

Abby French
Theories and Practice of Visual Communication:
Contemporary Practice
Professional Practice Report
AGP501

MR Bingo



Mr Bingo, a 43 year old illustrator, started his artistic journey doing a foundation course in art & design at KIAD, Maidstone (now UCA), after which he studied BA Hons in Graphic Design (specialising in illustration) at Bath School of Art & Design. After completing his education Bingo became a commercial illustrator. He worked for many large, house name companies including The New York Times, The Guardian, Channel 4 and The Mighty Boosh. He worked in this field for 15 years. It is difficult to find evidence of illustrations from this period as it does not have an online presence or portfolio as Mr Bingo deleted this one day as he, in his own words from his website, got 'bored one day'.

In 2015 he launched his extremely well-known Kickstarter to fund a book titled Hate Mail. Bingo decided around this period to not work for clients formally again and to focus on his personal work. Mr Bingos' career has continued to thrive since then, doing talks at art festivals, Ted Talks and illustrating and screen printing designs daily.



https://twitter.com/Mr_Bingo/status/1095624391222874113/photo/2

Mr Bingo primarily makes his living through print sales in his online shop whilst also selling and presenting within art fairs. Having attended one of Bingo's talks in 2017 I truly saw how a charming and humorous presence can make someone immediately go and buy your product, supporting one's brand after attending a personable talk that leaves a positive impact. I consider this to be an impactful moment within my personal practice and career-building. I aim to make any presentation or statement regarding my artwork as down to earth and quick-witted as I can so that people can both feel a connection between the art and the artist in an almost parasocial way.



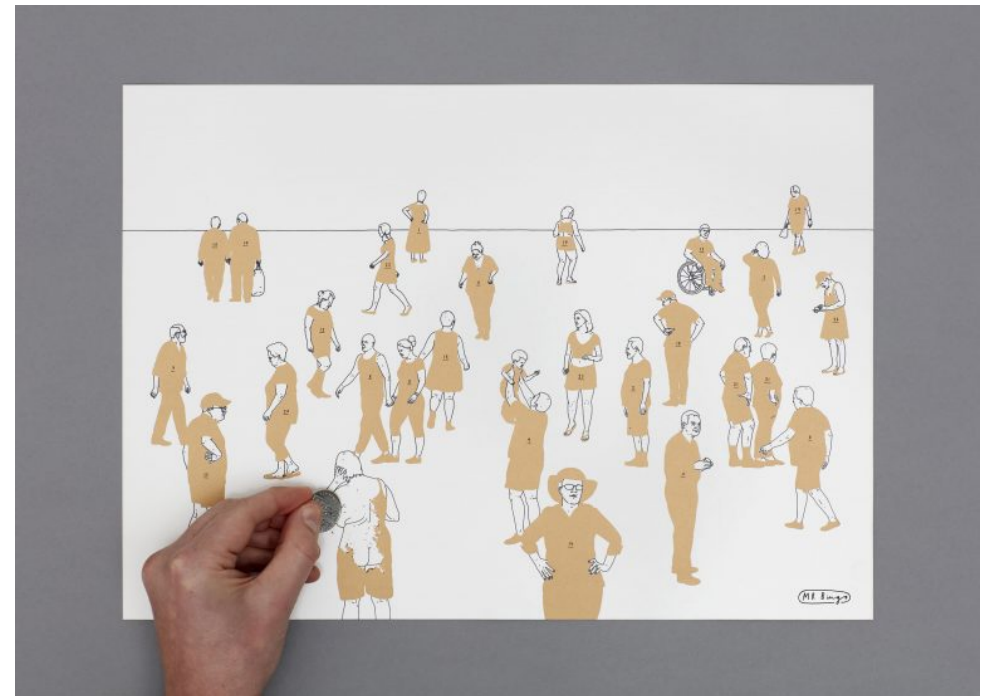
Mr Bingo, Be Creative Lgium, Date Unlisted On Website
<https://mr.bingo/speaking/>

Mr Bingo's art style has always been similar to what it is today, with simple line figures doing innocuous satirical activities. I feel one of the best examples of Mr Bingos' work is his annual advent calendar. Bingos advent calendars are so unique as instead of revealing a small piece of chocolate every day, you get to unveil a naked figure. To do this you use a scratch off technique, the same medium and screen printing ink that one uses for a traditional scratch off card. I believe this to be one of the most prime examples of Bingo's work as it utilises his two most outstanding visual techniques; his unique and eye catching linework art style and the obscurification of the mundane. Every year Bingo reaches out on his Instagram and Twitter searching for a diverse selection of figures to draw for for the annual project. He always aims to keep representation high and young, frequently represented in media models low. Within this Bingo has included, trans characters, amputees, wheelchair users, an array of much older bodies, breastfeeding mothers and models with dwarfism. With each year that passes, Bingo gets more adventurous with settings and actions going on between the characters. In the most recent year, 2021, everyone is shrunk down and set around a full English breakfast, one couple singing and playing the guitar on a pair of salt and pepper shakers and another person lounging on a piece of bread. In earlier years, I have used 2016 as an example below, he used a much more simplistic composition, 25 people simply spread over a barren landscape.



