



The brooch is back

**CLERKENWELL
DESIGN WEEK**

23-25 MAY 2017

Transport for London (TfL), Craft Central and one of the UK's foremost brooch collectors Joanna Sterling, have joined together to celebrate TfL's unique design history and heritage with a special exhibition of Underground inspired brooches paying homage to the history of this fashion accessory and its creative love affair with London.

TfL are also showcasing a range of textiles, jewellery and homeware accessories by designer makers and a range of bike bags in the TfL Clerkenwell Design Week pop-up shop.



Joanna Sterling and Tube Flash

Joanna Sterling has been collecting brooches for over thirty years. The collection ranges from the 18th to 21st centuries with an eclectic range of precious and fine jewellery sitting side-by-side with costume and contemporary pieces. Joanna has combined her brooch collection with her love of creative writing in the artistic project Tube Flash, a series of original flash fiction stories inspired by the London Underground. So far over ninety Underground stations have been paired with one of the brooches in Joanna's collection, stimulating writers to create a diverse collection of stories spanning the London Underground network.

To accompany the exhibition Joanna Sterling has created a new flash fiction work relating to Farringdon Station and selected Sally Weatherill's brooch design to accompany the story.

tubeflash.co.uk



Tunnels of Time by Joanna Sterling

I begin tunnelling, through rock, clay and gravel, cutting through the streets of London. A link from the King to his Knights of St. John. Covered over with arches of bricks. Down the line two dummy house fronts act as camouflage. Engines grind through the bowels of commerce, rattle homes, disturb lives. Yesterday travel around the city was on foot and by horse. Today, we add steam, and tomorrow diesel and electricity. There will be tunnels upon tunnels, a labyrinth of humanity.

My ancestors carved out souterrains, time has eroded their function, their purpose. Catacombs provided a place of rest for thousands. Aggressors undermined city walls laying siege to beleaguered towns. Drains took away the effluent of society. There are unknown tunnels still keeping their secrets.

My grandson will dig trenches at Passchendaele, he will shoot at his enemy and shelter from their mortars. My great-grandson will shelter in my tunnels during the blitz. His descendants will dig deep under the Channel uniting old foes. Tunnels will blast their way through mountains and connect isolated islands. Provide means of escape and life lines in war.

The tunnel I'm constructing is the future taken from the past.



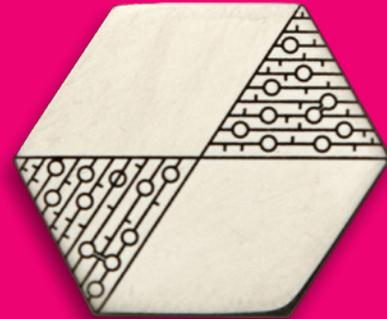
Anburis Design Consultancy LTD

Designer Mine Bilgutay Ozkurt has created her collection of designs on the idea of transformation. Every journey is a transformation; hence every transformation is a journey. Her brooch designs alter themselves from one place to another place representing the movement of a journey.



Myia Bonner 'The Cube Tube'

Myia Bonner has created a geometric interpretation of the tube mapping grid, mapping out lines to create a 3D cube in sterling silver precision engraved with oxidised detail.



Deborah Crow

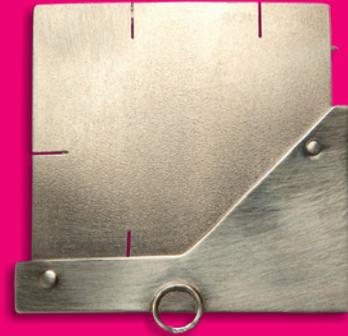
Deborah has taken her inspiration from the London Transport Museum poster collection translating the strong graphic styles of the posters into a range of acrylic jewellery.

Deborah has taken elements from the poster art and adapted them while keeping as faithful to the original as possible.



Rhi Frankton

Rhi Frankton has taken inspiration from the iconic tube map. She has designed four brooches echoing the sections of the Underground map at Farringdon, High Street Kensington, South Kensington, Barbican and St Pauls stations. She looked at the abstract forms created by the Tube lines surrounding these stations which were of interest to her. All brooches are handmade in sterling silver.



