



LONDON CALLING

LETTERHEADS 2018

LONDONLETTERHEADS.COM

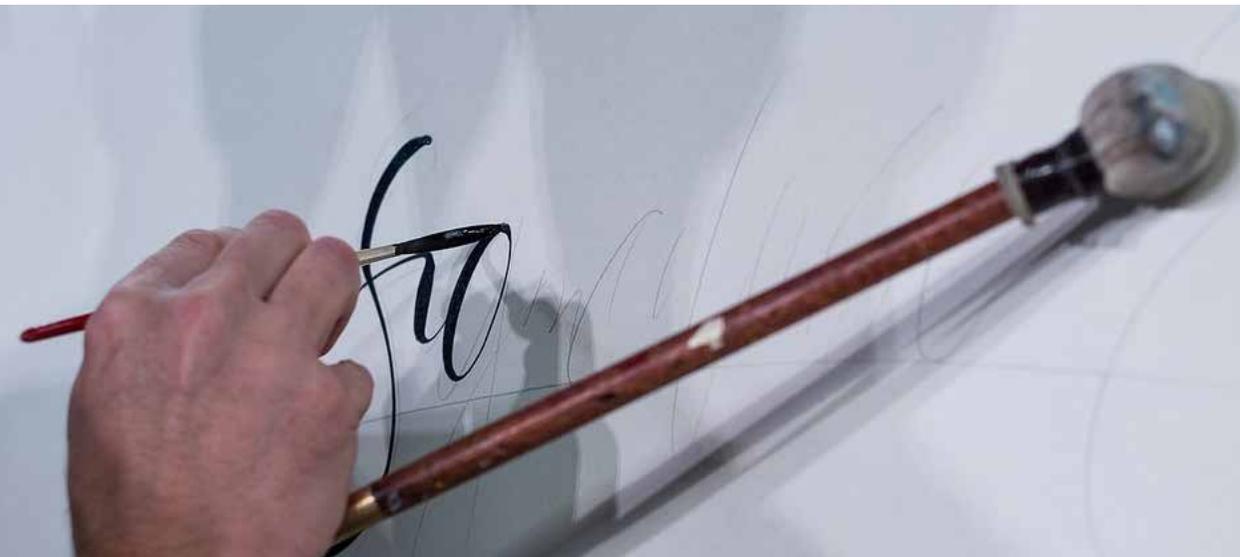
# LETTERHEADS HISTORY & ETHOS

In 1975 a small group of sign painting apprentices in Denver, Colorado, got together to talk about lettering, signs, and the techniques used to design and produce them.

Their approach to sharing knowledge and experience quickly spread among others practising the craft, and led to similar 'meets' elsewhere, originally in the USA, but now taking place around the world.

The founding Letterheads started a movement that continues to this day, with an ethos that promotes teaching, learning and the passing of skills from one generation to the next.

Letterheads 2018: London Calling continues this tradition, for the first time ever in London



## FACTS & FIGURES

Letterheads 2018: London Calling will be an international meet.

Event runs 16th - 19th August 2018, with opening party on 15th.

Main venue is the Bargehouse, OXO Tower Wharf, London SE1, opening party venue TBC.

Mixture of private, ticketed spaces (capacity of 200) and public facing areas (unlimited capacity for footfall).

Guests are already booked from over 20 countries.



## THE 'MEET'

The Letterheads 'meet' will be an international gathering of sign painters and lettering professionals for the purposes of sharing knowledge, experience and time with each other.

Through a busy programme of workshops, seminars, talks and demonstrations, attendees will learn new skills and techniques from some of the world's best craftspeople.

Learning will also take place informally through ad hoc demonstrations and projects.