Mr Bingo Advent Calendar, 2021 edition

<https://mr.bingo/advent-calendar/>

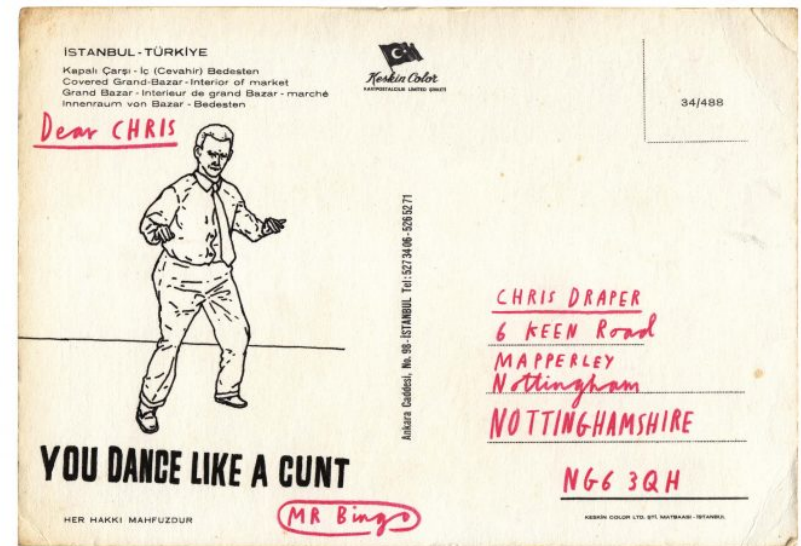


Mr Bingo Advent Calendar, 2016 edition

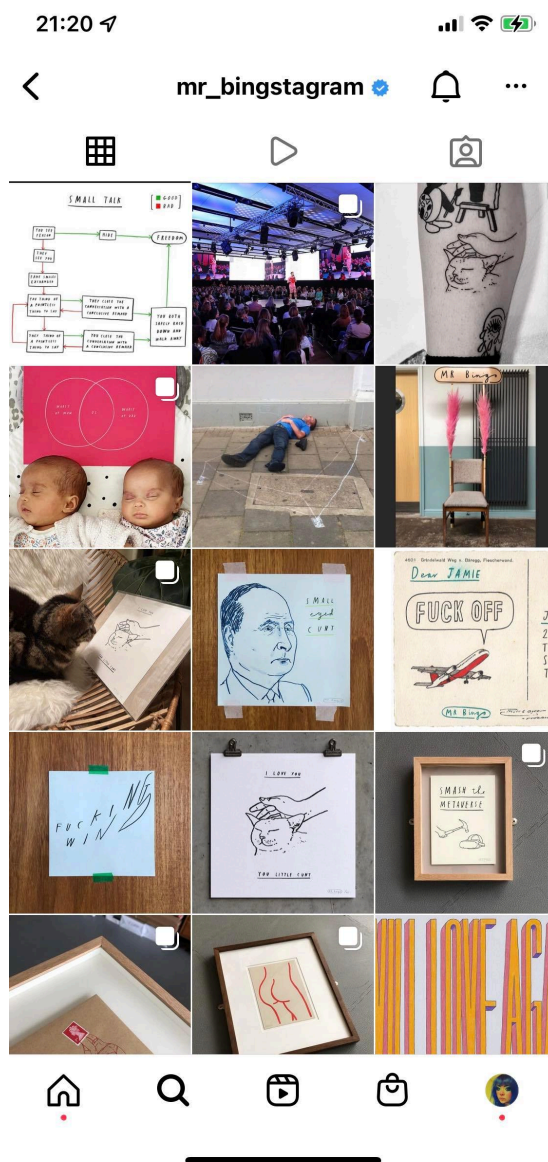
Another prime example of Bingos' career is the Hate Mail project. Within this project, Bingo would be commissioned by the general public to illustrate offensive personalised postcards and sent to whomever the client desires. Essentially allowing you to bully a loved one or enemy with crude, rude, personalized illustrations and messages. This project was so successful that Bingo published the series as a repeat sell out book.