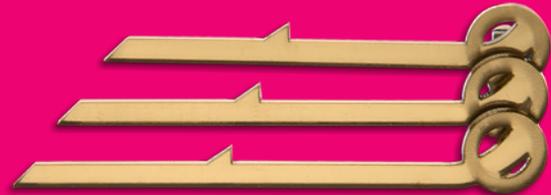
Raul Garcia

Raul Gardia's design depicts a portion of Harry Beck's iconic Underground map, focusing on the zone 1 perimeter where most of London's renowned core cultural heritage entities are located. The shape of the brooch is in homage to the iconic Transport for London roundel logo, while the style borrows recognizable elements characteristic of art movements popular at the time when the original map was conceived.



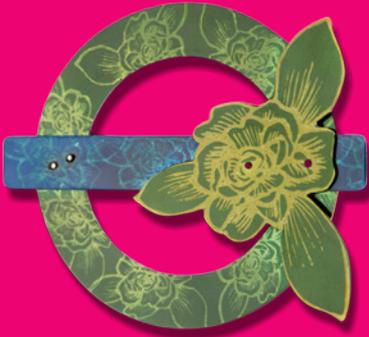
Eliza Kesuma / Moody Monday

Eliza Kesuma's designs have been inspired by small sections of the Underground map relating to different tube stops or connected stops on the Underground map. All of these brooch designs are laser cut etched acrylic.



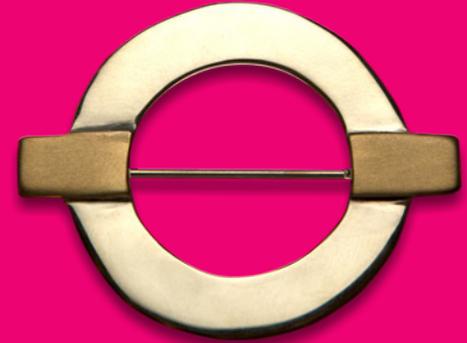
Sally Lees

Sally Lees has created a collection of brooches with floral motifs inspired by unusual flowers. Jade Vine and Snake's Head Fritillary for Kew Gardens Tube station and some very cute London zoo inspired brooches with zebra prints, flamingos and Rocky the Rock Hopper penguin for Regent's Park Tube station. Her Farringdon brooch has a story behind the floral motifs found in the history of the area surrounding Farringdon Tube station which ties into the Tube Flash stories.



Julie Nicaisse

Julie Nicaisse's brooch design is a simple rendering of the iconic Roundel logo in sterling silver with two yellow gold pieces on each side. When the brooch is worn on a piece of clothing, the fabric of the piece of clothing can be seen in the centre of the circle, making it both a part of the design and also interchangeable.



People Will Always Need Plates

People Will Always Need Plates have presented a set of ideas for traditional hard enamel brooches depicting various stations on the Underground. All the designs lift artwork and colours directly from the current Tube map celebrating the map's strong graphic style and clearly represent Tube stations through the iconic design of that map section. The brooch designs can be abstracted further to just show the pattern of interchange circles asking the question can you tell the station just from the arrangement of interchange circles?



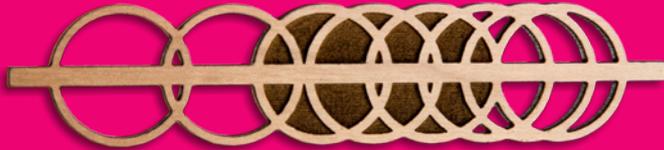
Farah Qureshi

Farah Qureshi has created a collection of designs inspired by many aspects of a journey on the Underground and surrounding areas. From the Tube map, flooring, signs and station details have all informed Farah's designs. The St Paul's brooch echoes the famous Cathedral with the dome forming part of the brooch, while the High Street Kensington brooch is an intricate rendering of the station entrance.



Sally Weatherill

Sally Weatherill was inspired by the Futurist movement and Marinetti's admiration for the Underground; he said that 'London itself is a futurist city'. Her design represents the Underground logo seen from an accelerating tube train.



Eleni Zolia – Zolia Jewellery

Eleni Zolia has created two luxury brooch designs inspired by Angel and Farringdon Tube stations. Stairway to Heaven is influenced by the name of Angel station and the fact that this station has the longest escalator on the Underground, the fourth-longest set of escalators in Western Europe. The brooch features wings combined with steps, referencing the title of the famous song "Stairway to Heaven" from the British band Led Zeppelin. Farringdon is inspired by the section of Underground map which includes Farringdon Station.



