

BILLY

OR CAPITAL'S AUTOETHNOGRAPHY,
OR THE PUTATIVE DISPENSABILITY OF
MANUAL LABOUR, OR A REMARKABLE
RISE IN CUSTOMIZATION, OR THE
STRANGE FATE OF MEDIUM-SPECIFIC
MODERNISM, OR THE DEMISE OF THE
HISTORICAL NOVEL, OR A LINGUISTIC
COMMUNITY, OR EROTICA TODAY,
OR AUTOPHAGIC VALUE, OR THE
THINNING WEDGE BETWEEN FAR AND
CENTRE RIGHT, OR RECTILINEARITY'S
PERSISTENCE, OR "BILLY, OR CAPITAL'S
AUTOETHNOGRAPHY, OR THE PUTATIVE
DISPENSABILITY OF MANUAL
LABOUR, OR A REMARKABLE RISE IN
CUSTOMIZATION, OR THE STRANGE FATE
OF MEDIUM-SPECIFIC MODERNISM, OR
THE DEMISE OF THE HISTORICAL NOVEL,
OR A LINGUISTIC COMMUNITY, OR
EROTICA TODAY" AGAIN, OR PERMANENT
SOLITUDE, OR NOTHING AND NOTHEING
MORE

T J Watson 15.01.2019



Design and Quality
IKEA of Sweden

In 2018, IKEA published its fifth *Life at Home* report, a quasi-ethnographic survey of domestic routine. Though similar to previous editions in content, the new publication distinctively and emphatically clung to its digital display: presented via bespoke website, the report featured video supplements, animated graphics, interactive surveys and a host of features untranslatable to print. Consequently, the *Life at Home* PDF appeared reduced and diminished, its online presentation ostensibly deemed preferable for distribution.

Like previous reports, the new publication featured stories from distant, disparate cities, assembled to present an image of the global horizon of IKEA consumption. The report further alluded to abstract historico-sociological changes in domesticity. Yet, despite the temporally and spatially distributed difference indicated, many – if not most – of IKEA's commodities remained the same, obstinate across space and time. Thus, the *Life at Home* report staged an antagonism between difference and unity: changing historical circumstances, or diverse geographical conditions, were contrasted with a finite and inflexible bundle of goods.

Initially, it might seem strategically astute for IKEA to provide greater product differentiation, if only to adapt to new or foreign markets. But extreme mutability threatens both IKEA's brand identity and its self-understood universality. As such, IKEA's core products persist and proliferate, providing the modicum of ideal consistency by which to construe a unified planetary market.

The work enclosed consists of designs for the panels of nine IKEA BILLY products: three slim shelves, three height extensions and three wide shelves. As designs, the images might be imprinted onto BILLY or might not; the potentially printed panels, in turn, might be assembled or might not. Here, the constructed panels are presented as digital models; quickly and easily distributed, BILLY again retains its metre.

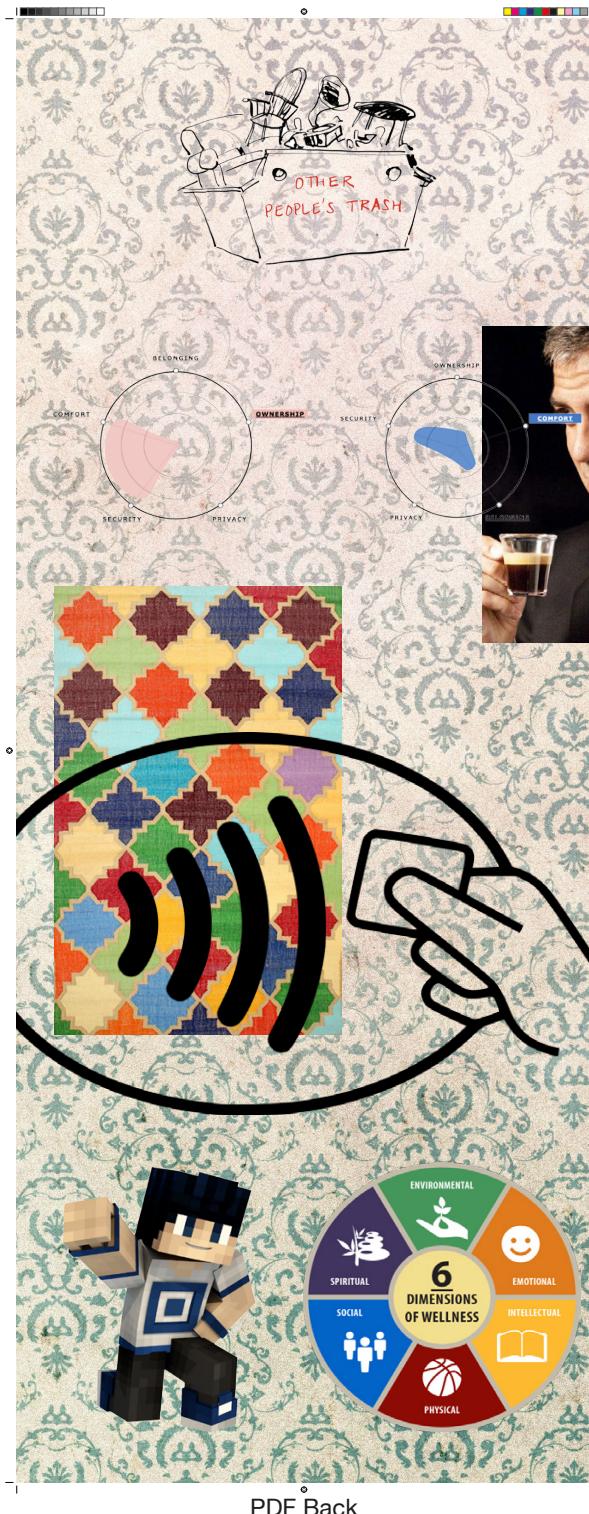
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Back

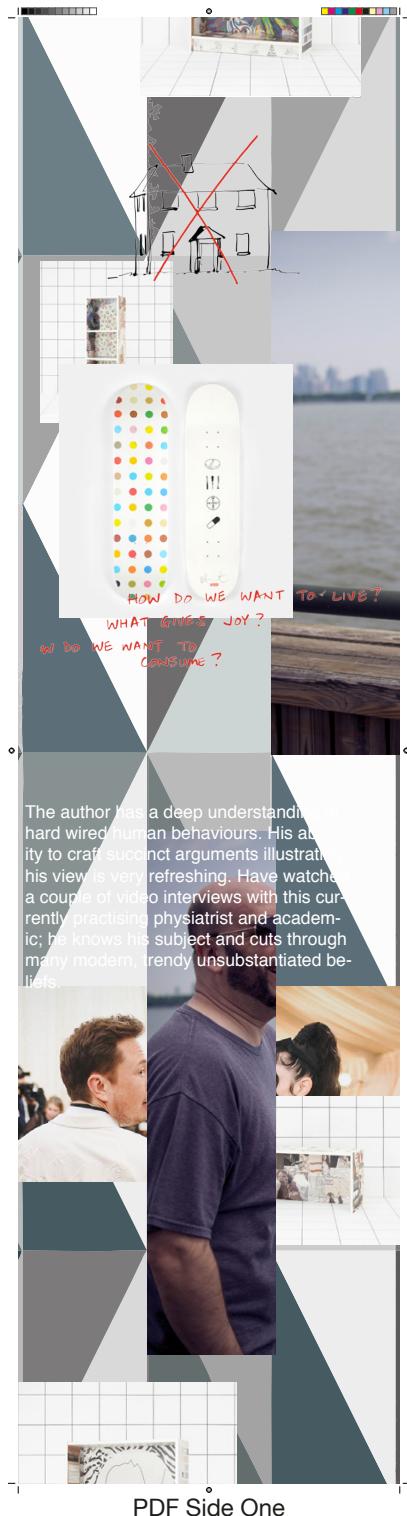


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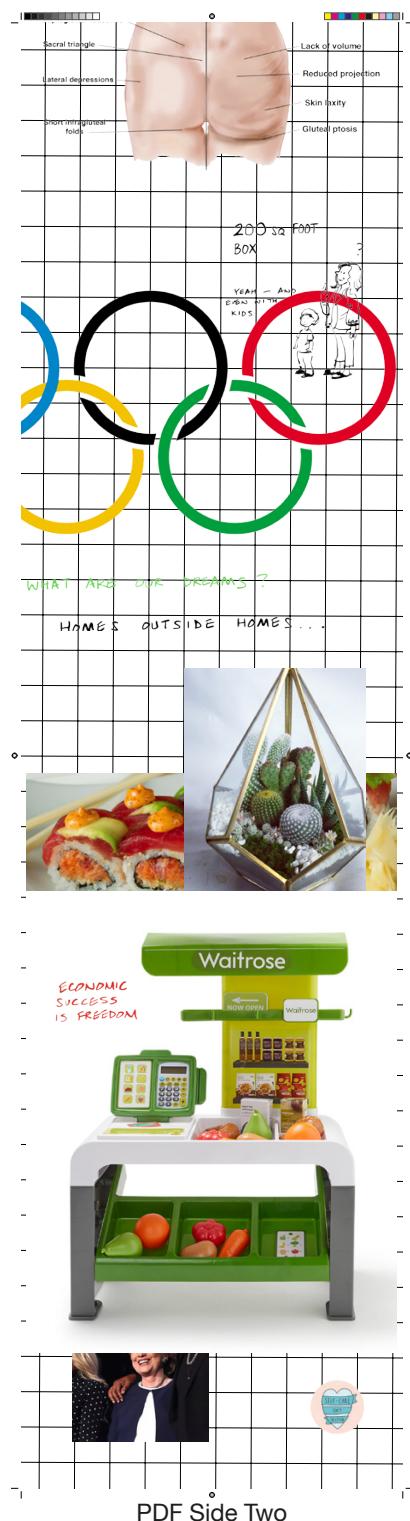


PDF Back

A “Wellness Wheel” graphic; a Nespresso promotional image featuring George Clooney drinking from a glass cup; an “Oriental Rug” design; an artificially aged “Colonial” wallpaper pattern; a graphic of a character used to promote *Minecraft*; a contactless payment icon; infographics and a cartoon image from IKEA *Life at Home* report.



Three photographs of previous BILLY works by T J Watson, one reproduced twice; a “Modern Triangle” wallpaper pattern; photograph of recording artist Grimes with Elon Musk; a sale image of a skateboard design by Damien Hirst; text from an Amazon review of Jordan Peterson’s *12 Rules for Life*, rendered in Helvetica in white; photographs and a cartoon graphic from IKEA *Life at Home* report.

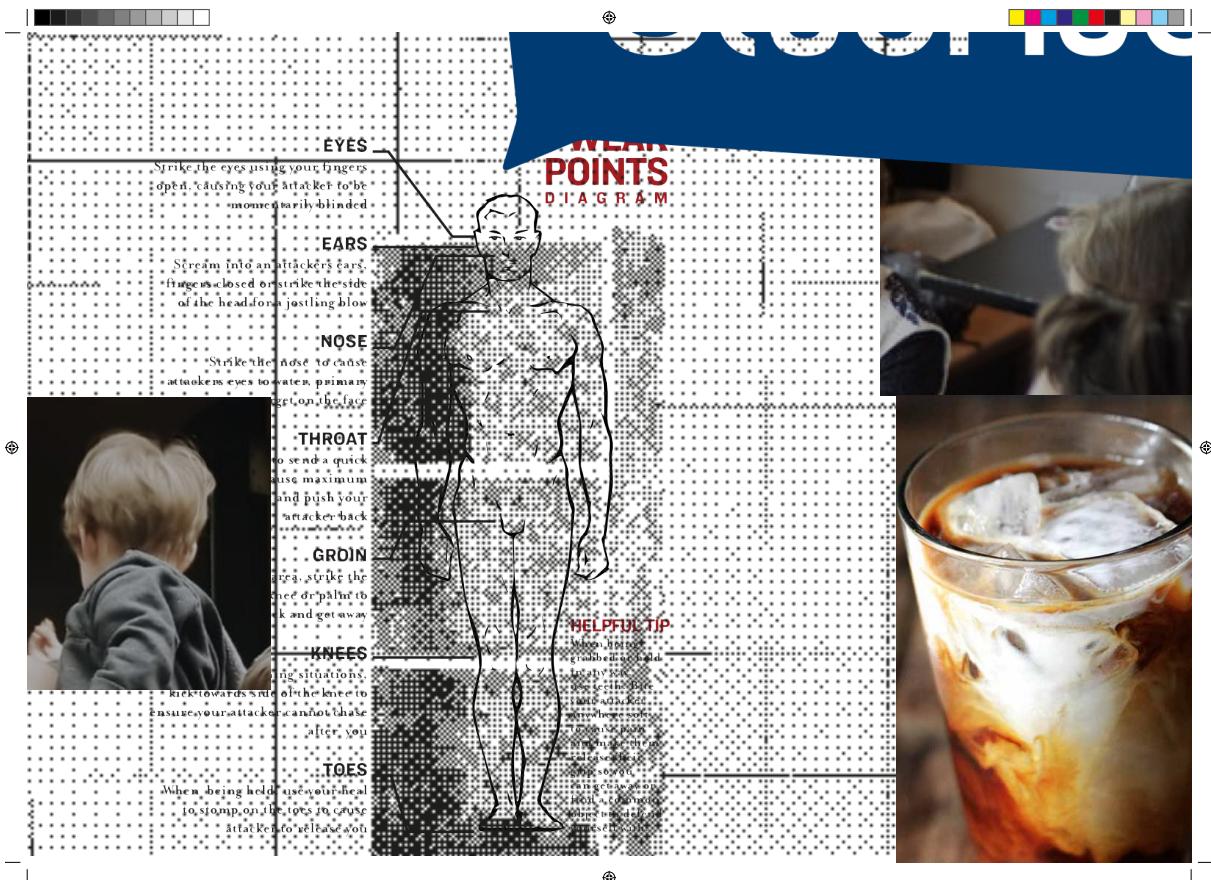


A before and after diagram of gluteoplasty surgery; a “Waitrose Supermarket” children’s toy, as depicted on johnlewis.com; the Olympic rings logo; a photometric grid pattern; an image used to illustrate a “Make Your Own Sushi” article; a political campaign image featuring Jay-Z, Beyonce Knowles and Hillary Clinton; a “Self-Care isn’t Selfish” illustration; a catalogue image of a terrarium; faux handwritten text and a cartoon graphic from IKEA *Life at Home* report.