<https://mr.bingo/hate-mail-book/>



<https://mr.bingo/hate-mail/>



Another way that Bingo promotes himself is by letting people get his illustrations tattooed on their bodies. Bingo does not charge money for this service but does ask to be tagged when the piece is posted on social media. Bingo is aware of the benefits of having fans using you as a walking billboard at no extra cost rather than requesting money for his designs to be used and then for it to possibly not be posted or not get any credit within the piece in fear that the canvas may get in trouble for plagiarism. Bingos' website is very simple, clean and prominently uses visuals for communication, similar to their work. There is a relatively limited amount of text on Bingos's website, with most hyperlinks leading you to albums of photos without captions or dates.

Mr Bingos' work relates to my own as I too enjoy experimenting with simple illustrations with witty captions and a personable, approachable online character.

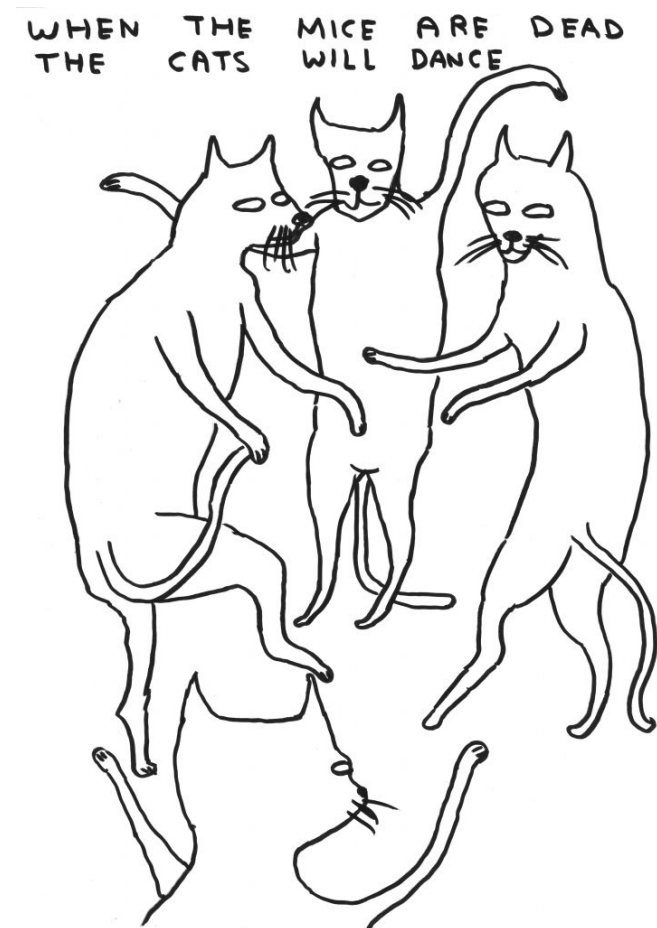
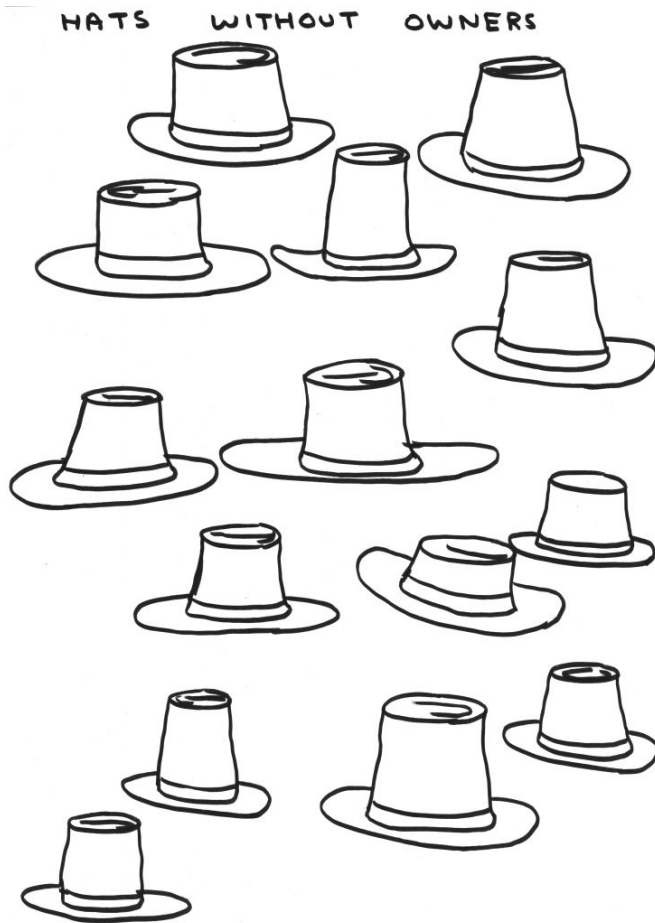
My own artworks that remind me of Mr Bingo's stylings and techniques.