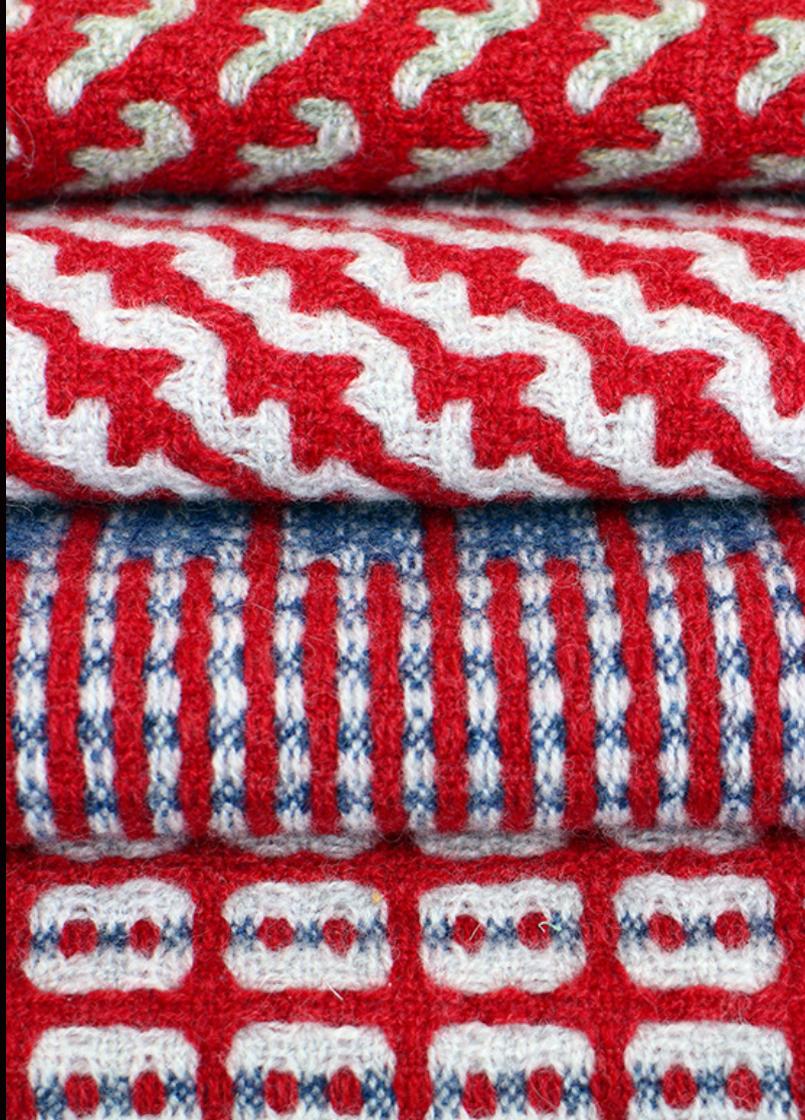
Goodordering

Designer Jacqui Ma has created a range of bike bags, including a back pack and handlebar bag, designed to fit any bike including the cycle basket of London's Santander Cycles. Jacqui's brand Goodordering, based in East London creates urban commuting accessories that mix fashion, form and function together with a classic retro style.