PDF Top

An *Amazon Alexa* advert in which example dialogue has been replaced with a James Mattis quote; an “Oriental Style” wallpaper design; an “African Lion” tattoo design in white; text reproduced from *IKEA Life at Home* report.



PDF Shelf One

A diagram of “Male Weak Points”; a bitmap image of the documentation of a BILLY work by T J Watson; the *StubHub* logo; a stock image of coldbrew coffee with milk; photographs from *IKEA Life at Home* report.



PDF Shelf Two

A “Native American” pattern; a Serco logo; an illustrative graphic for “Funeral Fashion Tips”; a “Long Haul Flight Risks” infographic; a photograph to illustrate “Garden Fence Options”; a paper plane illustration from IKEA Life at Home report.



PDF Shelf Three

A “Scratchy Cross” image, intended for use as a computer desktop background; the *Waze* app icon; a photograph of a *SpaceX* rocket launch; a “Fleur de lis” tattoo design, in white; a *Google Maps* marker image for NYC, USA; a photograph used in an advert for vaping paraphernalia; a photograph from *IKEA Life at Home* report.

what ultimately counts for people is not political ideology or economic interest. Faith and family, blood and belief, are what people identify with and what they will fight and die for. And that is why the clash of civilizations is replacing the Cold War as the central phenomenon of global politics, and why a civilizational paradigm provides, better than any alternative, a useful starting point for understanding and coping with the changes going on in the world.

PDF Bottom

A Samuel Huntingdon quote, rendered in four different typefaces in white and blue; images of *Cialis* tablets.

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Digital prints for IKEA BILLY panels
Digital model
2018



Front



Back



A reproduction of Gerhard Richter's *Betty*; three cases exhibiting butterfly collections; a "Remembrance Sunday" graphic, used by a British tabloid; an example photograph for *Ideal Home*'s "New Nordic" style; a "creepy condescending wonka" meme image; an "Eat Sleep Fabulous Repeat" graphic, in white; a photograph and infographic reproduced from *IKÉA Life at Home* report.



PDF Side One

A “Japanese” floral wallpaper print; the *Family Time* app icon; “The ABC of Bondage” magazine illustration; the *Shutterstock* logo; a photograph to illustrate a “Build Your Own Pegboard” guide; a stock illustration for the term “Staycation”; a “Wreath” tattoo design, in white; photographs and faux handwritten text reproduced from *IKEA Life at Home* report.

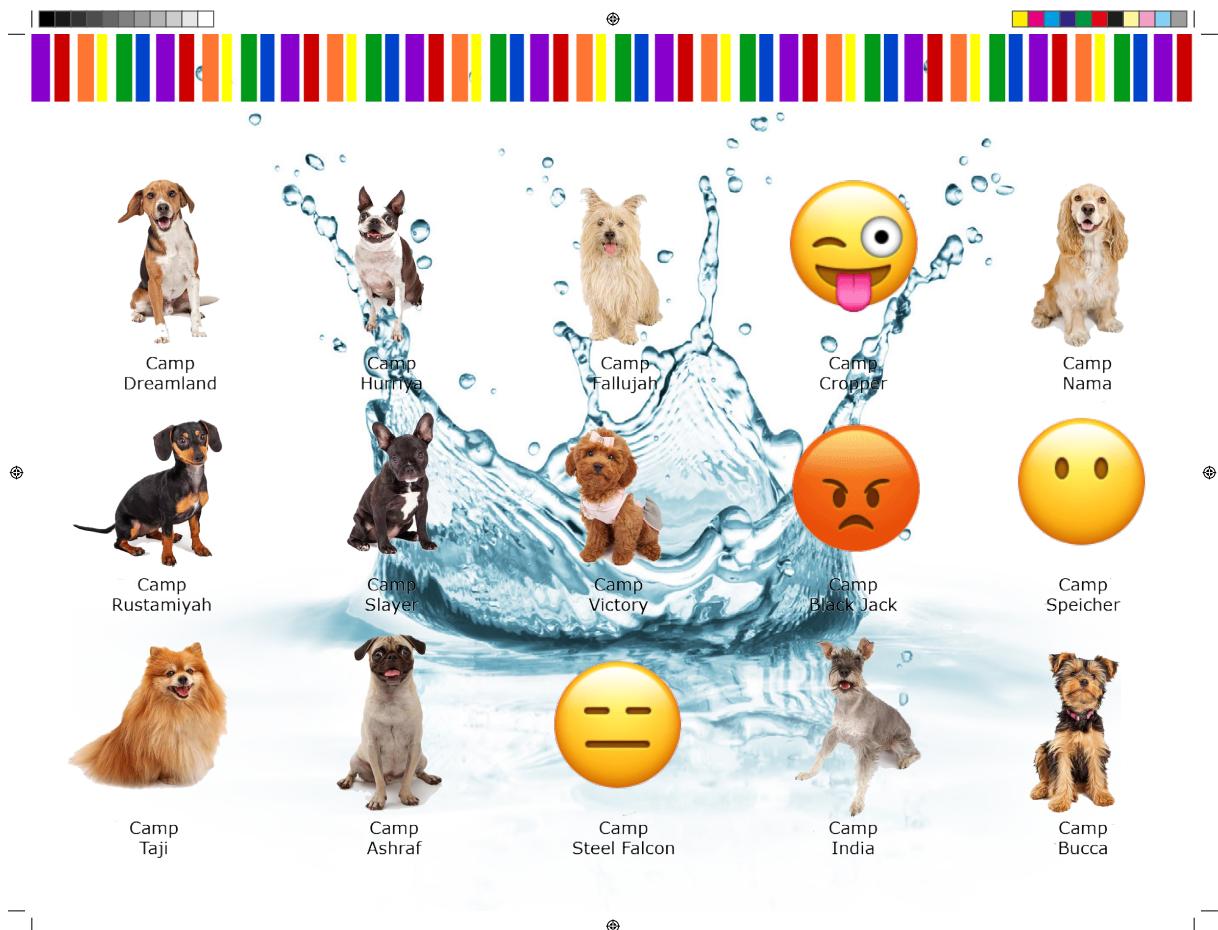


I think where I feel most like home is where my wife and child are. I think no matter if its in a house or in a flat, or if its a place I bought or a place I rented, as long as the person I love is there, that is my home."

Tang, Shanghai

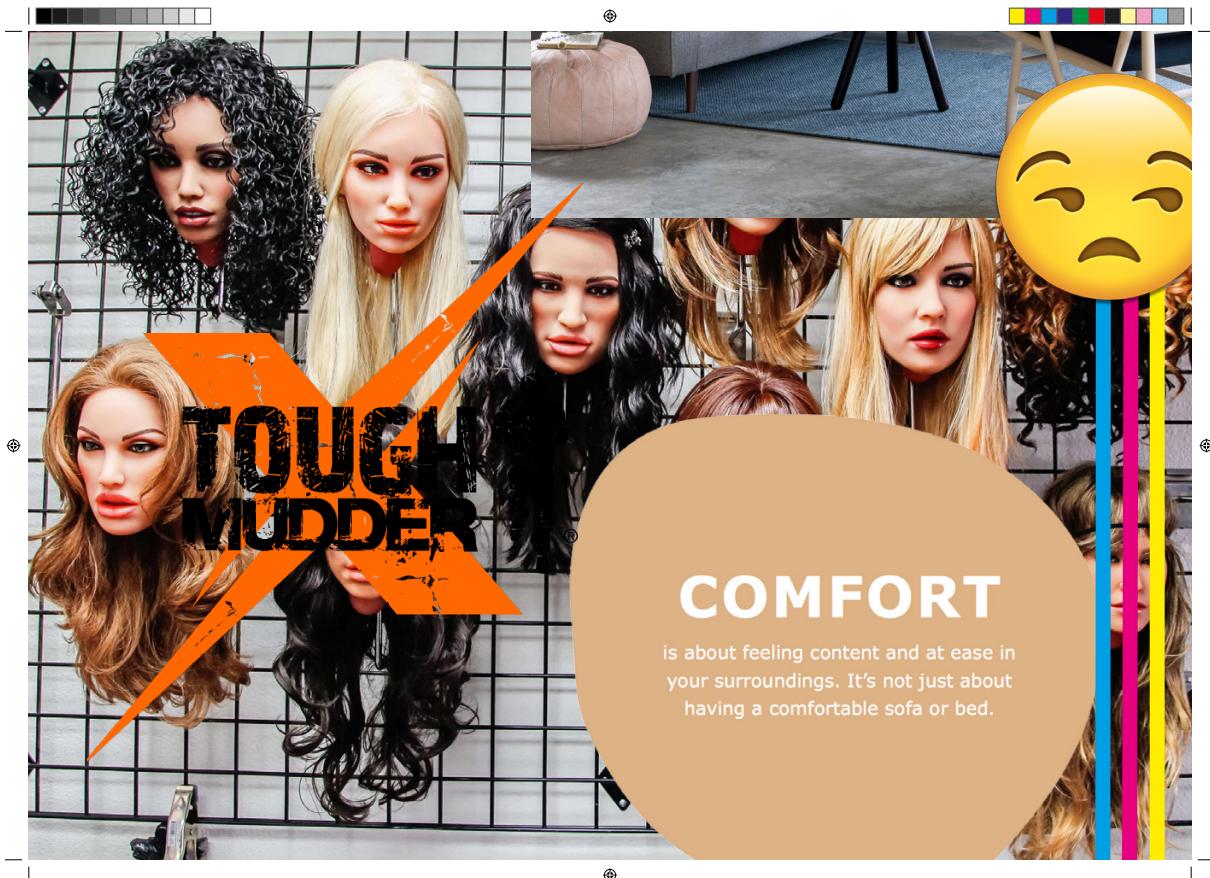
PDF Side Two

A yellow "Victorian" wallpaper design; the *Monster Energy* logo; an image used to advertise a *Barratt Homes* housing estate; the *Wally* app icon; a photograph from a *Crocs* advertising campaign, featuring Drew Barrymore; a "Lightning" tattoo design, in white; text and cartoon imagery from reproduced from *IKEA Life at Home* report.