A man in a dark jacket and trousers stands in the center of a restaurant. The walls are a vibrant pink and are decorated with numerous framed art prints, including pop art, abstract designs, and text-based pieces like 'NEWS YOUR PIZZA HAS ARRIVED' and 'VANDALISM VANDALISM VANDALISM'. The restaurant features round tables with white tablecloths, set with glassware and cutlery, and surrounded by plush pink velvet chairs. Warm, ambient lighting is provided by small lamps on the walls.

David Shrigley is a British artist, currently based in Brighton. Shrigley is widely known for his unique ignorant illustration art style alongside satirical captions on everyday mundane happenstances and human relationships. Deadpan, satirical humour amongst storytelling in as few words as possible is something that makes Shrigley's work so unique. Graduating 1991 from Glasgow School of Art, with a BA in Fine Art. Shortly after graduation, Shrigley's first group exhibition debut was in 1992, 'In Here', Transmission, Glasgow, and his first solo exhibition in 1995 at Transmission Gallery, Glasgow.

Shrigley does not restrain himself from exclusively working within this traditional hand drawn on paper illustration. Shrigley has had many diverse exhibitions and features including the Mayfair tennis ball exchange (an ongoing interactive exhibit that I will go into more detail on below), The famous 'big thumb' statue that was commissioned to be the fourth plinth at Trafalgar square in 2016, his humorous 'ridiculous inflatable swan thing' (an inflatable pool toy) and being an artist for Blur's - Good Song (Official Music Video), 2003. David worked in collaboration with Shynola (a collective of directors, art directors, and animators based in London) to create the music video.



David Shrigley: Mayfair Tennis Ball Exchange

19 November 2021 - 8 January 2022

The ever changing 'Mayfair Tennis Ball Exchange' installation in London is a unique and intriguing concept curated and designed by David Shrigley. The gallery space has been filled from floor to ceiling with brand new yellow tennis balls, visitors are invited to bring an old tennis ball and swap it with a new ball. In time, the once vibrant, neon space becomes unregulated in colour and form, completely changing and diversifying the once uniform space. Shrigley explains in an interview on the Stephen Friedman website; "My dog likes tennis balls. I throw them and she chases them. [Her interest is] more about exchange than possession."

This exhibition is a fun twist on the usual art installations you see. Promoting an interactive element, allowing you to take a ball, and obtain a small pin advertising the exchange allows for many people to partake in an ever going display of human trade. The original tennis balls are unbranded and not signed, with no signifier of their relation to the art piece. Once they leave the space they are worth no more than any other piece of sports equipment. The worth of the product is only in the exchange, not the aftermath.

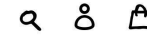


<https://www.stephenfriedman.com/exhibitions/154-david-shrigley-mayfair-tennis-ball-exchange/>

Ridiculous Inflatable Swan-Thing x David Shrigley



SHRIG
SHOP



RIDICULOUS INFLATABLE SWAN- THING

Inflatable
€35.00

ADD TO CART

**** If you order from outside the EU: VAT equivalent of 20% of the price will be removed in the checkout ****

The Ridiculous Inflatable Swan-Thing first started life as a simple line drawing, developing into a limited edition sculptural piece cast in polyurethane resin.

Soon after the Swan-Thing found life in an inflatable form. Its elegant neck has extended up to 13 metres tall in various installations internationally, but here we present the more modest 90cm tall version, created by our friends Third Drawer Down.

Enjoy the Ridiculous Inflatable Swan-Thing as a toy, a pool float or as an inflatable sculpture placed in your home.

