



© 1973, Mark Harris, "Cherry Blossom Tree," Redwood Hills, Los Angeles, CA



Mid-twenties, mature face  
been around

# Filthy Gill



436



Joseph Bathazar Silveira, 1814

## NOW AT KK OUTLET:

<b>WATER SPORTS</b>	
<b>TYPOGRAPHICAL TART CARDS</b>	●
<b>FACIALS</b>	
<b>CHERRIES</b>	●

22-29 JUNE IN ASSOCIATION WITH **Wallpaper\***

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Wallpaper\*

# TYPOGRAPHICAL TART CARDS

London is not short of iconography. Red double-decker buses, black cabs, gherkins and wheels. But there is a more pervasive if ephemeral symbol of the city. Tart cards are the lo-fi promotional tools of many London prostitutes. Step into almost any central London phone box and you can contemplate any number of cards inviting you to be tied, teased, spanked or massaged either in luxury apartments, fully equipped chambers or the privacy of your own hotel room. All this and more is just 'one minute away' from the box in which you are standing.

Even if a police crackdown, the internet and the increasing use of mobile phones suggest their days must be numbered, tart cards are still so pervasive they are regarded as items of accidental art and have something of a cult following. Once on the periphery of design, tart cards have influenced the work of many mainstream artists such as Royal Academician Tom Phillips and Sex Pistols designers, Ray and Nils Stevenson.

To coincide with the magazine's first ever Sex & Art Issue, Wallpaper\* – in conjunction with Type LLP and St Bride Library – asked designers, from students to superstars, to find the tart hiding in every type and provide their own graphic content. More than 400 cards will be on show at KK Outlet, London, from 22 June, including designs by Erik Kessels, Anthony Burrill, Neville Brody, NB:Studio, Spin, Value and Service, Fernando Gutiérrez, Ian Wright and Noma Bar.

KKOutlet is a shop, gallery and communications agency. It specializes in making, presenting and selling innovative communication solutions. It is the London office of Amsterdam communications agency, KesselsKramer.

## **Exhibition runs from 22- 29 June 2009**

For press enquiries and/or high res images,

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For upcoming exhibitions, please check our website regularly at: [www.kkoutlet.com](http://www.kkoutlet.com)

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