

The great seaside POSTER REVIVAL

We asked SEVEN ARTISTS AND DESIGNERS to rethink the seaside poster and advertise their favourite resort. These original pieces are to be auctioned by us in aid of MCS. *Fancy owning one?* Place your bid! Then create your own in our POSTER COMPETITION WORDS Alex Reece

The golden age of the British seaside is beautifully summed up by the classic railway and travel posters of the early to mid-20th century. With their infectious optimism and idealised figures and landscapes, they convey the thrilling modernity and romance of the UK's coastal resorts in their heyday.

'The seaside posters of the 1930s were part of a historically specific triangulation of design, leisure and seaside,' says Modernist design expert Paul Rennie, of Rennies Seaside Modern shop in Folkestone, Kent. 'The circumstances of this period produced poster designs of the highest quality.'

During the glory days of the seaside poster, railway lines would commission the best contemporary designers (such as Tom Purvis in the Thirties) to celebrate the newly developed seaside resorts along their routes. Meanwhile, continuing advances in printing techniques enabled this type of advertising to flourish until the package holiday boom of the 1960s. Perhaps the

most famous example of its kind is 'Skegness Is So Bracing' (below left), the 1908 poster created for GNR by John Hassall, which features a jolly fisherman skipping along the beach.

BID FOR AN ORIGINAL...

But the story needn't end here. After a period in the doldrums, the British seaside is resurgent once more, thanks to inventive, arts-based regeneration, the fantastic restaurants and boutique hotels that have opened and the continuing trend for the 'staycation'. We feel it is time to re-invent the seaside poster for the modern day, to celebrate the UK shoreline in all its glory. To kick-start the revival, we asked seven high-profile artists and designers to re-think the destination posters of the past. The results, we're sure you will agree, are breathtaking and reflect the richness of wildlife, architecture, ingenuity and humour found on our coast. And you can bid for one of these fabulous, original artworks, when we launch our ten-day Seaside Poster Auction on eBay on 6 May in aid of the Marine Conservation Society. For more info on the charity's valuable work, see page 16 and mcsuk.org.

...THEN DESIGN YOUR OWN

We are also calling on you, **coast** readers, to help by illustrating *your* favourite resort or stretch of coast. We want our Great Seaside Poster Revival not only to celebrate Britain's seaside towns and beaches, but also to encourage potential visitors to see them in a new light.

'The British invented the seaside and now need to re-invent it,' says

British design critic and author Stephen Bayley. 'Great posters might help. They communicate simple truths with winning clarity. As foreign travel becomes a humiliating ordeal rather than a romantic privilege, great posters can help create the seaside's new psychological reality.'

For details of how to enter, and the great prizes to be won, see page 23.

