a simple website and eye-catching business cards.

Inspiration for designing a logo can come from anywhere but we always endeavour to create a mark that truly reflects you and your business. If you are in need of a brand re-fresh or are starting from scratch, [get in touch](#).

HELLO MAY

Calendar download
For you



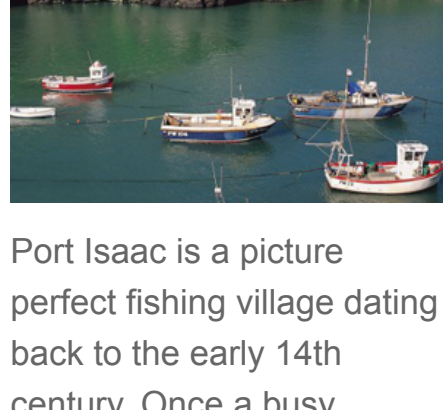
Beautiful Port Isaac, aka Portwenn for Doc Martin fans, is a favourite at Pickle Design. This fishing village has more than its fair share of rugged beauty and most certainly needed a place in our calendar. It was a joy to illustrate and we hope you enjoy it too as your desktop background.

A location for movies, TV series and the famous Fisherman's Friend's singers - Port Isaac is known the world over, but hasn't lost an ounce of charm. Today it is another spot on the North Coast full of good food worth travelling for.

To download our vintage inspired calendar for your desktop background, phone, monitor or tablet just [click here](#).

DID YOU KNOW

Port Isaac
A little trivia



Port Isaac is a picture perfect fishing village dating back to the early 14th century. Once a busy harbour village with a strong history of imports and exports, in medieval times it developed as a pilchards fishery. Steeped in history, you can find The Bloody Bones Cellar, once used for storing contraband with a tunnel leading to the beach. The higgledy piggledy streets are an adventure - Squeeze Belly Alley is one of the narrowest thoroughfares in Britain, at one point its just 18 inches wide! This little village is also the set of ITV's Doc Martin, broadcast all over the world, and the 1970s series of Poldark, as well as movies such as Saving Grace. Port Isaac (or in Cornish Porth Izzich) has a life boat station that has saved over 333 lives since 1967, its first life boat was launched in 1869.

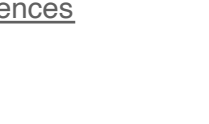
If you have a project in mind we would love to chat.

Web and print design including branding, signage, stationery and leaflets.

A 27 Two Trees Estate, Wadebridge, Cornwall, PL27 7PQ

T 01208 895130 **E** info@pickledesign.co.uk **W** www.pickledesign.co.uk

Be our friend @pickledesign on [Twitter](#), [Facebook](#), [Pinterest](#) and [Instagram](#).



Copyright © 2016 Pickle Design. All rights reserved.

[unsubscribe from this list](#) [update subscription preferences](#)

