



Yes, It's August!

Where is this year going?! August is here and we have lots to show you! A brand new mobile friendly website, the latest Design Classic, 12 Monkeys and our calendar download! Enjoy!

DESIGN CLASSIC



The Anglepoise Lamp

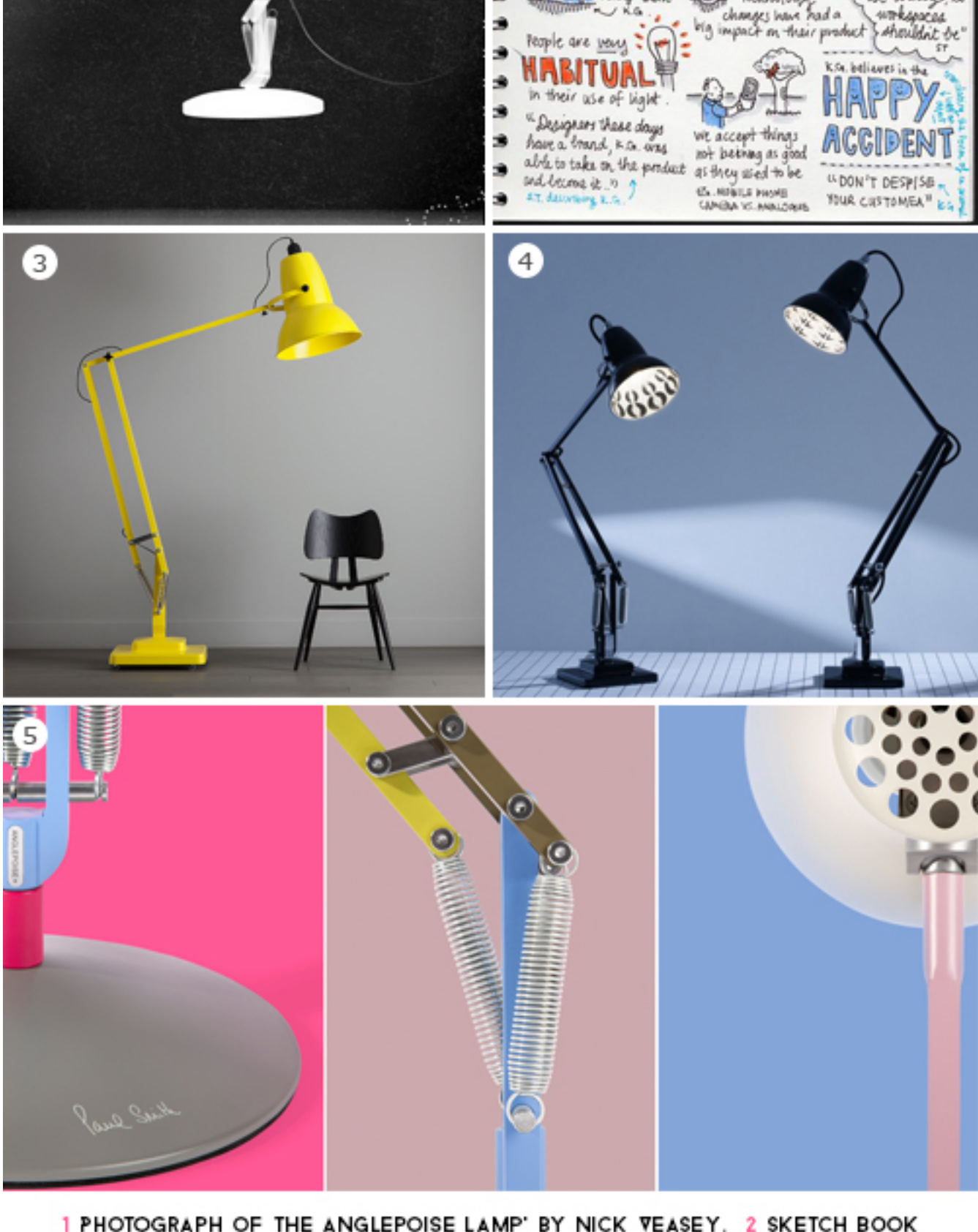
By George Carwardine

The Anglepoise lamp may be a piece of design history you and I have taken for granted. The handy desk lamp is ubiquitous, a popular design classic that is easy to move and angle, beaming direct light onto your page. We have two in that same style in our office, the industrial look is timeless.