ANGIE LEWIN

Salthouse, Norfolk



WHY YOU SHOULD BID

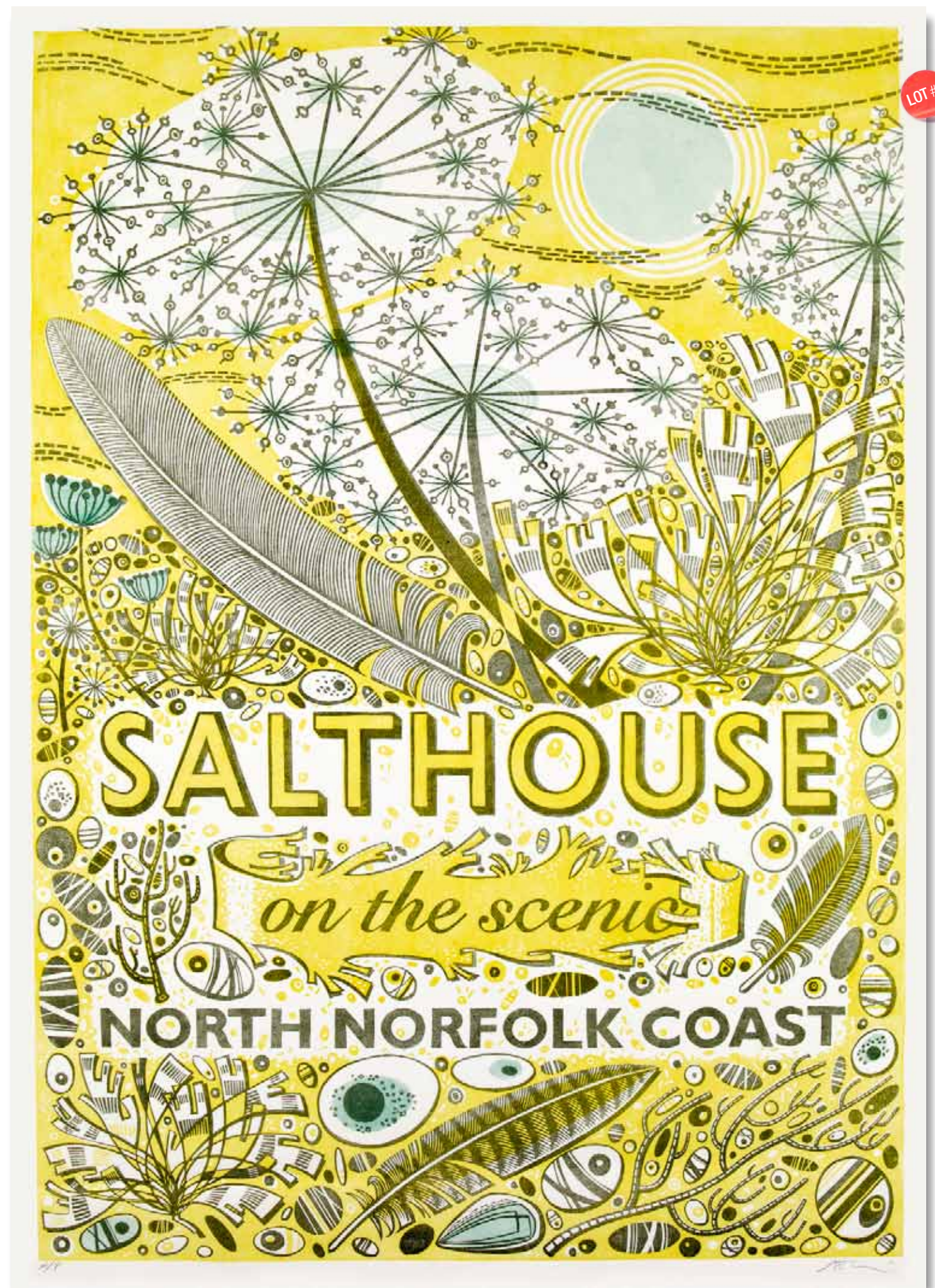
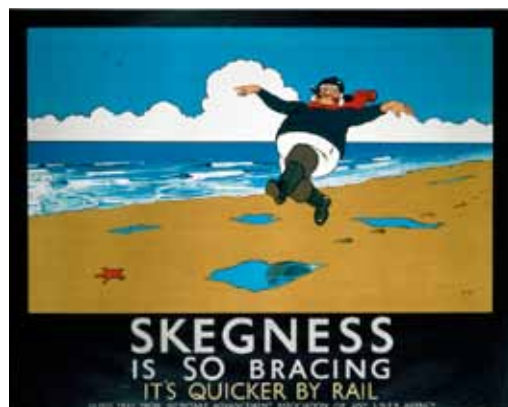
Angie is one of today's most popular printmakers. This linocut is typical of her style: inspired by natural forms, graphic and intricate.

THE ARTIST Angie depicts native flora in wood engraving, linocut, silkscreen, lithograph and collage. She produces fabric and stationery for St Jude's (which she runs with her husband, Simon), and book illustrations. Her fabrics will also feature in Liberty's Autumn/Winter 2010 collection.