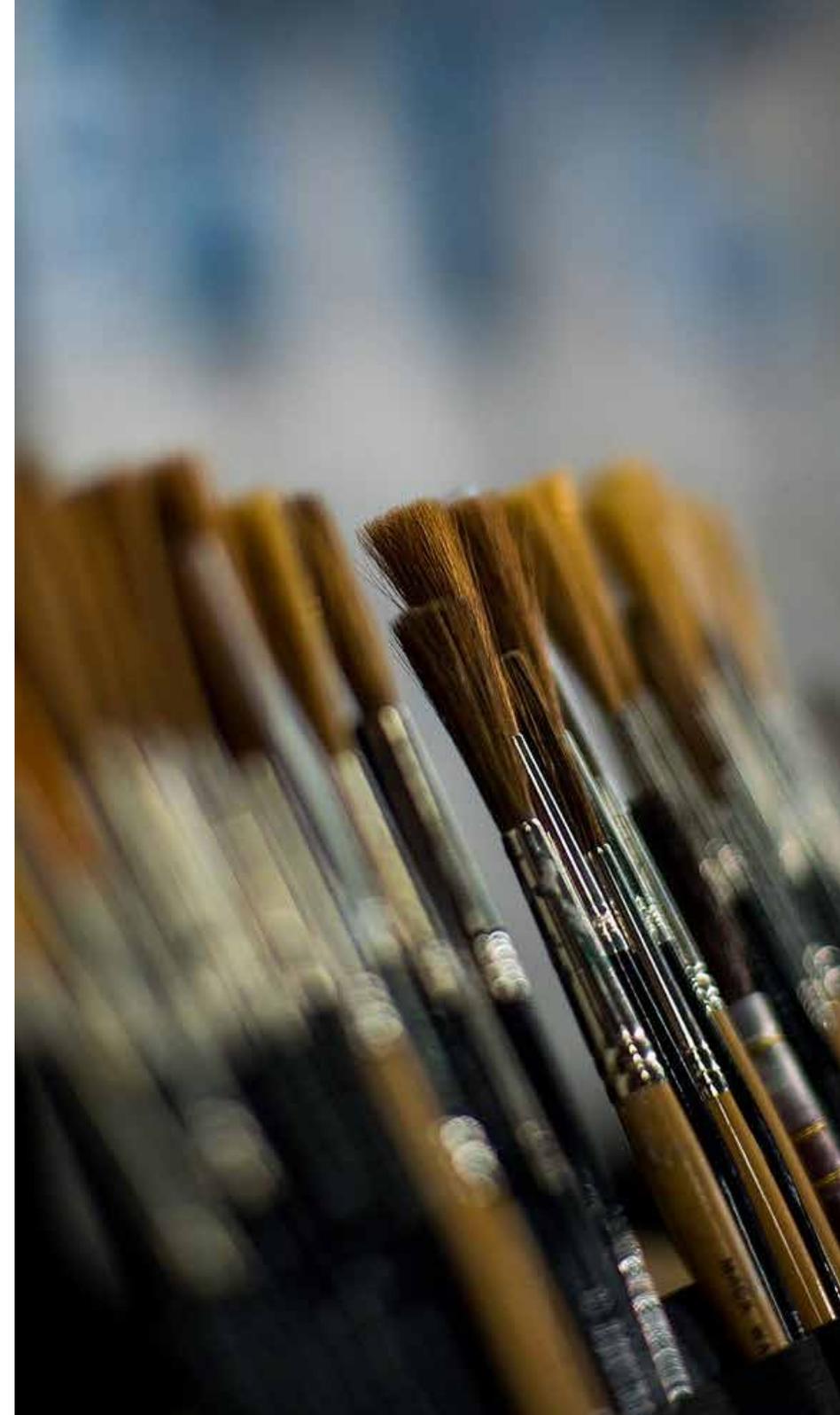


# PUBLIC ACCESS

The event will share the work of the Letterheads with the wider public, and especially those with an interest in design.

These free aspects of the event will include:

- Sign painting and lettering demonstrations, including opportunities to see work in progress.
- Sign painting exhibition.
- Screening room.
- Tours of the main meet.