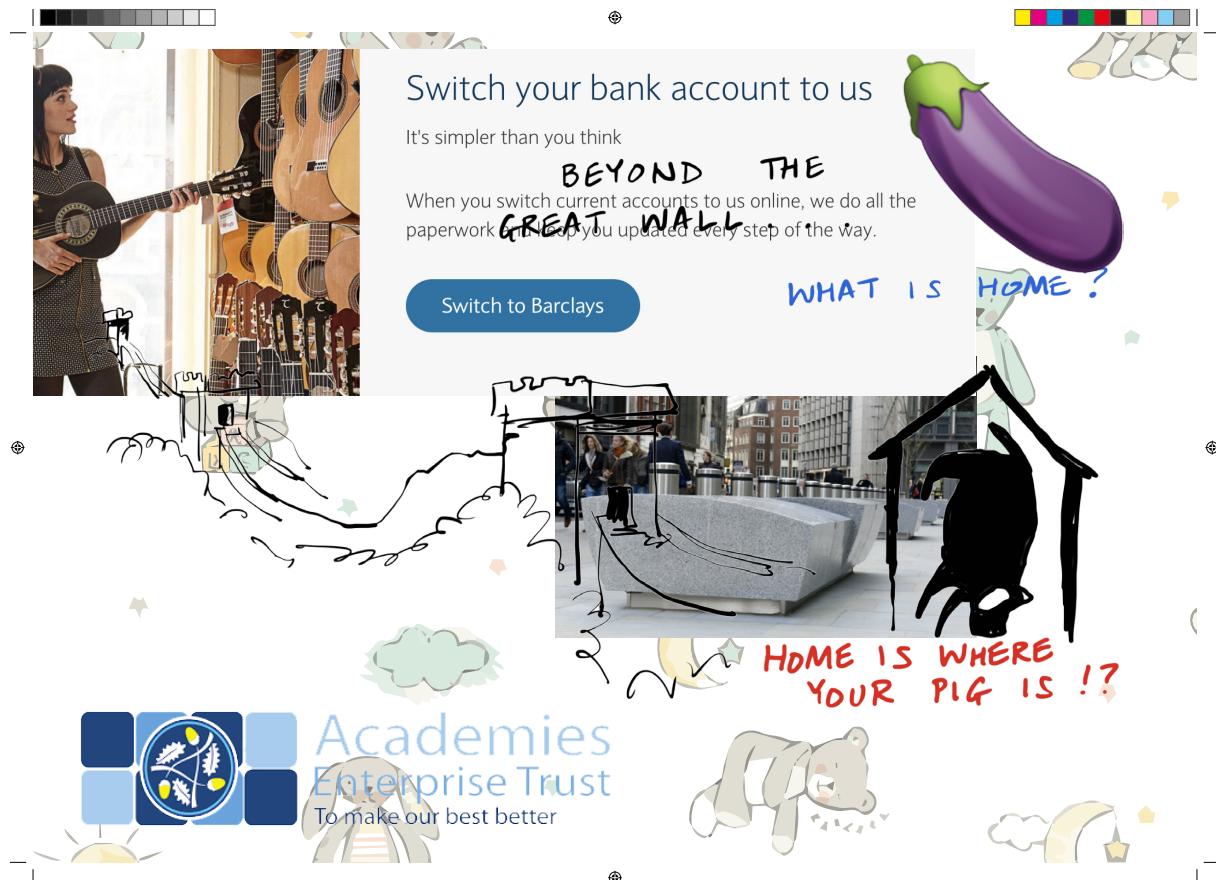
PDF Top

A chart of small dog breeds in which all breed names have been replaced with US military bases in Iraq; a “Water Splash” image, intended for use as a computer desktop background; rainbow stripes; four emojis.



PDF Shelf One

A photograph of sex-robot parts, awaiting use in Houston's "automated brothel"; the *ToughMudder* logo; CMY stripes; a single emoji; an example photograph for *Ideal Home's* "New Nordic" style; a graphic and text reproduced from *Ikea Life at Home* report.



PDF Shelf Two

The *Academies Enterprise Trust* logo; a photograph of a hostile vehicle mitigation bench; an aubergine emoji; “Children’s Nursery” wallpaper; a screenshot of a “Switch Your Bank” layout, taken from *Barclays* website; faux handwritten text and cartoon from *Ikea Life at Home* report.



PDF Shelf Three

The *Under Armour* logo; an “I Love London” graphic; a set of “Design Your Own Wardrobe” instructions as a screenshot; photograph of leather texture, intended for use as a computer desktop background; a still from a *James Bond* film; a still from an *IKEA Life at Home* video, played through *YouTube*; the *IKEA* logo.



PDF Bottom

A “Japanese Samurai and Koi Carp” tattoo design, in white; the cover image of Alistair Campbell’s *Winners*; the film poster for *Driller Killer*; text reproduced from IKEA *Life at Home* report.

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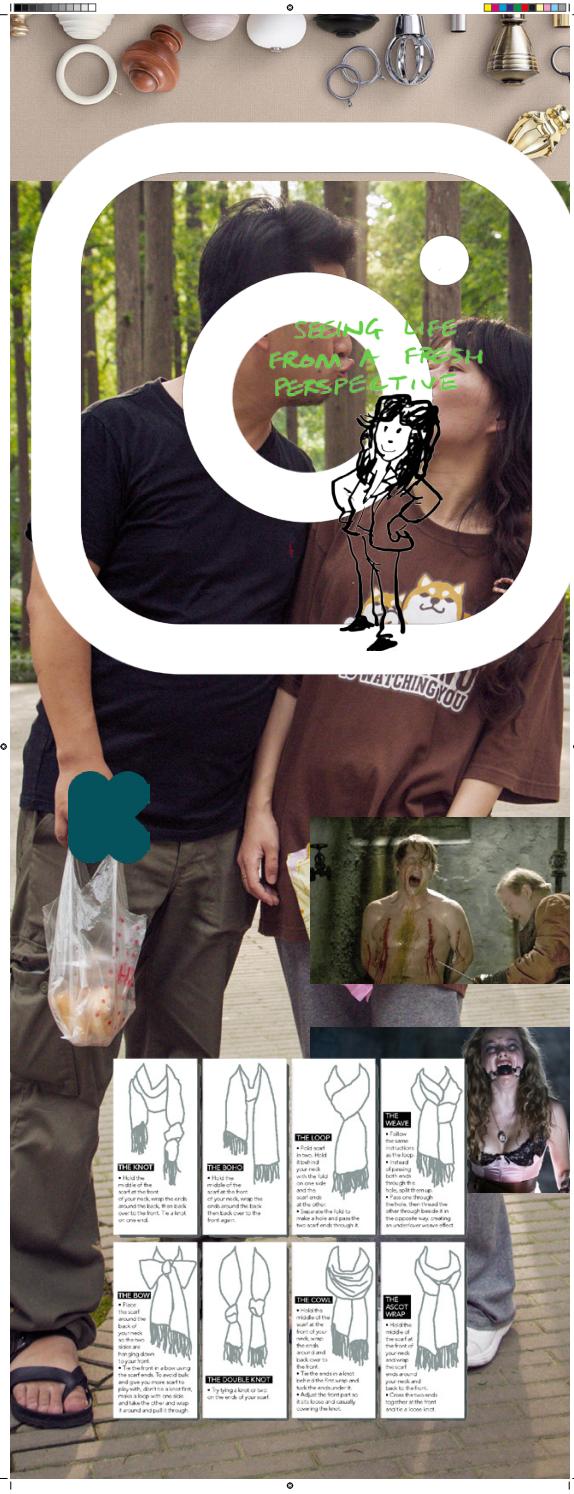
Digital prints for IKEA BILLY panels
Digital model
2018



Front

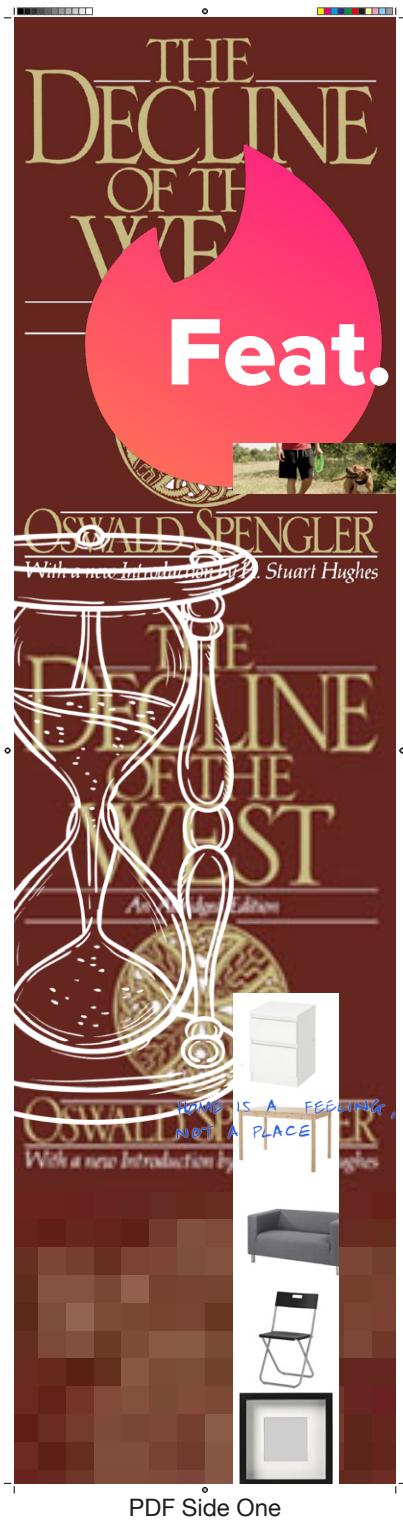


Back



PDF Back

A stock image of curtain pole choices; an *Instagram* logo, in white; two stills taken from films in the *Hostel* franchise, both depicting torture; a “Ways to Wear a Scarf” diagram; cartoon graphic and photograph from *IKEA Life at Home* report.

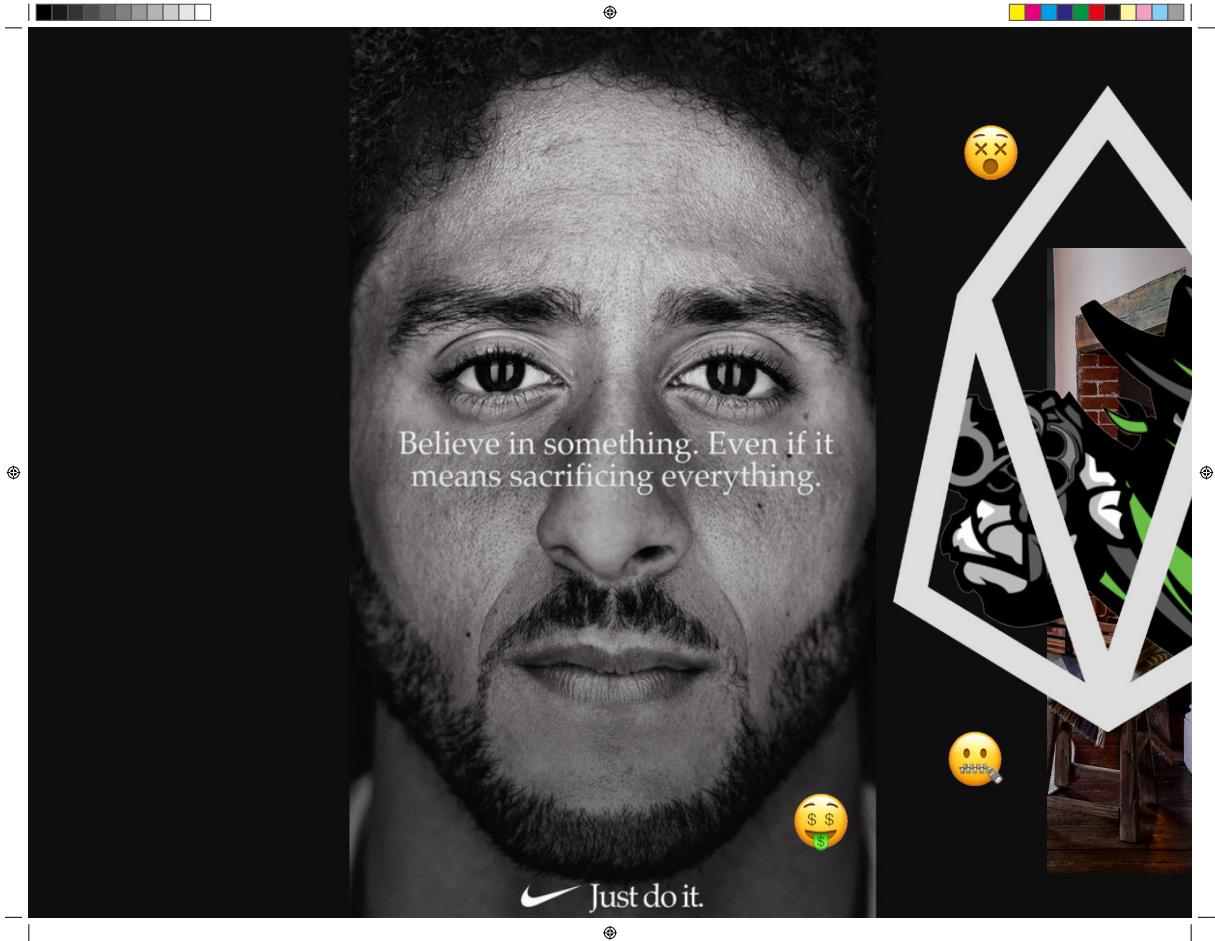


Three images of the cover of Oswald Spengler's *The Decline of the West*, rendered at different resolutions; an "Hour Glass" tattoo design, in white; "Feat." text, rendered according to Spotify design guides, in white; the Tinder app icon; four IKEA core products, documented in thumbnails; a photograph from IKEA *Life at Home* report.