WHY SALTHOUSE? 'I always enjoy time spent there. Its shingle beach captures the unique beauty of the North Norfolk coastline – the skeletal forms of alexanders, grasses and horned poppies against the expanse of sea and sky.'

WHAT YOU'D GET Three-colour linocut print on fine Japanese paper, 50cm x 70cm, signed by the artist.

For more on Angie Lewin, see angielewin.co.uk and stjudes.co.uk.



LOT #1

WAYNE & GERARDINE HEMINGWAY

Boscombe, Bournemouth



WHY YOU SHOULD BID You could own an original piece of art by the country's most inventive design duo. **THE ARTISTS** Wayne and Gerardine are

founders of Red or Dead and Hemingway Design (which specialises in affordable and social design).

☞ Bournemouth now has a great café, superb surf facilities and the coolest beach pods ☞

WHY BOSCOMBE? The Hemingways have been working on the Boscombe Overstrand regeneration project for two years. 'By bringing Boscombe Overstrand and Pier back to life, the benefits are spreading inland,' Wayne says. 'Bournemouth now has a great café, superb surf facilities and the coolest beach pods.'

WHAT YOU'D GET Digital collage, 50cm x 70cm, printed on fine art paper (signed certificate of authentication included). For more on the Hemingways, see hemingwaydesign.co.uk.



LOT #2



LOT #3

NICK HIGGINS

Paignton, Devon



WHY YOU SHOULD BID This is an original painting by one of the UK's top illustrators. **THE ARTIST** Nick's work has appeared in a variety of publications,

including *Esquire*, *GQ*, *The Independent* and *The New York Times*.

WHY PAIGNTON? 'I grew up there. These days we go to the beaches of the South Hams more than Torbay, but when I was asked to do the poster, I had to choose Paignton, because of all the extra associations it had for me. I think it gives a hint of what you might find there. And a gull is its perfect poster-boy.'

WHAT YOU'D GET Gouache and acrylic on paper, 50cm x 70cm, signed by the artist. For more on Nick Higgins, see nickhiggins.co.uk.



LOT #4

ANDY TUOHY

Dungeness, Kent



WHY YOU SHOULD BID This is the first time that Dungeness has been celebrated so gloriously. **THE ARTIST** Andy creates prints of seaside locations that take their

cues from classic travel posters. **WHY DUNGENESS?** Because it is 'downright eerie and full of inspiration'. Andy's dilemma was how to condense its features into one picture, so he chose to focus on the Romney, Hythe and Dymchurch Railway. 'I played with geography slightly,' he says. 'If it serves the picture, I'm not afraid to use a little creative licence.'

☞ I chose Dungeness because it is downright eerie and full of inspiration ☞

WHAT YOU'D GET Digital artwork, first edition, 50cm x 70cm, output as giclée print on archive fine art paper (certificate of authentication included). For more on Andy Tuohy, see andytuohy.co.uk.



LOT #5

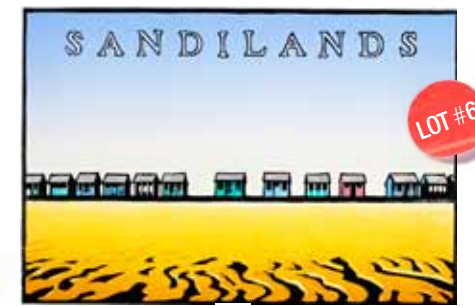
BARBARA HULANICKI

Brighton, East Sussex



WHY YOU SHOULD BID You could own an original artwork by a living legend. **THE ARTIST** Fashion and interior/exterior designer Barbara

founded the Biba boutique in the 1960s. **WHY BRIGHTON?** 'I lived in Brighton when we first came to England [from Jerusalem]. Later I went to art school there to study fashion illustration. I have always especially loved the Royal Pavilion.' **WHAT YOU'D GET** Digital collage, 50cm x 70cm, printed on fine art paper (signed certificate of authentication included). For more on Barbara Hulanicki, see barbarahulanicki.com.