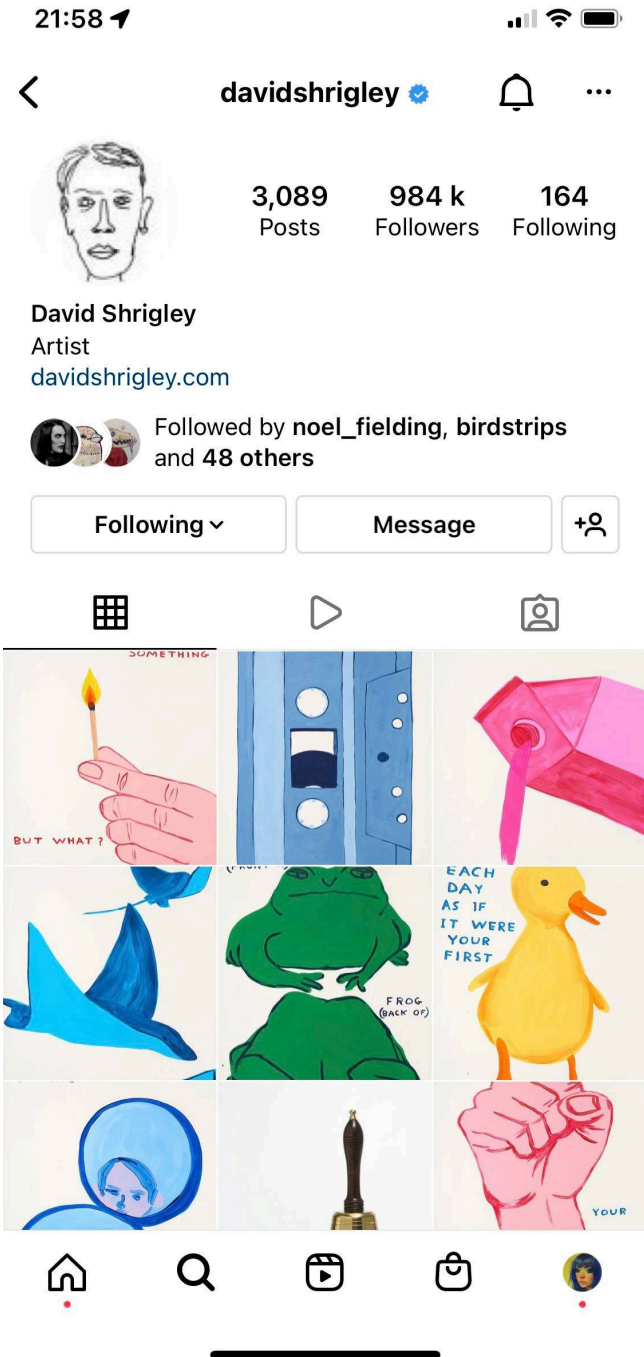
Definitely not a life-saving device.

Details

Inflates to 90cm x 60cm x 80cm
Packaged in presentation box



Shrigley's 'Swan Thing' is another excellent example of how one can make something exciting and obscure out of the mundane. Not only did Shrigley design a pool float, something I have never seen done by an artist in this way, but he also managed to make a three-dimensional tangible object look exactly like his 2d line illustrations. This is no easy feat and I am so impressed at the level of skill and knowledge you need to have on your own personal style to be able to have your work translate so well over such contrasting mediums. The swan stands at 89cm tall you can purchase this product from third-party websites such as Baltic for £50. You are also able to buy a handheld stress ball version of the Swan for £15, this helps enable customers with varying price ranges to purchase your design whilst still offering two different products.



David Shrigley has 983k followers on Instagram and over 3,000 posts. His bio simply says 'artist' followed by a link to his website, davidshrigley.com. The account has no story highlights and simply posts images of his illustrations and paintings daily with no captions. Although there is not a huge amount of audience pandering or communication on his platform, the regular posting and how well known the artist is within vast communities, Shrigley averages roughly 20-50k likes per post. Posting regularly is known to enhance engagement and works well with how Instagrams algorithm runs, this is something I need to do more religiously as part of my personal practice. It is all too easy to get out of the rhythm of posting art and I fall, victim, posting once a month with no hashtags or anything to boost engagement more frequently than not.

My own artworks that remind me of David Strigley's stylings and techniques.



I USED TO LOVE YOU.