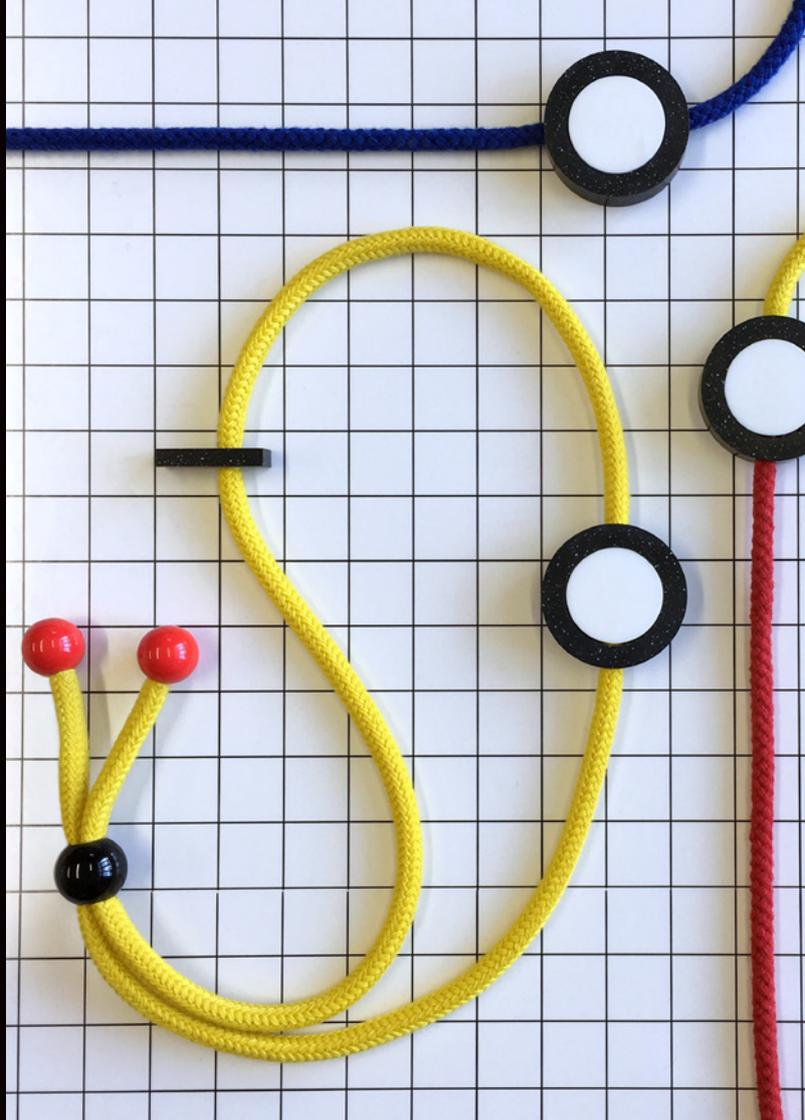
Sally Weatherill

Sally Weatherill's designs for textiles were inspired by a movie in the Transport Museum archive called "London on the Move". It shows people going up and down escalators, hurrying through ticket barriers and getting on and off the tube. She also looked at the tiles designed by Alan Fletcher at Warren Street and Nicholas Munro at Oxford Circus. Sally's designs aim to create a sense of movement and capture the idea that every journey is unique and involves different stages including shifts in direction.



One We Made Earlier

One We Made Earlier, husband and wife team Emma and Rob Orchardson, are ardent admirers of Harry Beck's original Underground map. Their bespoke jewellery collection has been inspired by the Underground map's colours, line and station stops.



Alice Made This

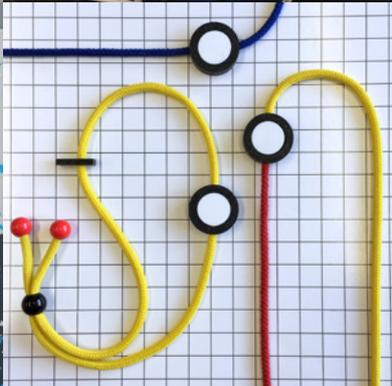
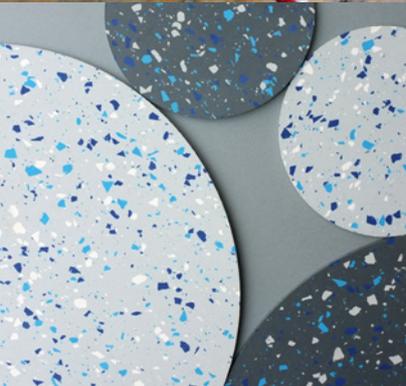
Alice Made This have collaborated with TfL on an accessories project and created steel cufflinks inspired by the graphic nature of the London Underground Roundel. The design experiments with angles and perspective so when the cufflinks are aligned the head and the stem of the cufflinks reveal the subtle structure of the Roundel.



LORIS&LIVIA

LORIS&LIVIA have created Wonderground, a collection of pan mats and coasters made from rubber Tube train flooring. Bringing Underground sparkles to overground life, there are three colourways: Piccadilly, Victoria and Wonder.





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