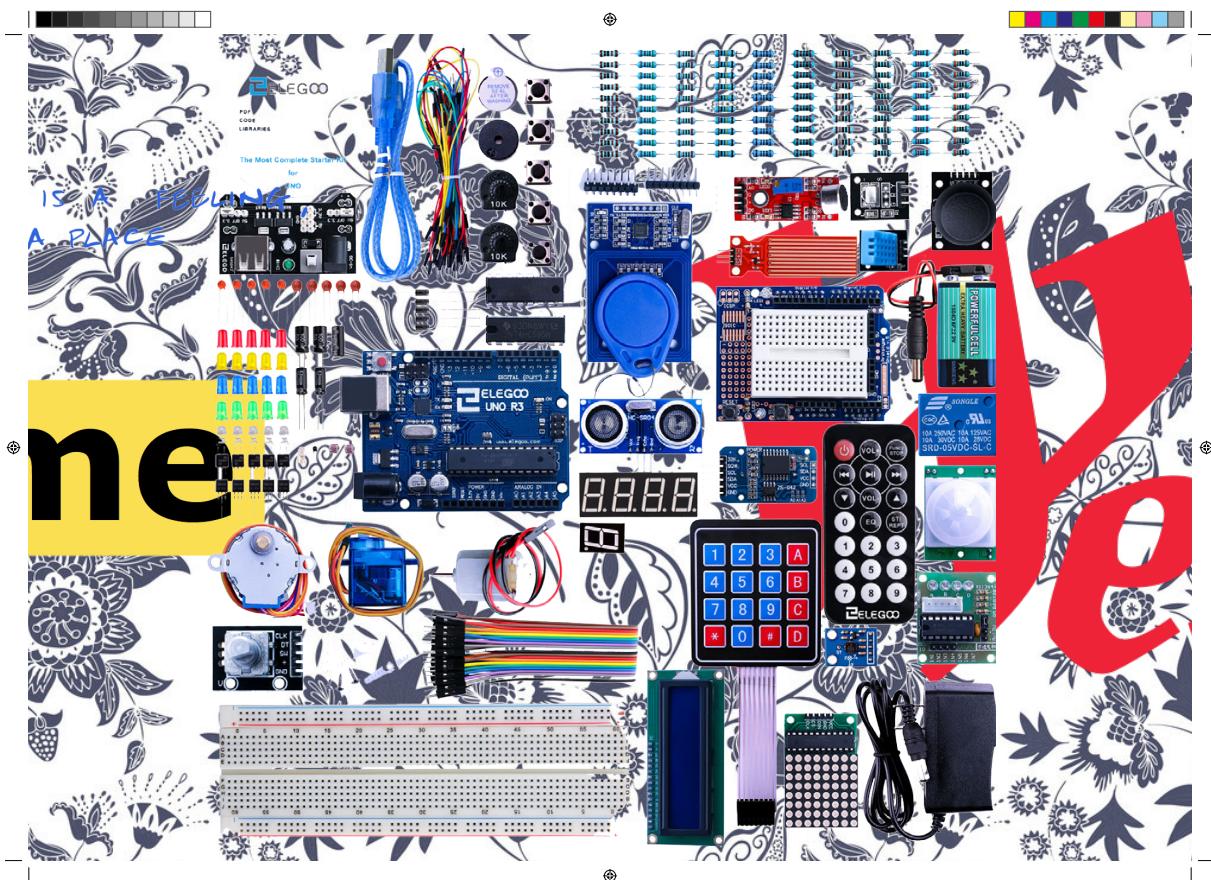
PDF Side Two

Three reproduced GoFundMe logos; a bitmap image of a side panel from a BILLY work by T J Watson; an image of a marching figure used to promote *Minecraft*; a catalogue photograph of “Designer Sex Toys”; a stock illustration for “Baking”, reproduced twice; graphics and a photograph reproduced from IKEA *Life at Home* report.



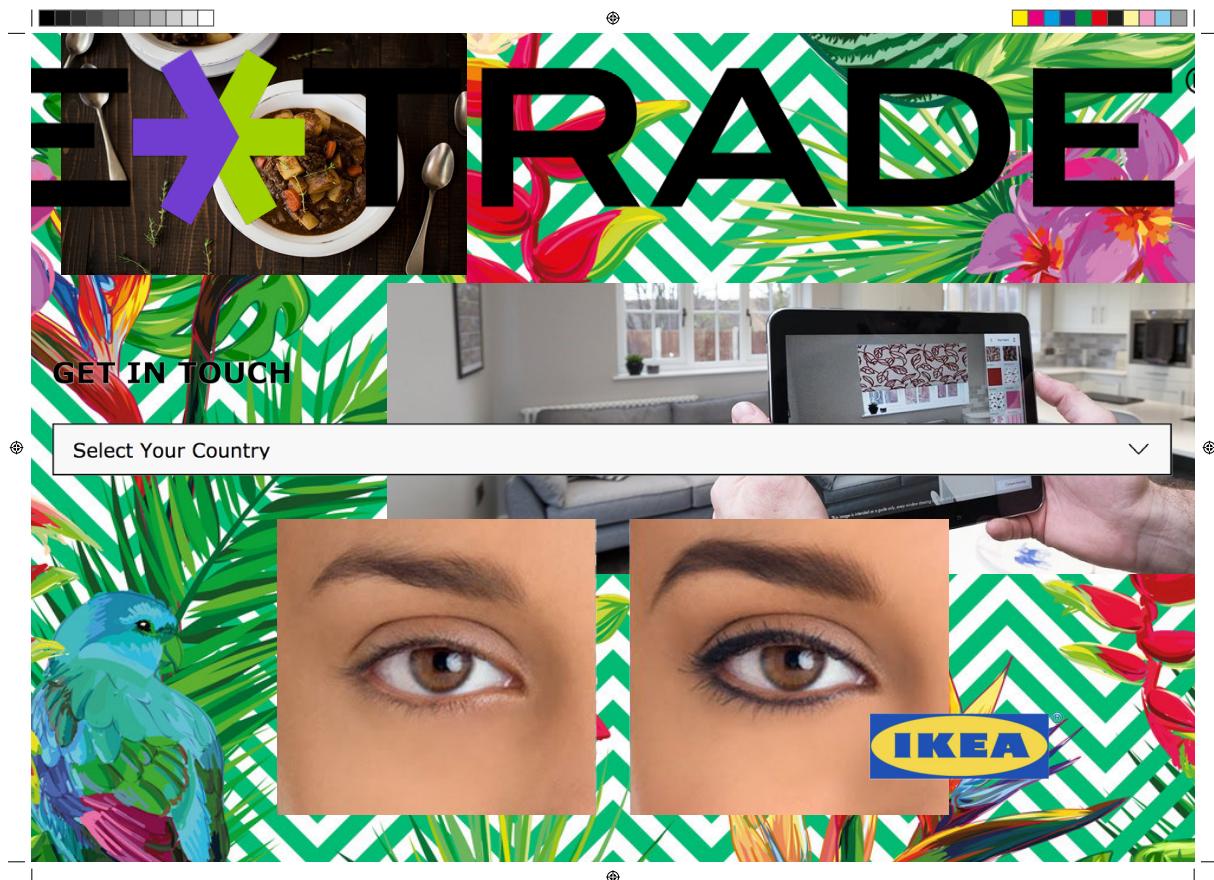
PDF Top

A Nike “Believe in Something” advert, featuring Colin Kaepernick; the logo for cryptocurrency EOS; an example photograph for *Ideal Home*’s “Woodland Retreat” style; an esports team logo; three emojis.



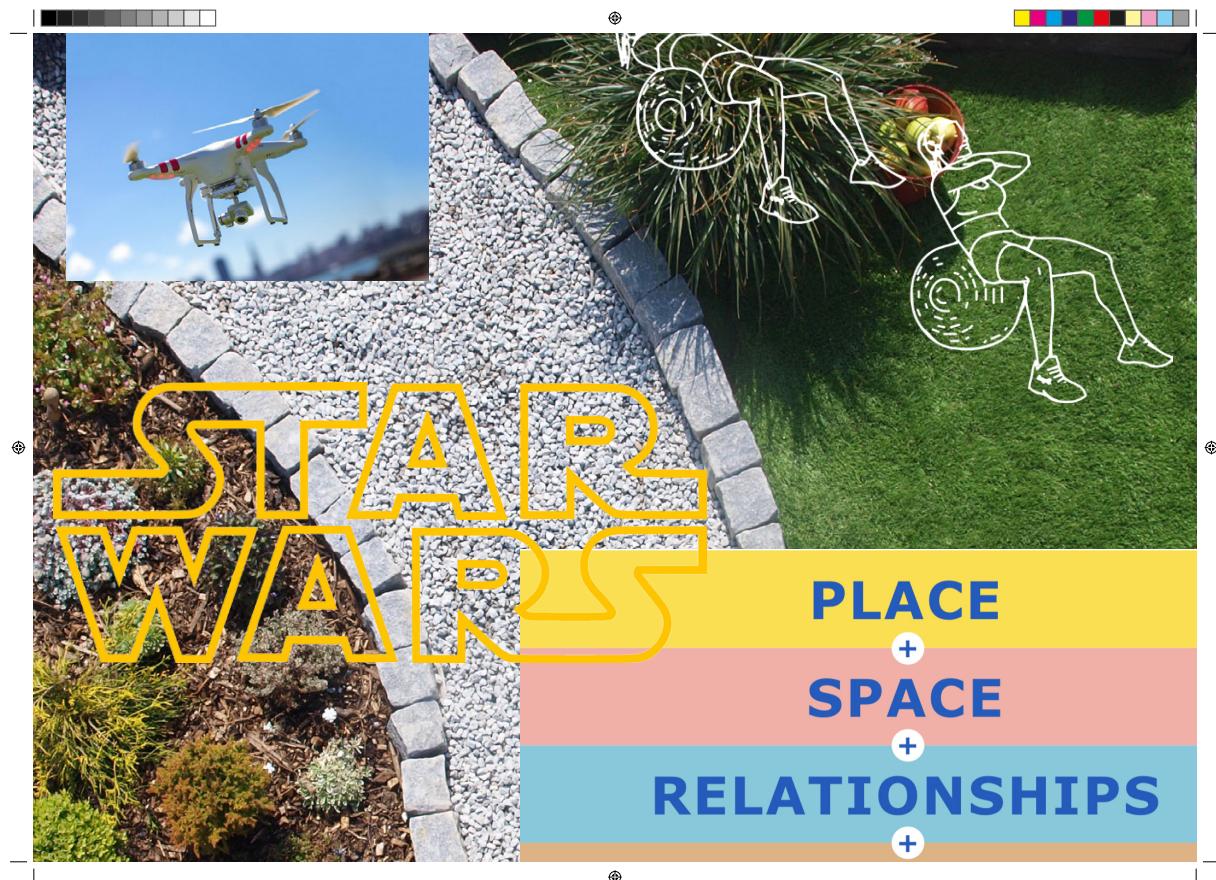
PDF Shelf One

Photographed Arduino “Starter Kit” parts; a “Vintage Floral” wallpaper design; the Westfield logo; text reproduced from IKEA *Life at Home* report.



PDF Shelf Two

The *E*TRADE* logo; a before and after diagram used to advertise permanent make up services; a photograph used to demonstrate the use of a wallpaper visualisation app; a “Contemporary Jungle” wallpaper pattern; IKEA “Get in Touch” interface graphic; a photograph to illustrate a stew recipe; the IKEA logo.



PDF Shelf Three

Line drawings from an “Abs Workout” diagram, in white; the *Star Wars* logo; a photograph to illustrate the home use of a drone; a birds eye photograph of a domestic garden; text graphic reproduced from *Ikea Life at Home* report.



PDF Bottom

An image of “Royal Stewart” tartan; the *Outsourced Client Solutions* logo; a “Say Yes” graphic; the *Tesco Finest* logo; a photograph used to illustrate a home made ice cream recipe; a photograph from *IKÉA Life at Home* report.