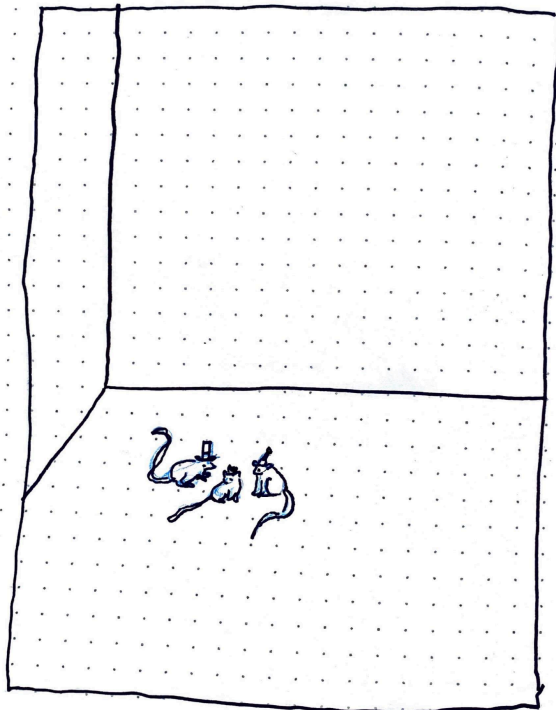


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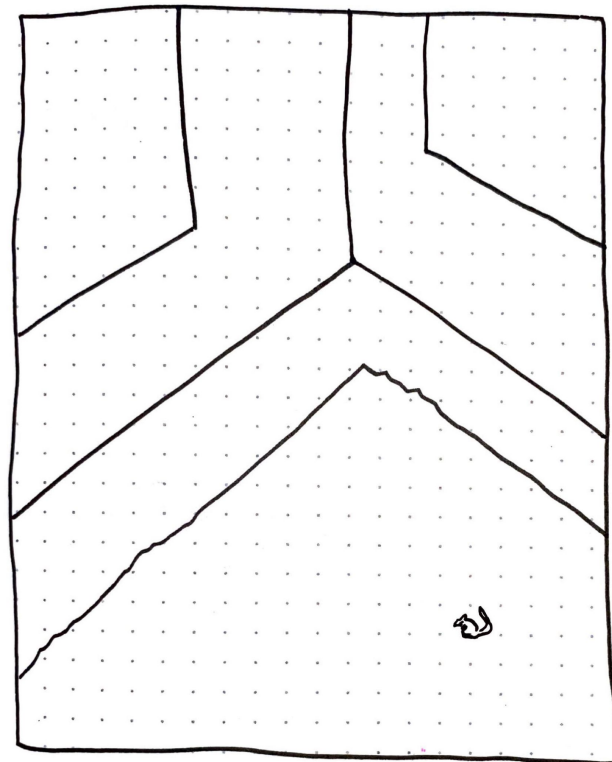
THEY LIKE THE LIVING ROOM,
THAT IS WHERE THEY DANCE.



I THINK THEY ARE A FAMILY.
YOU CAN TELL BECAUSE THEY
HAVE ROLE INDICATING HATS,
LIKE MOOMINS.
(OR THE POPE).



CAN NOT STOP
THINKING ABOUT
MY SANDWICH.
SHE'S WRAPPED
IN TINFOIL AND
IS HIDDEN IN
THE DARKNESS
OF MY BAG.

