



## PRESS RELEASE

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### **A sign of the times at Humber Street Gallery**

Navigating the nation's road network is made easier with satnavs and smart phones in 2017, but the extra information to be found on road signs can be invaluable to drivers and other road users. In a celebration of these design classics that have been gracing our roadsides for over 50 years, next month Humber Street Gallery is hosting an exhibition curated by MADE NORTH's Patrick Murphy of reinterpretations of those classic circles, triangles and squares by leading designers and artists, including Sir Terence Conran, Betty Jackson and Sir Peter Blake.

As with most successful design projects, the form and beauty of the road sign is often overlooked as their functionality shines. This exhibition takes the purpose of the signs away by setting them in a gallery space and in the surrounding streets, away from the highways, to allow the viewer to appreciate their form in isolation.

Patrick Murphy said: "Since childhood, I have been fascinated by these signs, as an artist and designer I think the signs occupy a unique place in British visual culture, I can't imagine an urban or rural landscape without these beautifully realised designs being present. This feeling is shared by many and I was delighted by the response of designers and artists to the project. The project enabled me to work with Margaret and discover more about the personal history of the project."

Originally designed by Margaret Calvert and Jock Kinnear, their efficient system of road signs come in a limited number of shapes with a restricted colour palette. Broadly speaking, circles give instructions, triangles warn and rectangles inform. The designers also created two new typefaces for their project; Transport and Motorway, that are still used to this day.

The new signs created for the exhibition see designers taking those elements and using them in new, creative ways. David Sinclair from Humber Street Gallery said: "There are certainly some drivers on the roads today who could do with brushing up on their highway code. While we can't promise that you'll be ready to sit your theory test after visiting the exhibition, it will provide an opportunity to learn more about the history and the components that make up our road signage."

David continued: "The reimagined road signs reflect some of the passions and personalities of the designers and artists who have created them. From Sir Terrance Conran's gory sign warning cyclists of the dangers of sharing the roads with trucks through to the political 'No Right Turn' by FUEL and the cheeky directions sign by Mark Bonner."

The exhibition opens on 2 October in Gallery 1 at [Humber Street Gallery](#) and extends into the surrounding streets. We encourage you to take a walk and identify all 80 signs.

## ENDS

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### NOTES TO EDITORS

#### About Hull UK City of Culture

**Hull UK City of Culture 2017** is a 365 day programme of cultural events and creativity inspired by the city and told to the world. Hull secured the title of UK City of Culture 2017 in November 2013. It is only the second city to hold the title and the first in England.

**Divided into four seasons**, starting with **Made in Hull**, this nationally significant event draws on the distinctive spirit of the city and the artists, writers, directors, musicians, revolutionaries and thinkers that have made such a significant contribution to the development of art and ideas.

Hull 2017's second season, **Roots and Routes**, runs from April to June and explore Hull's unique place as a gateway to Europe and one of the world's busiest ports. Its maritime history and global connections inspire the stories of the city; this season of work will also celebrate Hull's international links, including Rotterdam, Reykjavik and Freetown.

**Freedom** runs from July to September. Building on the legacy of Hull-born anti-slavery campaigner William Wilberforce MP, *Freedom* will explore the concept of freedom in all its many forms. The final season, **Tell the World** will run from October to December.

The Culture Company was set up to deliver the Hull 2017 programme and is an independent organisation with charitable status. It has raised £32 million, with over 70 partners supporting the project, including public bodies, trusts and foundations and local and national businesses.

Key contributions are coming from: **Host City** - Hull City Council; **Principal Partners** - Arts Council England, BBC, Big Lottery Fund, East Riding of Yorkshire Council, Heritage Lottery Fund, KCOM, KWL, Spirit of 2012, Yorkshire Water and the University of Hull; **Major Partners** - Associated British Ports, Arco, BP, the British Council, British Film Institute, Green Port Hull, Hull Clinical Commissioning Group, MKM Building Supplies, P&O Ferries, Paul Hamlyn Foundation, Sewell Group, Siemens, Smith & Nephew and Wykeland Group. The National Lottery has contributed more than £10m of this funding, making it the largest single funding body for Hull 2017.

68 per cent of the funding is dedicated to public facing activities, including the widest range of cultural events in every corner of the city, with a further 11 per cent for legacy and contingency. More than £5 million is being invested in volunteering, learning and community engagement. £1.6 million is being invested to ensure a legacy after 2017. This includes capacity building, such as supporting existing events so they can grow, staging curtain-raiser events, developing future programming for after 2017 and building a new platform to support a unified ticketing system for the city.

Hull 2017's International Partners are: Aarhus, Denmark, which is European Capital of Culture 2017; Reykjavik, Iceland; Rotterdam, The Netherlands; and Freetown, Sierra Leone (twinned with Hull). These relationships are reflected in a number of events throughout the year.

For information go to [www.hull2017.co.uk](http://www.hull2017.co.uk)

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#### **About Patrick Murphy Studios and MADE NORTH**

The project is curated by Patrick Murphy, Director of [MADE NORTH](#). Patrick Murphy is a British artist, designer and curator. He works across a wide range of projects from art commissions for large-scale installations to curating a range of design projects. In 2016 Patrick was selected by the influential

magazine Creative Review to feature in their [UK Top 50 Creative Leaders](#) project. Find out more about his work [www.patrickmurphystudio.co.uk](http://www.patrickmurphystudio.co.uk)