



FRASER MUGGERIDGE ELEANOR VONNE BROWN



CAR WRAP

Hey Milton Keynes take a look at me,
I'm a car running on electricity,
I may not have a tank,
But I have a good time,
I'm the new hire fleet "down on the line"

I said M. K. P. C.
Milton Keynes Pedalling Culture,
is wrapped around me.

I said drive one, drive two,
Test the fleet,
On your street, that's
All you have to do.

Well...
the grid can be a drag,
If you're in grid lock.
And what's the point of the point,
If you're the new car on the block.
Plus and minus,
You can hire us,
If you're popping down the shops.

In the streets,
In the cars,
On the boulevard,
If you listen real hard,
You can hear the sound,
Of a million petrol heads,
Setting off for work,
Well listen Mr. Motor,
You're a jerk!

You could be driving round a bout,
with the windows wound down,
in a car designed by Fraser Muggeridge,
and Eleanor Vonne Brown.

I said M. K. P. C.
Milton Keynes Pedalling Culture,
is wrapped around me.
Feeling positive,
and negative,
In a jet black car,
With hip electricity,
And a white cool car,
With polarity.



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TOM GUILMARD



GARDEN CITY

Combining 'Garden city' with 'Electric Vehicle' I will create characters and objects which accurately illustrate the brief. I envisage these electric cars wrapped in a scene of illustrated plants and flowers similar to the style of a previous drawing I have done. (see fig.1) However this time The bulbs and petals of the flowers are replaced by plugs, plug sockets, wires etc. (See fig. 2)

This idea is a light hearted and fun way to illustrate the fact that these vehicles in Milton Keynes are electric. The scene will be brightly coloured with luscious greens and aims to turn heads whenever the car drives past.

I believe plants bring the message of 'going green' which is also, of course, why electric cars are becoming more popular. On top of this they are representative of Milton Keynes as a 'garden city'.

I have worked on several briefs with different specs. From spot illustrations to skateboard graphics to large scale murals. I'm well versed in working to briefs and would welcome the challenge of creating my proposed illustration work as a vinyl wrap on an electric vehicle.



Fig. 1

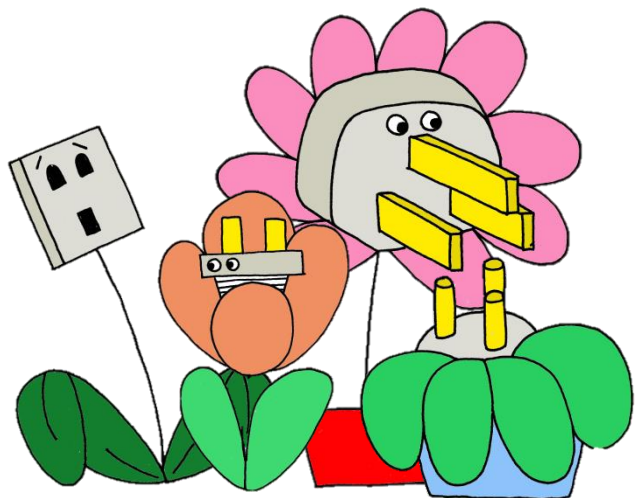


Fig. 2

Tom Guilnard
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A recent graduate of The University of the Arts London. Tom has a huge passion for all things creative and loves to explore process and clever problem solving design. His everyday practice explores humour, colour and simplicity.



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ROB COWAN ILLUSTRATION



CHARACTER FILLED ILLUSTRATION

Rob Cowan is a London based illustrator with a fascination for recreating the simple stories of everyday life in busy character driven illustrations.

Rob graduated from Central St Martins in London in the mid 90's and embarked on a fruitful journey in to the world of illustration which saw him spend a large part of his career in Sydney, Australia. Rob's work can now be seen in such places as magazines, animated on the web, on large scale public murals, private collections and most recently on cars.

Rob creates his complex illustrations with a combination of a wobbly hand drawn line and sharp digital colour except of course when he is painting murals where the entire image is painted by hand.

Rob chose to apply for this commission as he saw it as a great opportunity to push the boundaries of his own illustrative practice which traditionally has been used in a solely 2 dimensional environment.

Wrapping cars challenged Rob to deliver his signature style in 3 dimensions.

Both of Rob's designs display a selection of different cultural venues from around Milton Keynes from historic to modern and are filled with a diverse range of people emphasizing that these venues are available for anybody and everybody for tourists and locals alike.

The 2 designs reflect the main purpose of the Pedalling Culture initiative that of visiting Milton Keynes' cultural sites via foot or bike with one design focusing on cycling and the other on walking. Both designs have similar narratives and a stylistic consistency.

The busy nature of Rob's illustrations creates a longevity in design as whenever people pass the wrapped cars on the road or see them parked they may notice new elements and narratives which in turn sparks conversation and interest in the project and it's cause.