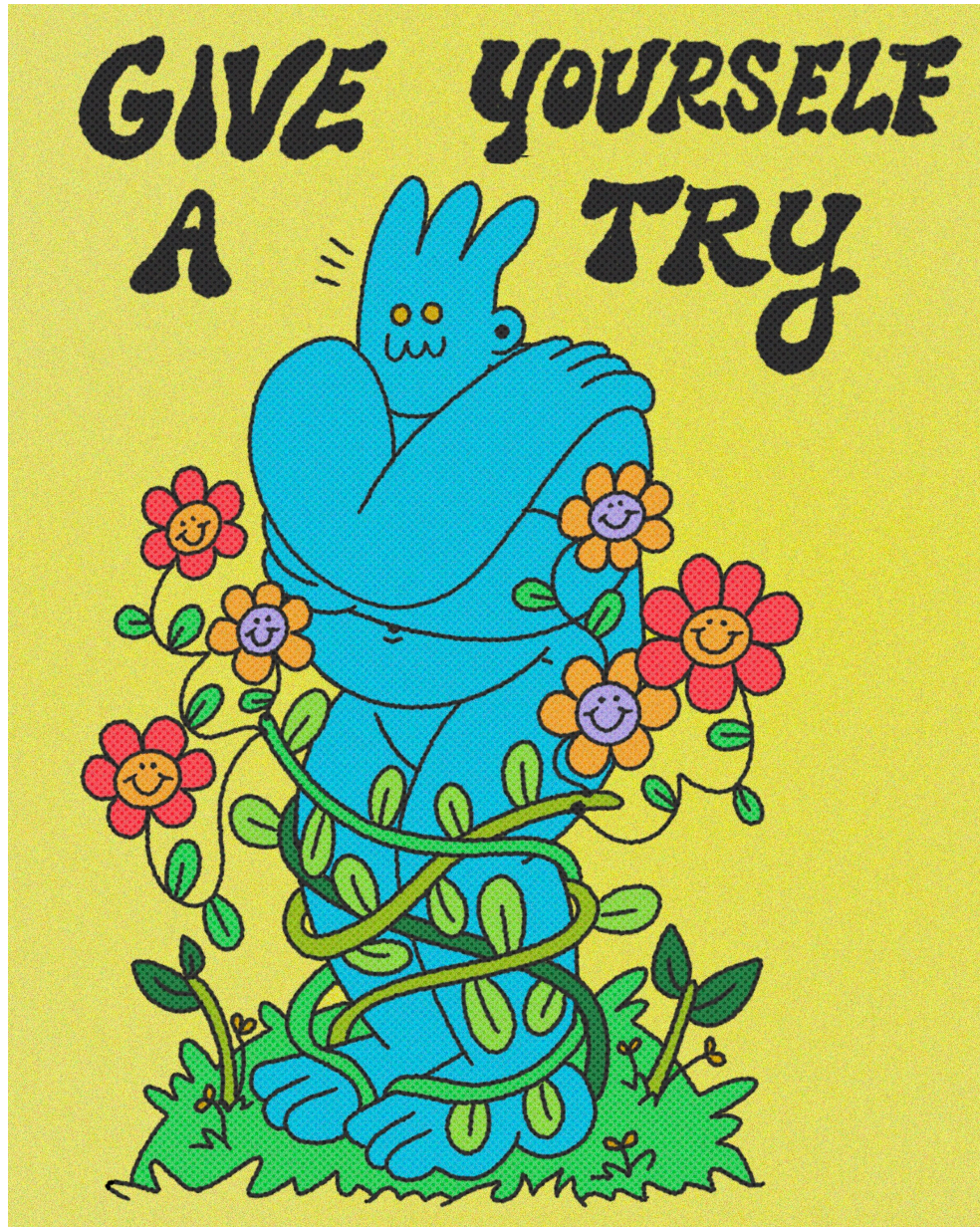


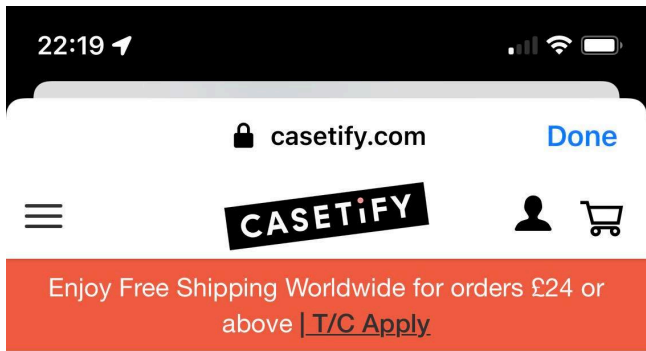
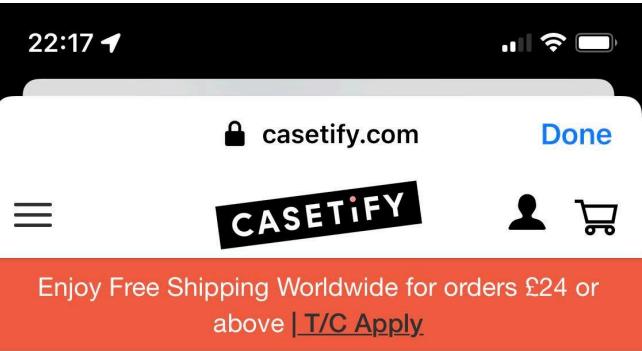
THERE WAS A MOUSE IN MY
LIVING ROOM & IT CAN
JUMP UP STAIRS.

☺ DREYFUS ART ☺



Dreyfus is a multi-media artist based in Idaho, USA. She has been commissioned by huge companies such as Pandora, Urban Outfitters, Casetify and Verizon. Dreyfus often does collaborations with other artists, this both broaden their own artistic practice and helps promote her brand branch across more platforms. The examples below are inspired by song lyrics, 'give yourself a try' being a nod to a 1975 song under the same name and 'are you sick of me?' being lyrics from the song Lovers Rock by TV Girl. A series of illustrations sourcing inspiration from pop culture like this is a great way for social media algorithms and music fans to find you and your artwork.