LOT #6

CHRISTOPHER WORMELL

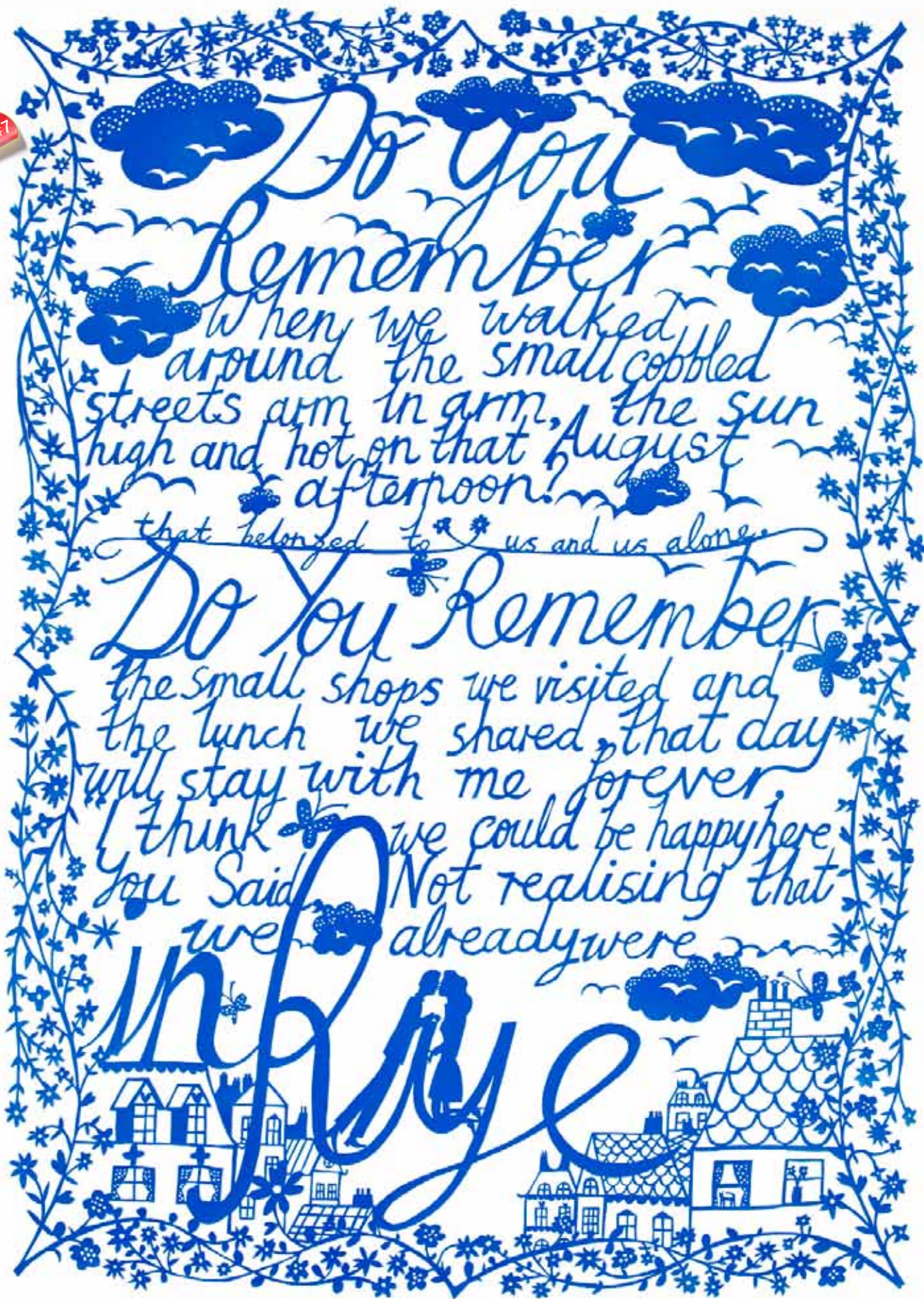
Sandilands, Lincolnshire



WHY YOU SHOULD BID This is a modern design classic. **THE ARTIST** Christopher created the 'Beer from the Coast' campaign for Adnams brewery and is

an author of children's books. **WHY SANDILANDS?** 'Beach huts were one of the first subjects to capture my imagination. I once rented one on the sea wall at Sandilands and used it as a kind of studio. I have good memories of that time.' **WHAT YOU'D GET** Four-block lino print on Japanese Hosho paper, 42cm x 26cm, signed by the artist. For more on Christopher Wormell, see theartworksinc.com.