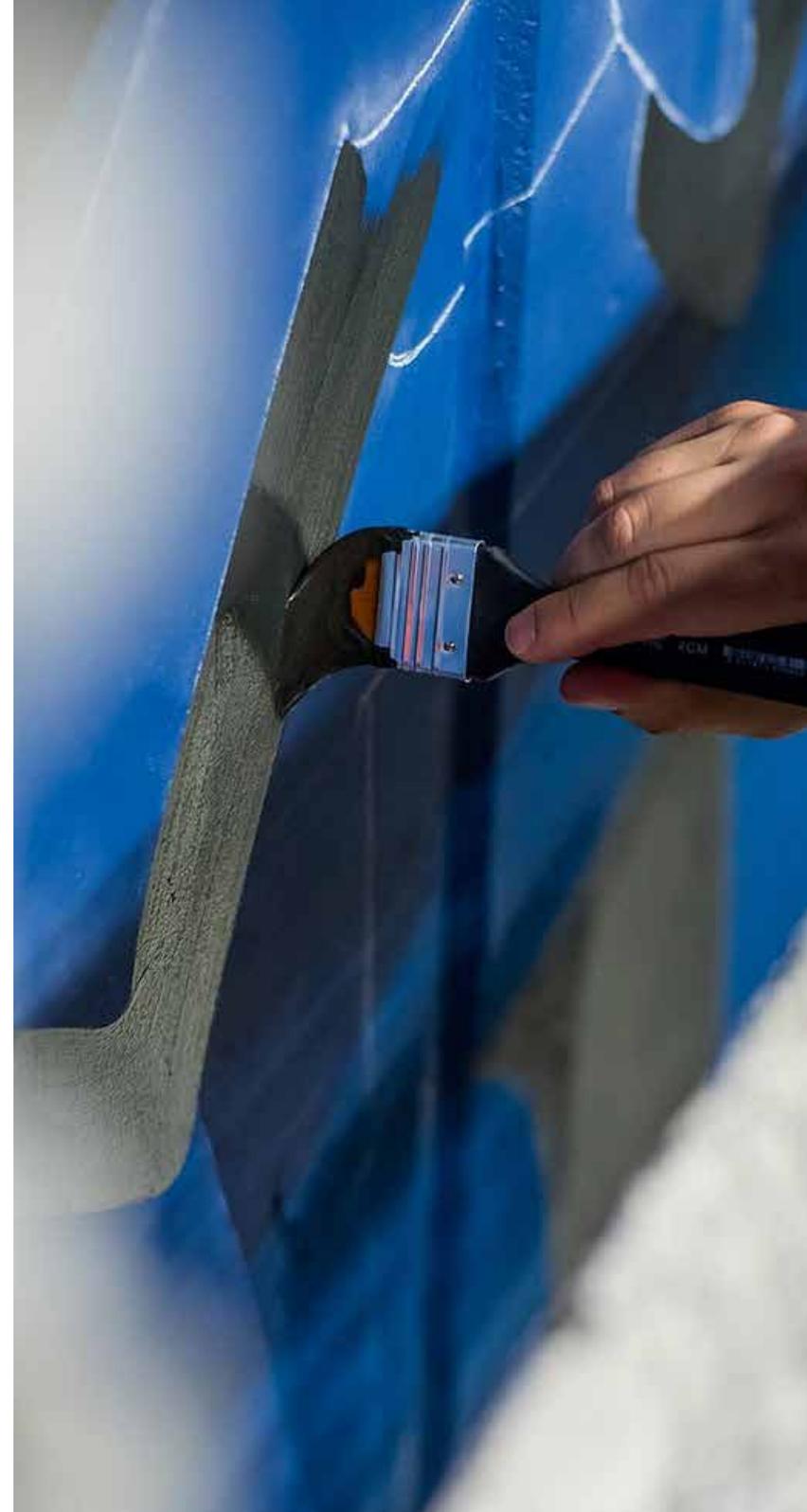


# OPPORTUNITIES

Letterheads 2018: London Calling is being run on a not-for-profit basis by a team of volunteers. We are seeking partnerships that add value to both the private and public areas.

For example:

- Sponsoring the opening and/or closing party.
- Sponsoring part of the event e.g. screening room, exhibition, tours etc.
- Running a pop-up shop for sales in the public area.
- Developing a brief for a project that can be delivered by attendees at the meet.
- Contra-deals are an option for organisations that can provide in-kind products and services e.g. catering, alcohol, non-specialist materials.



# PARTNERSHIPS

We are open to creative ideas when developing mutually beneficial partnerships. Things that we can offer include:

- Original hand-crafted lettering work, at any scale.
- Publicity via the website and event PR.
- Goodie bags and t-shirts.
- Space in the merchants' area.
- Exhibition guides.
- Speaker platform.



# CONTACT

info@londonletterheads.com

+44 7989 409 046

+44 20 7241 5877

www.londonletterheads.com



## APPENDIX: THE BEGINNINGS OF A MOVEMENT

The underlying philosophy of the Letterheads is summarised in the following extract from *The Beginnings of a Movement* by Mark Oatis (founding Letterhead) which was published in *Signs of the Times* in 1985.

My feeling is that our movement will continue to grow and move forward provided the following happens:

1. That all concerned remember that this “club” was started by apprentices, and that the enthusiasm and contributions of new, often less experienced members are its life blood.
2. That the key word to remember at a meeting is participation. Bring something to show, trade or demonstrate... or at least, bring your kit and be prepared to get your hands “dirty”. It’s impossible to learn anything from a chair positioned over in the corner.
3. Leave your ego at the door. Our clients should believe that we’re “the best,” but we know better. People who waste time trying to convince others of their genius stop growing.
4. Finally, it’s important that a formal organization – with officers, dues etc. – is never made of the Letterheads. As long as things remain somewhat spontaneous, dependent on individual effort and participation, things will remain fun. Give it a president and collect dues, and it becomes an establishment to rebel against... and sign artists are a typically rebellious lot, anyway.

*Mark Oatis, founding Letterhead, Signs of the Times, May 1985*