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Digital prints for IKEA BILLY panels
Digital model
2018



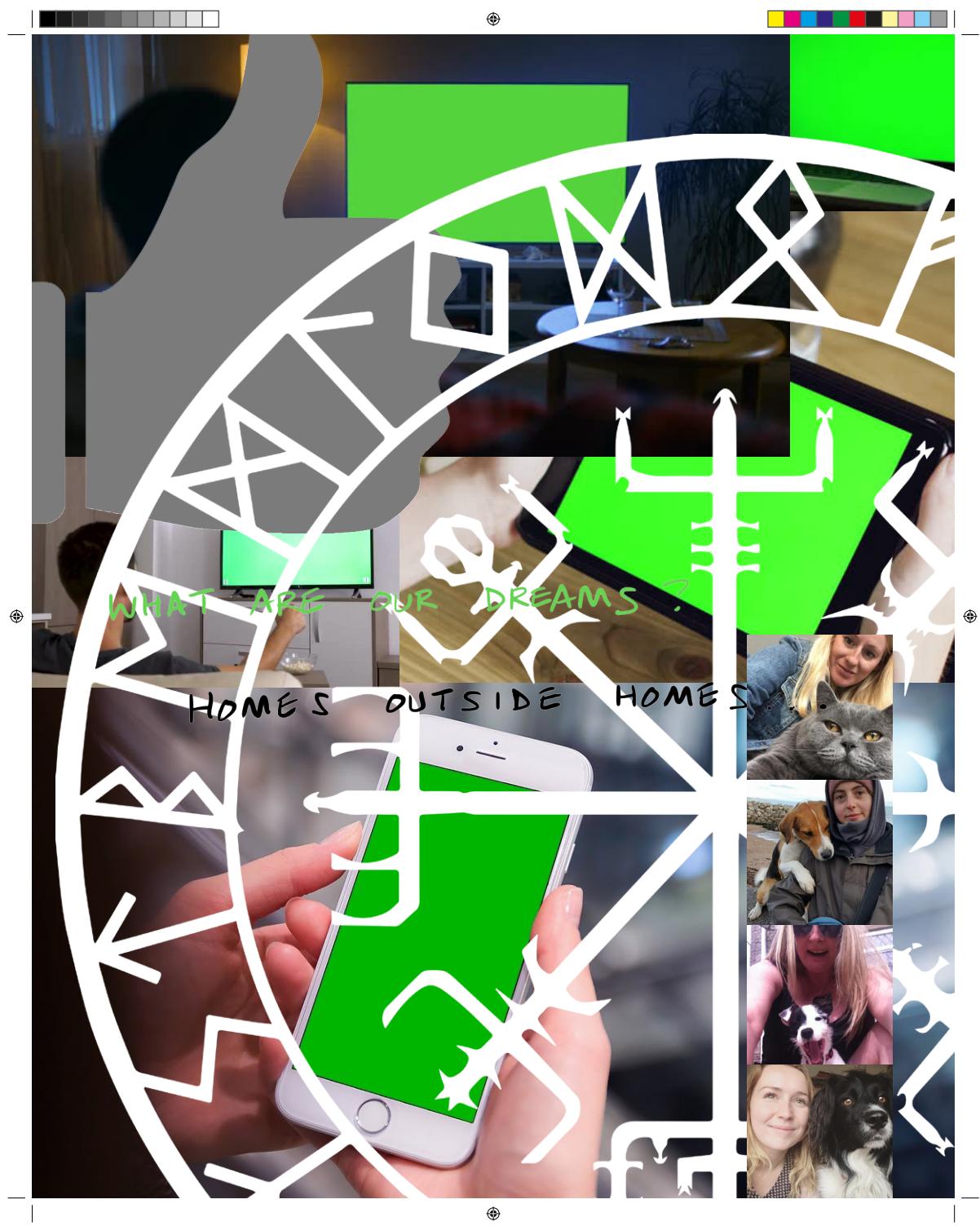
Front



Back

PDF Back

A PDF planning application for Hackney; an eBay top rated seller icon; photographs of *Foreign Policy*'s "100 Global Thinkers"; three digital "Leaf" graphics; stills from Ikea Life at Home videos, played through IKEA website.



PDF Side One

Stock photographs with “Green Screen” displays, designed for advertisers to import content; four photographs from a newspaper’s “Pet Selfie” competition; a “Rune” tattoo design in white; a thumbs up “Like” icon; faux handwritten text from IKEA *Life at Home* report.



PDF Side Two

"Cupcake" wallpaper pattern; a "Skull with Crown" tattoo design in white; the *Unite Students* logo; a promotional photograph for an in-car entertainment company; a photograph used to illustrate fairy light arrangement ideas; a downloadable file graphic from IKEA *Life at Home* report.



PDF Top

A still taken from a “Make Your Own Gold Leaf Tray” YouTube video; a screenshot of Google suggested questions regarding “The Economist”; photograph of ground forces in Iraq; the Sleep Cycle app icon; a photograph of black metal, intended for use as a computer desktop background; tropical fish icons; text and illustrations reproduced from IKEA *Life at Home* report.

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Digital prints for IKEA BILLY panels
Digital model
2018



Front



Back



PDF Back

A photograph of an art therapy class; a picture of Cristiano Ronaldo demonstrating *Body Revolution* equipment, used for publicity purposes; the *Foxtons* logo; the *Paypal* logo; a bitmap image of shelf design from previous *BILLY* work by T J Watson; faux handwritten text and cartoon from *Ikea Life at Home* report.



A QR code, which when deciphered reads "Death to the West"; the Sage software logo; the cover design for Noah Yuval Harri's *Sapiens*; photographs of Mark Rothko and Franz Kline paintings; photographs and faux handwritten text from IKEA *Life at Home* report.



PDF Side Two

Tripadvisor “Travellers’ Choice Award” logo; a catalogue photograph of Adidas Union Jack hi-tops; a photograph of Warren Buffett’s house; “40’s Retro” wallpaper pattern; a paper graphic from IKEA Life at Home report.



PDF Top

The *New York Red Bulls* logo; text of the definition for “Community Art”, reproduced from Tate’s “Art Terms”; “Victorian Modern” wallpaper design; an image of a female character from *Batman: Arkham Knight* computer game; a still from a television programme depicting lion attacking wildebeest; “Angel Wings” tattoo design; text and photographs from IKEA *Life at Home* report.

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Digital prints for IKEA BILLY panels
Digital model
2018



Front



Back



PDF Back

A promotional photograph for *Flavanone Mud*; a text calling for applicants for *ITV's Love Island*, rendered in Avenir, in white; a still from *Saw Legacy*, showing a mutilated corpse; a “How to Arrange Your Living Room” diagram; a “Romantic Paisley” pattern; infographic from *IKEA Life at Home* report.

BECOMING

Home is arriving to a place where people take me as I am, where I can be myself and have freedom”

Anna, Berlin

MICHELLE
OBAMA

PDF Side One

A “Tarot Card” tattoo design in white; three photographs of alternative *Ideal Home* themes; the cover design for *Becoming Michelle Obama*; text and graphic reproduced from *Ikea Life at Home* report.



PDF Side Two

A William Morris wallpaper design; the G4S logo; a Durex advert, featuring emojis; a "Before and After" image for a "Make Your Own Table" design; text reproduced from Ikea *Life at Home* report.

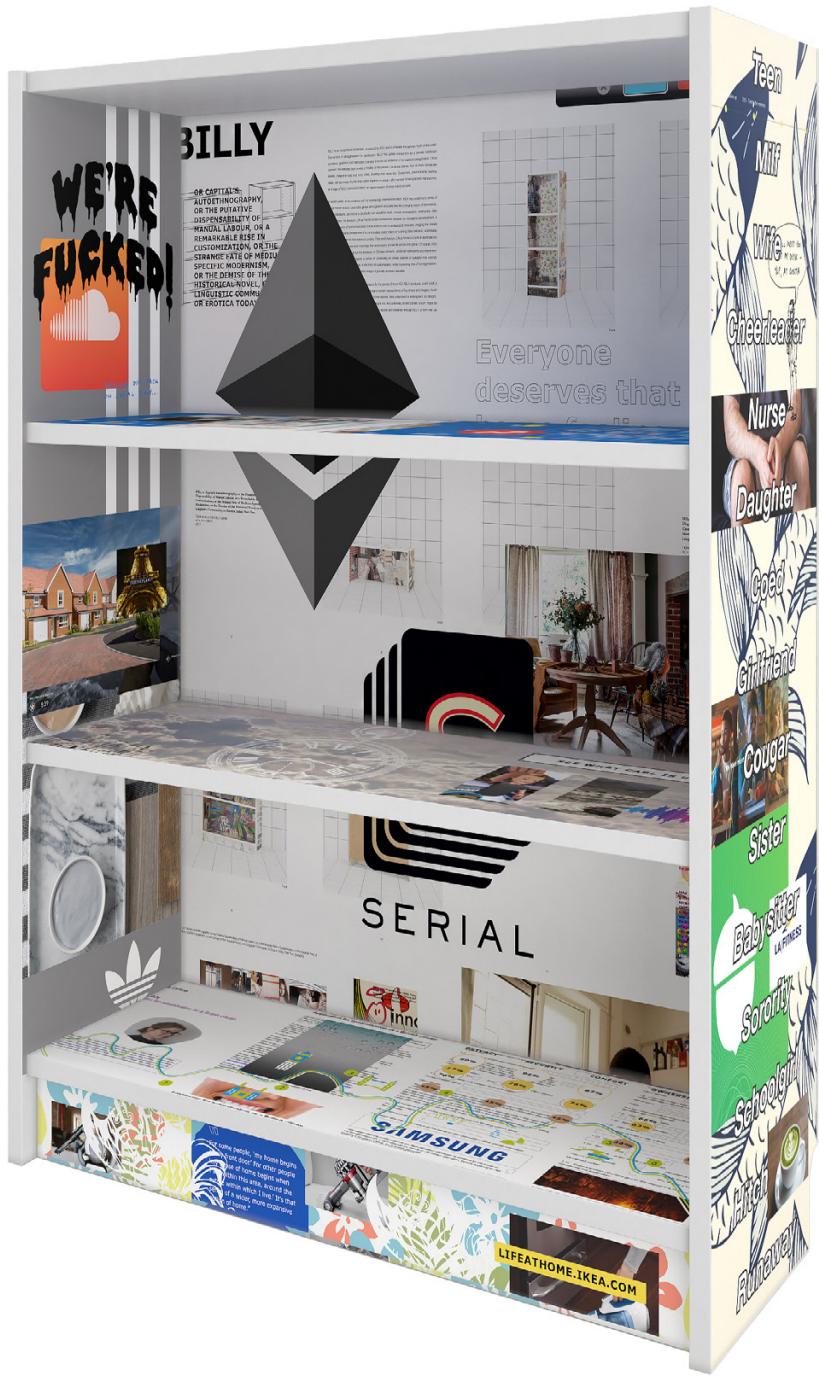


PDF Top

Logos of record labels owned by *Universal Music Group*; three photographs used for recruitment by the British army, each printed multiple times; a “Bauhaus” pattern design; graphics and text reproduced from *IKEA Life at Home* report.

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Digital prints for IKEA BILLY panels
Digital model
2018

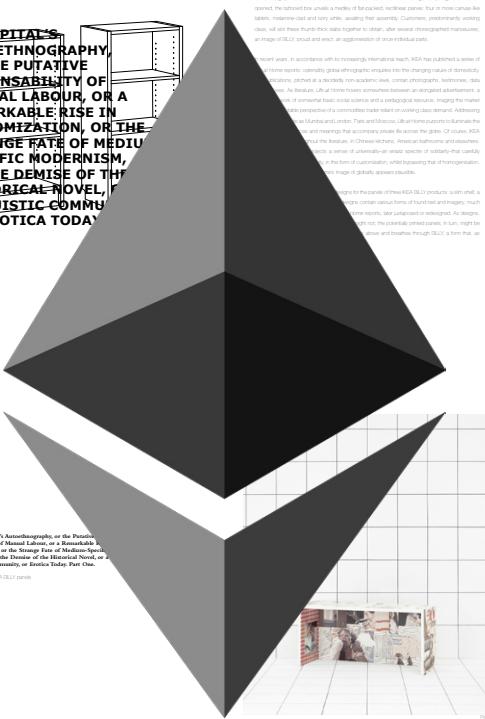
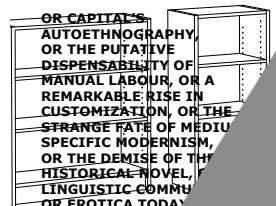


Front



Back

BILLY



BILLY or Capital's Autoethnography, or the Putative Dispensability of Manual Labour, or a Remarkable Rise in Customization, or the Strange Fate of Medium-Specific Modernism, or the Demise of the Historical Novel, or a Linguistic Community, or Erotica Today, Part One.