This example of British design was created by automotive engineer George Carwardine, he invented a spring that could be bent in any direction and hold its tension. Inspired by the human arm, it would be a while until he found a purpose for his patent, but in 1932 the Anglepoise Lamp was born.

In true British style these iconic lights were built to last. The Navigator lamp was produced for WW2 bombers and four decades later a team searching for the Loch Ness Monster salvaged a Wellington Bomber submerged in the mud - and found the lamp still worked!

Today the iconic Anglepoise company team up with great designers like Paul Smith for fresh takes on lighting design. Also an inspiration for the anthropomorphised Pixar lamp, which we all love at Pickle. There's a friendly feel to the Anglepoise lamp, peering over our shoulders to offer encouragement when deadlines demand late night working!



1 PHOTOGRAPH OF THE ANGLEPOISE LAMP BY NICK YEASEY. 2 SKETCH BOOK NOTES FROM A STUDENT AT THE DESIGN MUSEUM EXHIBITION. 3 TRIPLE-SCALE VERSION OF THE ICONIC ORIGINAL 1227™ FIRST CREATED FOR THE ROALD DAHL MUSEUM. 4 TO CELEBRATE THE REVIVAL OF CENTRE POINT- ONE OF LONDON'S MOST RECOGNISED LANDMARKS- THE ORIGINAL LAMP UNDERGOES A MAKE-OVER. 5 PAUL SMITH'S COLLECTION WITH HIS DISTINCT COLOUR WAYS.

source [1](#) [2](#) [3](#) [4](#) [5](#)

Look what we've been up to...

Welcome to the latest of our responsive code websites for beautiful brand, Samphire. This Cornish company brings you tantalising chef prepared dishes direct to your door, fresh and frozen treats ideal for holiday makers or lazy nights in.

We designed Samphire a logo and then a desktop website showcasing their delicious and extensive menu. Next we made their site mobile friendly with responsive code which adapts to be easily used on tablets and phones. [Check it out.](#)

Need to make your website mobile friendly? [Get in touch](#) and we'll help you connect with your audience.

- PORTFOLIO**
Banner Design for White Cloud
- HELLO AUGUST**
Calendar download for you
- DID YOU KNOW**
12 Monkeys
A little trivia

White Cloud Linen and Laundry is a business we have worked with for a while now, creating their new logo and website as well as designing price lists, business cards, vehicle livery and banners. Roller banners are a really flexible way to brand an exhibition space. With your logo and some strong images or illustration, people can see your brand values at a glance. They are of course portable, and some can be used both indoors and outside. If you are thinking about exhibition signage then talk to us as the options are pretty much endless. From corporate backdrops and branded tables to bunting and deck chairs! [See what we can do for you.](#)

August brings us to 12 Monkeys, a movie proving that time travel really isn't that easy. James Cole (Bruce Willis) is imprisoned in the 2030s and sent back to 1990 to gather information on a plague which will wipe out most of the world's population. Brad Pitt features as the un-hinged Jeffery and Madeleine Stowe plays doctor Kathryn Raily. 12 Monkeys is a great film from 1995, directed by Terry Gilliam and being part of the Monty Python gang. We focussed on the visual of the 12 monkeys for our calendar, a reference that pops up throughout the movie. You can [download this calendar](#) as your desktop background for monitor, tablet or phone.

12 Monkeys is a film we love, brilliantly bizarre director Terry Gilliam expertly weaves a convoluted time travel movie with A list actors Brad Pitt and Bruce Willis. To help Pitt get in to skittish character for his role, Gilliam thought of sending him to a speech coach for the nervous rapid speech but in the end taking away his cigarettes did the job! Willis was so keen to work with the renowned director that he took a major pay cut. Apparently Gilliam gave Willis a list of 'Willis acting cliches' he was banned from doing! Terry Gilliam crams in many references, in one scene characters Kathryn and James are watching Vertigo in the 24-hour Hitchcock Theatre - Kathryn transforms herself with a blonde wig mirroring a scene from that classic film, and she also wears the same coat as Hitchcock's star, Kim Novak.

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

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

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