All Products / Artists / Dreyfus Art x CASETiFY Collection

Dreyfus Art x CASETiFY Collection

Filter & Sort

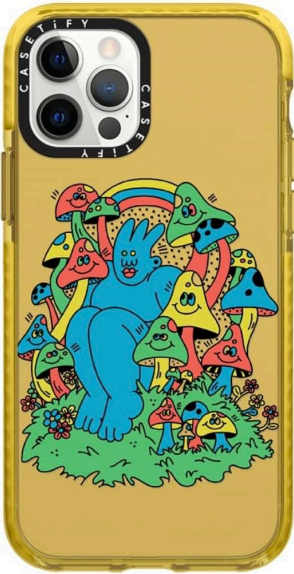
iPhone AirPods Samsung Google Ap



iPhone 13 Pro
Liquid Cases
Rest is Productive Ph...
2 Colors
£35



Re/CASETiFY
iPhone 13 Pro
Impact Crush Cases
Don't Dream it, Be it.
7 Colors
£41



Recycled

Mushroom frenzy



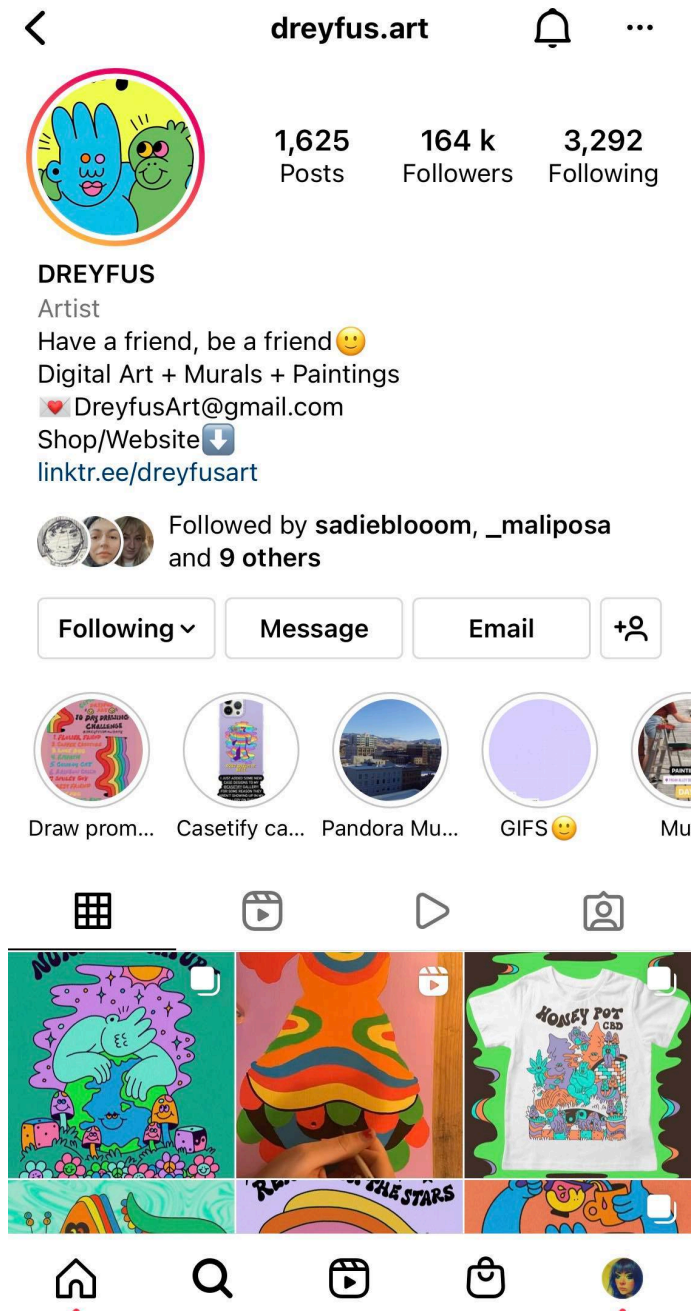
Bundle Up! Save when you buy any other Re/CASETiFY Crush Phone Case with a Crush AirPods Case.

Re/CASETiFY

Groovy Gals Phone Case



Something that caught my eye on Dreyfus' Instagram was this post on her story. She had painted a small mural on a wheely bin at Coachella, one of the largest festivals in the United States. I find this to be such an ingenious way to advertise yourself to a large audience at a low cost. Everyone uses bins and to make something so mundane so eye-catching and noteworthy is not a small feat.



Dreyfus has 164k followers on Instagram and posts multiple times a week. The page is very colourful and eye-catching, predominantly posting their artwork alongside examples of merchandise (prints on T-shirts, stickers, disposable solo cups with her artwork printed on them and their largescale murals).

In the bio of their Instagram, there is a linktree, which has links to her website, shop, Casetify collaboration, pin house x Dreyfus blanket and a limited edition screenprint to purchase. This series of links is clear, easy to navigate and all essential to Dreyfus' Brand.

Within Dreyfus' website, the bio on their 'about' page caught my eye. Dreyfus's bio is written in the third person and is also quite short and straight to the point, stating where she is based and then getting right into her focus on art and the creative process. One thing I like about this bio is that she includes the inspirations for her art, helping the reader get a better understanding of her interests and art in general. Next to the bio she also includes a picture of herself, which is half drawn over with one of her characters. I like this addition as it makes it slightly more personal and fun, helping us understand who she and who her 'alter ego' character is. I have never been sure how to market myself within an 'about' page in a professional way, but when I build my website I will be sure to describe myself similarly. A description of oneself that's both formal, to the point and still filled with character is a mean feat and I hope to have one as concise as Dreyfus'.




ABOUT DREYFUS

Dreyfus is a self taught mixed media artist based in Boise, Idaho.

Dreyfus is currently immersed in a self motivated 365 drawing a day project, in which she is completing a new piece of art every day for a full year. This has brought new focus and joy to her creative process.

Her vibrant and interactive characters, that she calls Alter Egos, represent her view of everyday life with its struggles and whimsical moments of fun, living in a world with no conformity. Dreyfus' inspirations include the art of Keith Haring, Andy Warhol, and Peter Maxx.



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Brighton



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