I or Capital Autoethnography, or the Putative Dispensability of Manual Labour, or a Remarkable Rise in Customization, or the Strange Fate of Medium-Specific Modernism, or the Demise of the Historical Novel, or a Linguistic Community, or Erotica Today, Part Two.



S E R I A L

PDF Back



Everyone
deserves that
home feeling

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100 x 200 x 100mm



BILLY or Capital's Autoethnography, or the Putative Dispensability of Manual Labour, or a Remarkable Rise in Customization, or the Strange Fate of Medium-Specific Modernism, or the Demise of the Historical Novel, or a Linguistic Community, or Erotica Today, Part Two.

100 x 200 x 100mm



The logo for Ethereum cryptocurrency; image of the touch bar design for Apple Macbook Pro; the logo for Serial podcast; an example photograph of Ideal Home's "Woodland Retreat" style; PDF pages from documentation of T J Watson BILLY work; a photograph and text reproduced from IKEA Life at Home report.



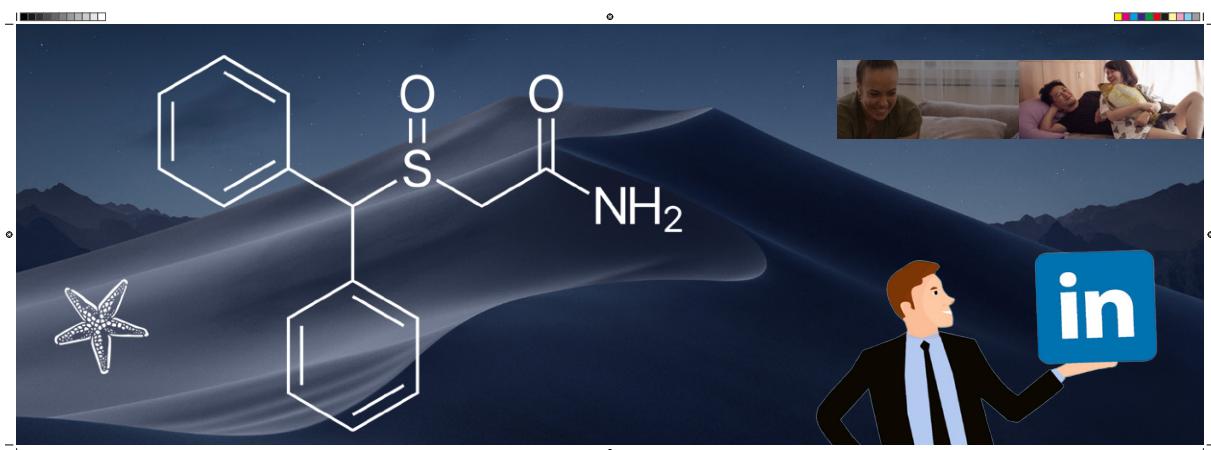
PDF Side One

A news image for the Paris Climate Accords; a an image used to promote a *Barratt Homes* housing estate; a screenshot from a *Call of Duty* computer game, showing a second world war scene; a photograph used to illustrate “Bathroom Inspirations”; the *SoundCloud* logo; a “We’re Fucked” text graphic; an *Adidas* grey design; faux handwritten text from *IKEA Life at Home* report.



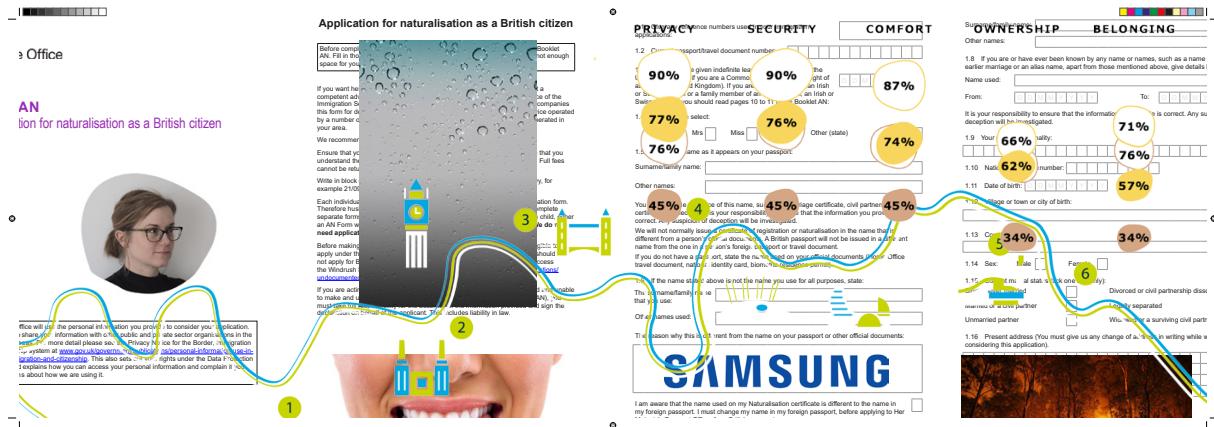
PDF Side Two

A list of the most popular female roles in narrative pornographic films, rendered in italicised Helvetica Neue bold, in white; the Acorn app logo; the LA Fitness logo; a stock photograph of a matcha latte; an image used in the McDonald's "We have more in common than we think" advertising campaign; a wallpaper design featuring koi carp; text, photograph and illustration from IKEA Life at Home report.



PDF Top

A diagram showing the chemical structure of Modafinil, in white; a cartoon graphic used by *LinkedIn*; a “Starfish” tattoo design in white; the macOS “Mojave” night mode desktop image; photographs from IKEA *Life at Home* report.



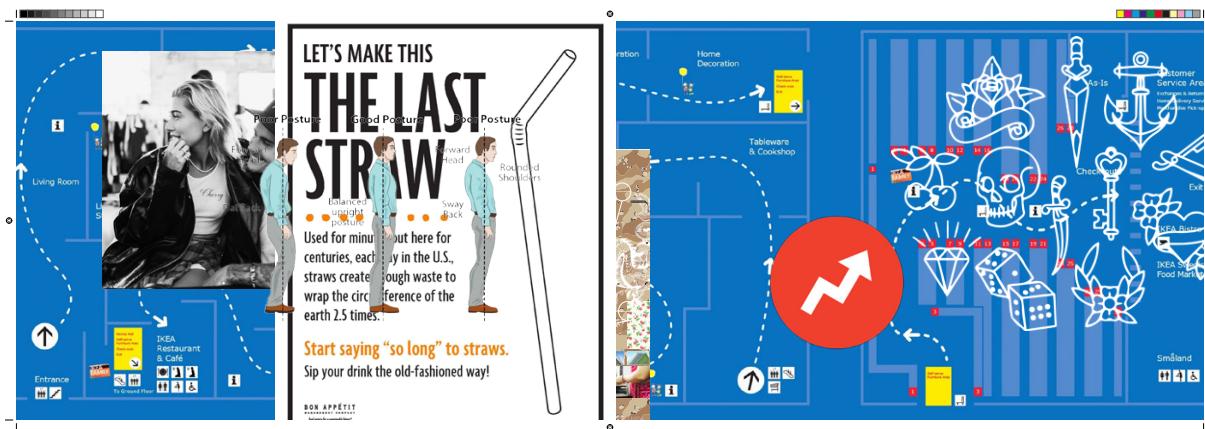
PDF Shelf One

PDF Form for Application as British Citizen; an educational diagram showing the journey of waste water in London; a default iPhone background image; a photograph used to advertise teeth whitening products; a news photograph of a forest fire; the Samsung logo; a photograph and infographic from IKEA Life at Home report.



PDF Shelf Two

A photograph to illustrate the *Belt and Road Initiative*, used in *The Economist*; a still demonstrating Facebook VR projects, depicting Mark Zuckerberg’s “visit” to Puerto Rico; a digitised graphic of a soundwave; an “Above Cloud” image, intended for use as a computer desktop background; a “Pocket Watch” tattoo design in white; text and illustration reproduced from IKEA *Life at Home* report.



PDF Shelf Three

A photograph of Justin Bieber and Hailey Baldwin, taken from *Instagram*; a graphic of IKEA's floorplan; a posture improvement diagram; a poster campaigning to end the use of plastic straws; a series of "Vintage" tattoo designs in white.

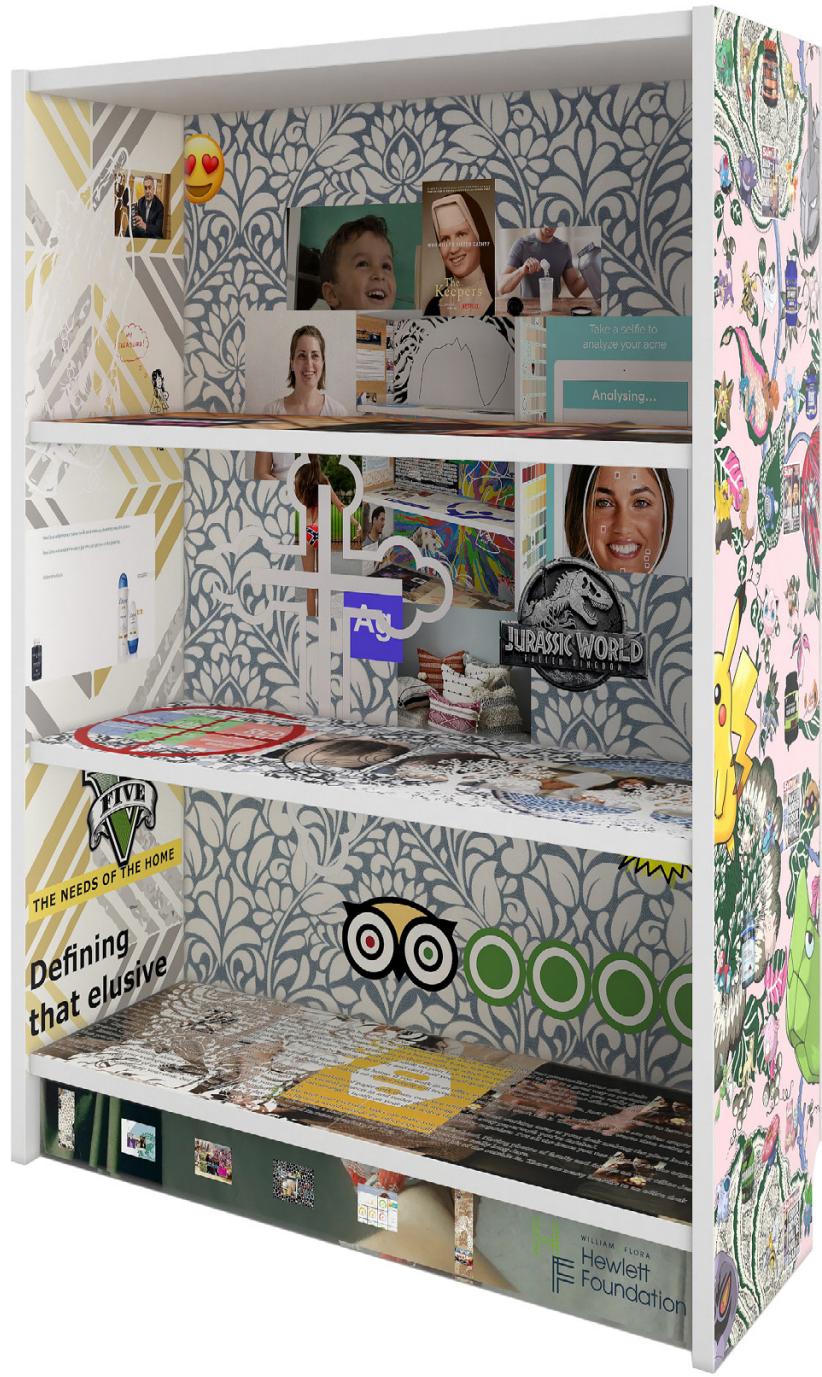


PDF Bottom

Three photographs of hand held vacuum cleaners favourably reviewed by consumers; two "Norse Viking" tattoo designs, in white; a "Hawaiian" floral pattern; text and graphics reproduced from IKEA *Life at Home* report.