LOT #7



ROB RYAN

Rye, East Sussex



WHY YOU SHOULD BID This is a poster-sized papercut by the foremost exponent of the medium.

THE ARTIST Rob specialises in intricate, romantic papercuts and screen prints. He has worked for *Vogue*, *The Independent*, Fortnum and Mason and Liberty, and collaborated with The Rug Company and Paul Smith, among others. His shop, Ryantown, on London's Columbia Road, sells his artworks alongside hand-crafted, limited-edition goods.

WHY RYE? 'I've always had a soft spot for Rye. It's very pretty and somehow preserves some of the more pleasant qualities that make up the English character. It is modest, genteel and perfectly mannered.'

WHAT YOU'D GET Papercut, 50cm x 70cm, signed by the artist.

For more on Rob Ryan and Ryantown, see misterrob.co.uk.

NOW PLACE YOUR BID...

We hope we've persuaded you to join our auction. Remember, each poster is *an original work of art* and all funds raised go to MCS

WHICH ONE WILL YOU CHOOSE?

You've seen our catalogue of specially created seaside posters on the previous pages; now you have the opportunity to own one. Original travel and rail posters of the 1930s and 1940s fetch enormous sums of money, so think what a good investment these one-offs could be. Perhaps you have particular associations with the resort or coastline featured, or you simply like the image – we think that our seven artists have reflected the British coastline's natural beauty, architectural heritage and eccentricity. We want these posters to bring attention to such glories. As Stephen Bayley puts it: 'Florence's renaissance was expressed in art. Who knows, the same could apply to Bognor and Llandudno.'

HOW TO BID

The *coast* Seaside Poster Auction will launch on eBay on **Thursday 6 May at 9pm and will conclude on Sunday 16 May at 9pm**. Visit allaboutyou.com/seasideposterauction to see the full catalogue of artworks online and to be directed to the eBay auction. If you haven't bid on eBay before, don't be deterred. It is simple to use and you will be guided through the process by on-screen directions.

Please note: all posters in the auction are unframed and are pick-up only from our London offices (alternatively, post and packaging can be arranged at the expense of the buyer). The total funds raised for the Marine Conservation Society will be revealed in a future issue of *coast*. Happy bidding!

...AND ENTER OUR POSTER COMPETITION

Design your own poster in our competition to celebrate your favourite stretch of coastline and you could win a fantastic prize



WHAT YOU COULD WIN

The winner will receive £500 of Pride of Britain gift vouchers, to be redeemed at any of the 36 hotels in the collection. For a coastal break, why not try the luxurious Nare Hotel on the Roseland Peninsula in Cornwall (left)? For more details, call 0800 089 3929 or visit prideofbritainhotels.com for a free directory. **Two runners-up** will receive an Artists Water Colour Compact set (rrp £60) from Winsor & Newton (below). This pocket-sized box is ideal for the outdoor artist and contains 14 half pans of artists' watercolour, a Series 16 sable brush, plus a number of mixing surfaces (winsornewton.com). The winner and runners-up will be revealed in the November issue of *coast*, on sale 18 October 2010.

THE JUDGES

The winner and runners-up will be selected by the artists and designers on the preceding pages, with *coast* editor Clare Gogerty and art director Joe McIntyre.

TERMS & CONDITIONS

Vouchers are valid for two years and can be used as cash at any current Pride of Britain hotel. For *coast* Ts and Cs, see page 124.



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