

JAMIE REID GRAPHIC DESIGNER.

Born : 1947

Nationality : British

Style : Punk, 1970's / Contemporary.

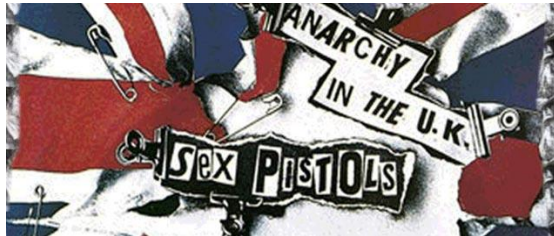
Background Information.

Jamie Reid was brought up in London and came from a very politically active and somewhat unusual family. His grandfather died gun-running for the Chinese, his Scottish great uncle was head of the Druids and also one of the first Labour parliamentary candidates, his brother was a spy and his mother was a firm believer in fairies. His father was the financial editor of a newspaper and the whole family were steeped in Socialism.

Reid himself was politically active from a young age and got involved in the student protest movement of 1968, organising student occupations and demos with his friend Malcolm McLaren, who later worked with fashion designer Vivienne Westwood. They were motivated by opposition to right-wing politics, socio-political reform and emotionally charged by rock music.

Reid founded the 'Suburban Press' in 1970 which began as a community news sheet but soon developed into a political magazine featuring news of local corruption .

In 1976 he got back with Malcolm McLaren to work on promoting the punk rock band 'The Sex Pistols'. Reid produced his most scandalous and famous works around this time.



Poster / T-Shirt Design



Album Cover Design

Influences:

Politics, music.

The Situationist art movement – a group of revolutionary 20th Century artists who wanted to transform society by creating situations or performance art outside the gallery. Dada – Artists who used collage / photomontage to create anti-war images. Surrealism, German Expressionism, Later on, new age travellers, eco-warriors and his Celtic, Druid background.

Style & Technique

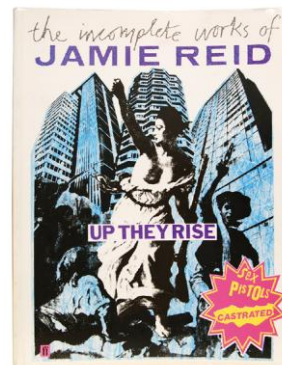
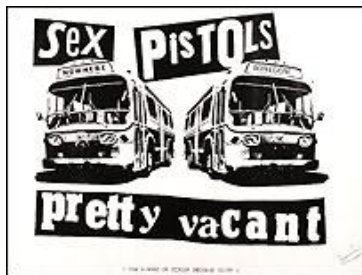
Photocopying, lurid colours, torn up edges, collage, use of lettering cut up or torn out of newspapers (ransom note style) screen printed, recycled or deconstructed imagery.

Safety pins, overprinting, cluttered pages, deliberate “mistakes”, and unpredictable historic references.

Use of subversive, anti-establishment, anti-capitalist slogans created shocking often deliberately offensive juxtaposed images.

The birth of the Punk, or D.I.Y (do it yourself) aesthetic created both an evolution and a revolution in the world of modern design. This led to the punk style becoming an important feature of the **Post-Modern** movement.

Examples of work.



Many of Jamie Reid's designs are now used as posters, T-shirts and on advertisements for anti-capitalist rallies, anti-war demonstrations and meetings. He is now an eco-warrior and produces designs relating to green and environmental issues.