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Digital prints for IKEA BILLY panels
Digital model
2018



Front

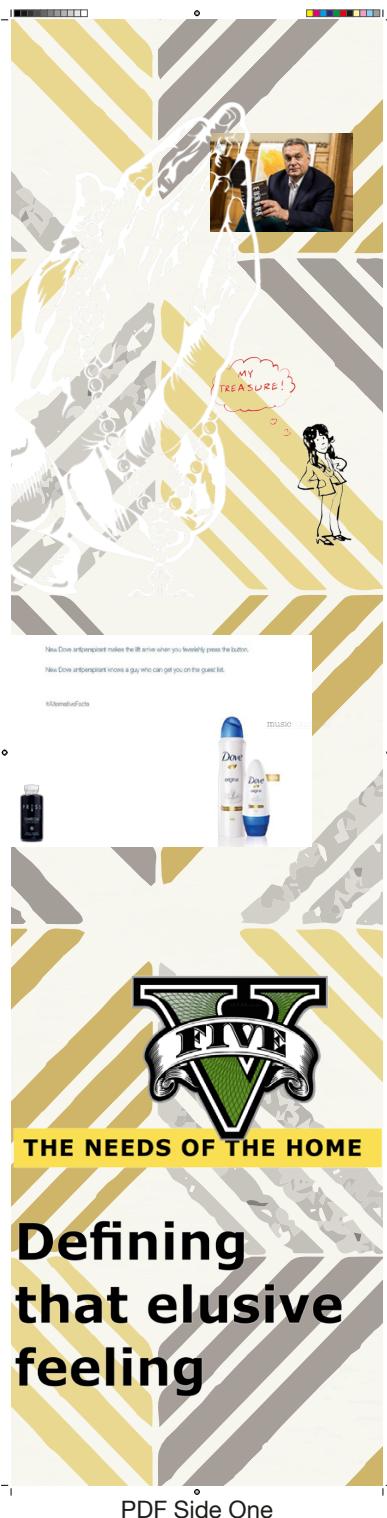


Back



PDF Back

"Ruskin" wallpaper design; a digitally rendered image of a T J Watson BILLY work; a cartoon bubble graphic containing the words "für sich"; the *Jurassic World* logo; a skincare and acne computer analysis illustration; a photograph of a woman wearing confederate flag bikini bottoms; a poster for Netflix's *The Keepers*; Agora Market logo; a TripAdvisor "four and a half stars" graphic; a stock photograph for protein supplements; an example photograph for *Ideal Home*'s "Global Nomad" style; a single emoji; a "Crucifix" tattoo design in white; photographs from *IKEA Life at Home* report.



PDF Side One

A photograph of Viktor Orbán reading; an image used in Dove's #AlternativeFacts advertising campaign; the logo for *Music Concierge* playlist curation service; a promotional image of Press charcoal lemonade; the *Grand Theft Auto V* logo; a "Praying Hands" tattoo design in white; a "Retro Pattern" wallpaper design; text and illustrations reproduced from IKEA *Life at Home* report.



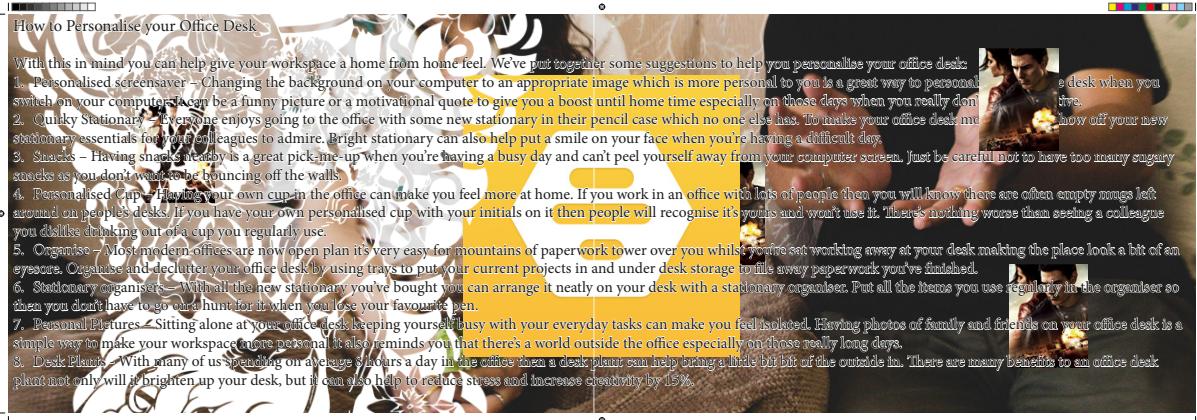
PDF Side Two

"Contemporary Flower" wallpaper design; a selection of front pages from *The Sun* addressing stories relating to terrorism; images of *Pokémon*; photographs of various protein supplements in tubs.



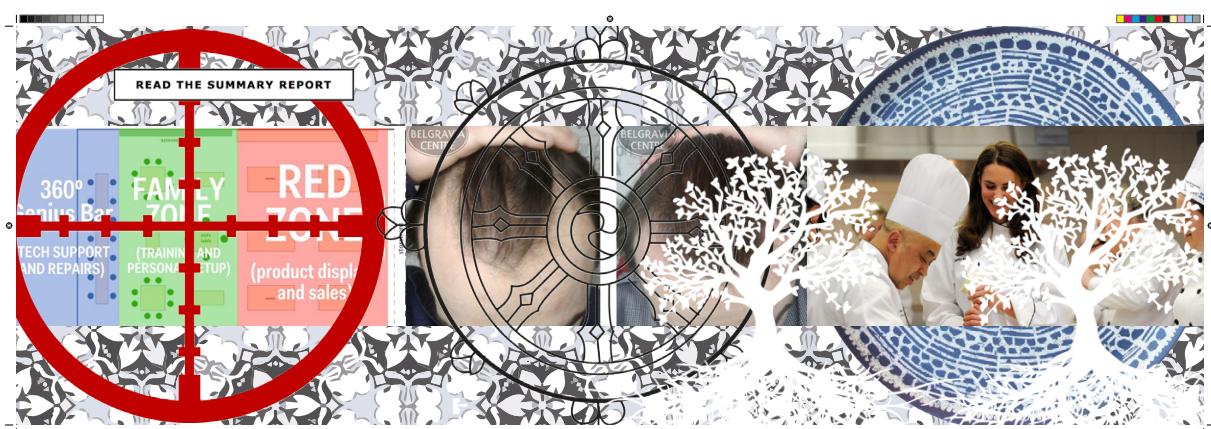
PDF Top

A “Gun” tattoo design in white; a photograph of Brian Cox; a still from *Netflix* series, *The Crown*; a photograph displaying a “Make Your Own Lampshade” kit; a “Rainbow Stripes” computer-made pattern; two promotional photographs of alkaline water; text reproduced from *IKEA Life at Home* report.



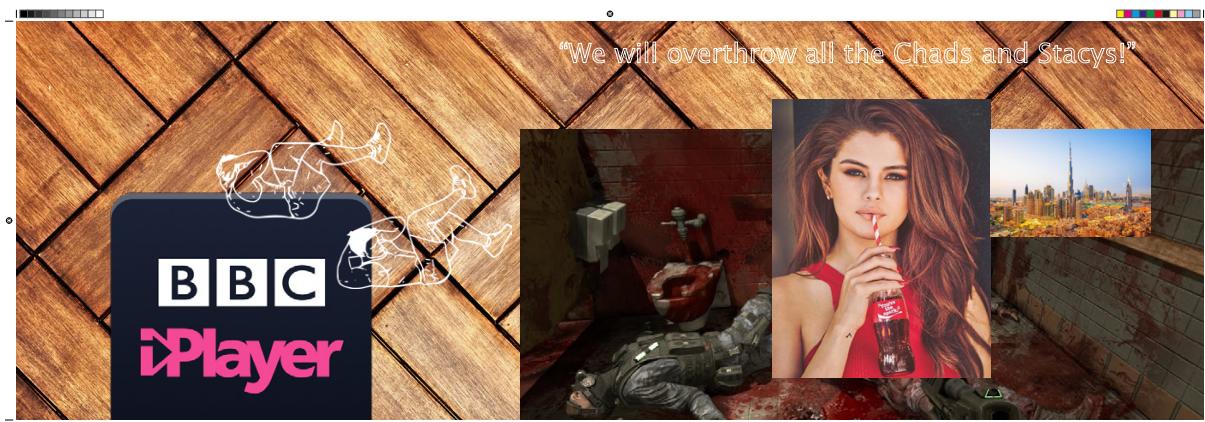
PDF Shelf One

The *Bumble* logo; three images of a poster for a *Jack Reacher* film; a “Japanese Samurai and Koi Carp” tattoo design, in white; the text from an article, “How to Personalise Your Office” rendered in Minion Pro, in white; a photograph from IKEA *Life at Home* report.



PDF Shelf Two

A diagram depicting the strategic layout of an *Apple Store*; a publicity photograph of Kate Middleton cooking; a “Before and After” diagram used by the *Belgravia Centre*; a “Sniper View” graphic; a photograph of an *Urban Nature* bamboo plate; two “Tree” tattoo designs in white; text reproduced from *IKEA Life at Home* report.



PDF Shelf Three

Text from a Facebook post by “Incel Terrorist” Alek Minassian, rendered in Lucida Sans Unicode, in white; the “Coca-Cola Photograph” taken from Selena Gomez’ *Instagram* account; a photograph of Dubai’s hospitality sector; the *BBC iPlayer* app icon; a still from a countdown video of the “16 Best Gory Videogames of All Time”; line drawing diagrams of “Ab Crunch Workouts”; a photograph of parquet flooring.

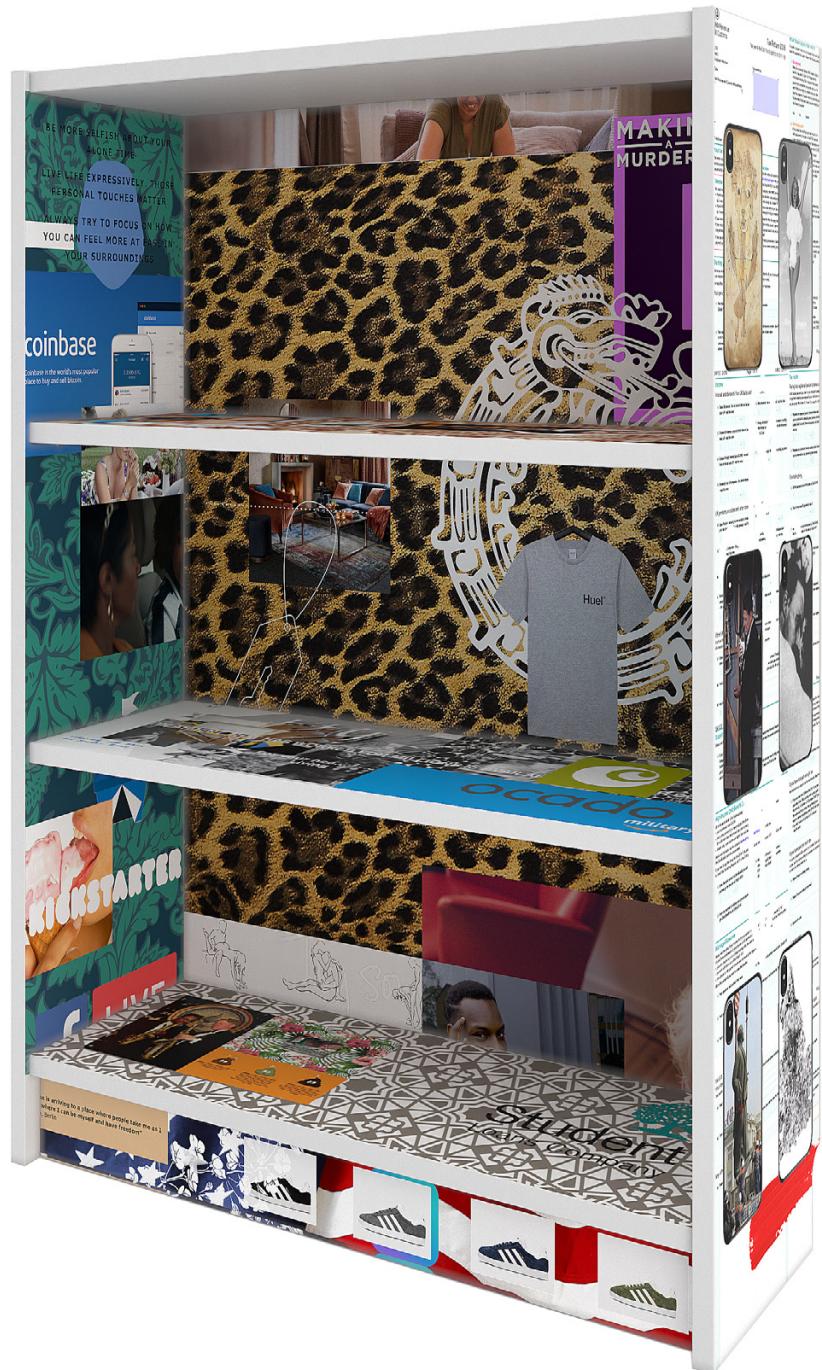


PDF Bottom

A reproduction of Ingres' *The Valpinçon Bather*; six colour panel designs from a T J Watson BILLY work; the Hewlett Foundation logo.

Billy, or Capital's Autoethnography, or The Putative Dispensability of Manual Labour, or A Remarkable Rise in Customization, or The Strange Fate of Medium-Specific Modernism, or The Demise of the Historical Novel, or A Linguistic Community, or Erotica Today, or Autophagic Value, or The Thinning Wedge Between Far and Centre Right, or Rectilinearity's Persistence, or “Billy, or Capital's Autoethnography, or The Putative Dispensability of Manual Labour, or A Remarkable Rise in Customization, or The Strange Fate of Medium-Specific Modernism, or The Demise of the Historical Novel, or A Linguistic Community, or Erotica Today” Again, or Permanent Solitude, or Nothing and Nothing More. Part 3b.

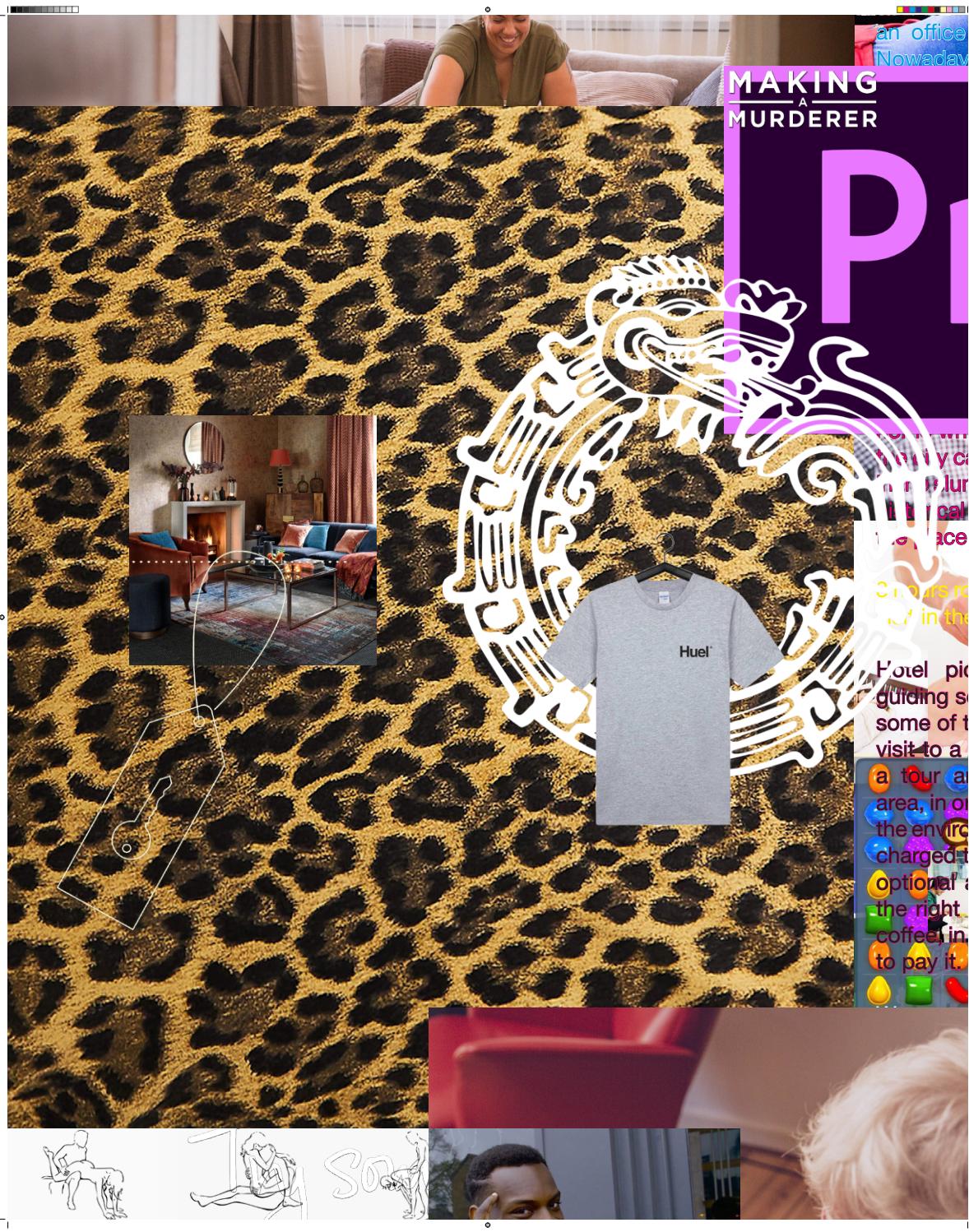
Digital prints for IKEA BILLY panels
Digital model
2018



Front

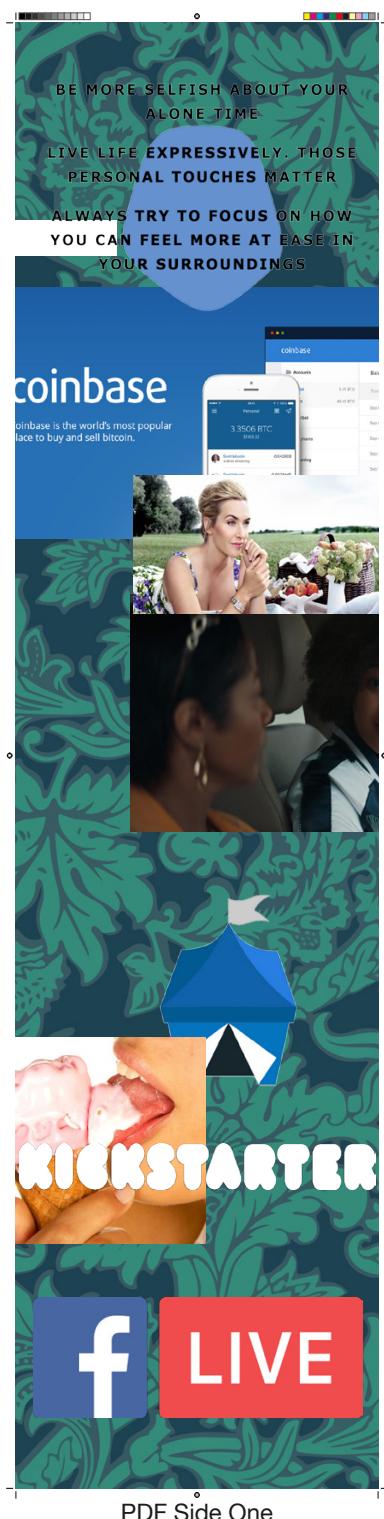


Back



PDF Top

Panel designs from previous T J Watson BILLY works; a photograph of a *Huel* promotional t-shirt; the *Adobe Premiere* logo; an exmaple photograph for *Ideal Home*'s "Luxe Revival" style; an "Aztec" tattoo design in white; a "roll safe, think about it" meme image; the *Making a Murderer* logo; a "Leopard Print" pattern; photographs and graphic from *IKEDA Life at Home* report.

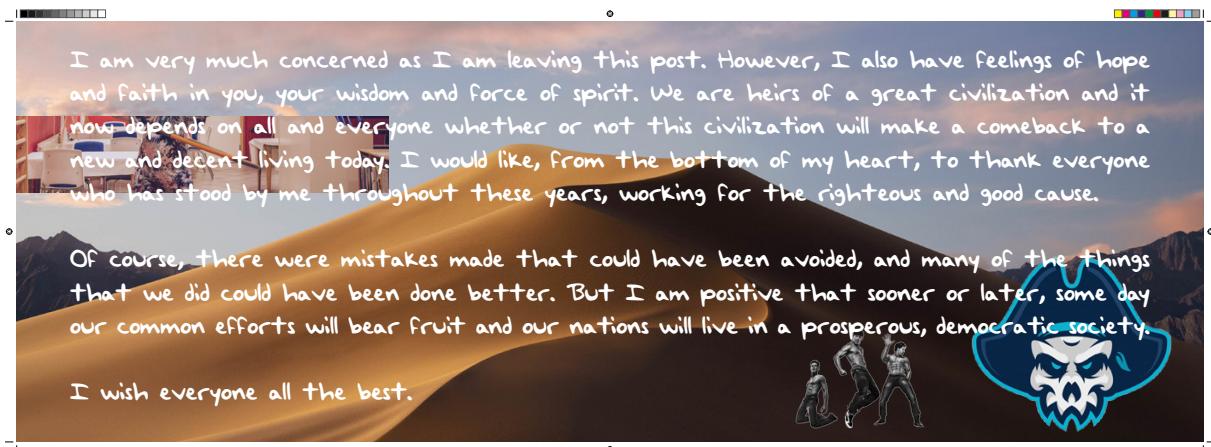


A screenshot of an advert for Coinbase app; a stock photograph used to illustrate a “Sex Tips” article in *Cosmopolitan*; the OpenBazaar logo; a still from *Proctor and Gamble’s “The Talk”* advert series; a promotional photograph for *Longines*, featuring Kate Winslet; the *Facebook Live* logo; a “Victorian” wallpaper pattern; the *Kickstarter* logo; an infographic used in *IKEA Life at Home* report.



PDF Side Two

A PDF of an HMRC tax self-assessment form; a series of customized iPhone cases, featuring images of Paul Klee's *Angelus Novus*, *Miss Atomic Bomb*, a screenshot of Ronald Reagan in *The Killers*, the ill Friedrich Nietzsche being nursed by his sister, the removal of a statue of Lenin, and a map of England depicting the loss of industrial jobs in the 1980s; a faux red paintbrush stroke; a "Sword" tattoo design in white.



PDF Top

Mikhail Gorbachev's farewell address, rendered in TaylorSwiftHandwriting, in white; promotional images for *Magic Mike XXL*; an esports team logo; the macOS "Mojave" night mode desktop background; a photograph from *IKEA Life at Home* report.



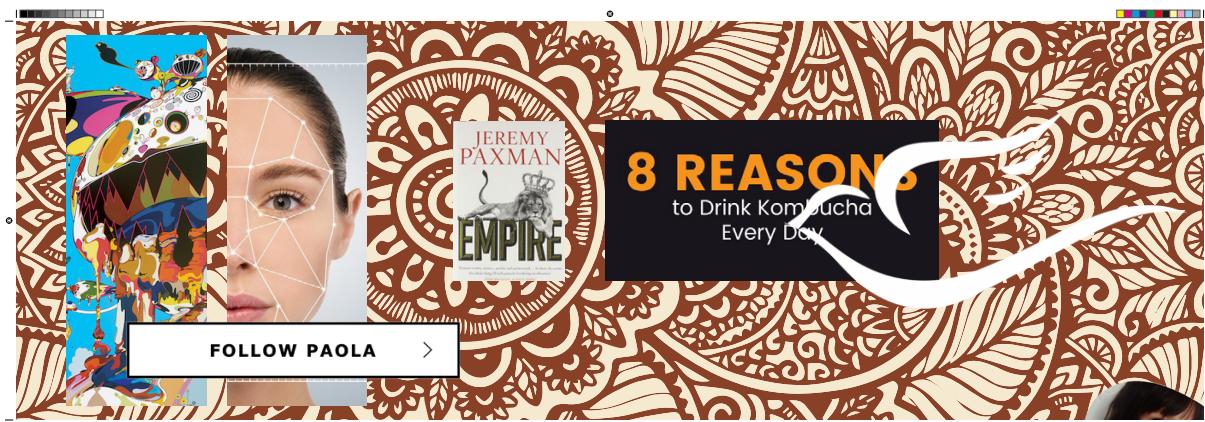
PDF Shelf One

A photograph of Bill Clinton playing the saxophone; a faeces self-inspection infographic; an "Arabesque" pattern design; the *Student Loans Company* logo; a "Floral Painting" pattern; a photograph of an IKEA children's play area.



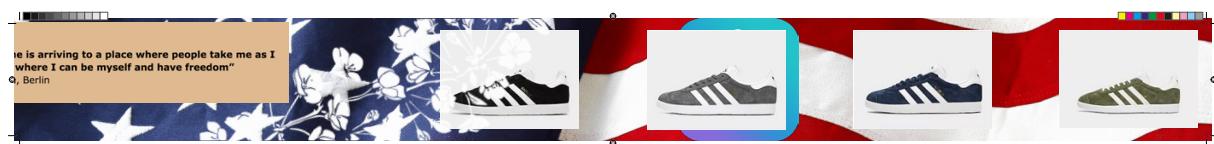
PDF Shelf Two

Text from a TV advert for *Lilly's Depression Kit*, rendered in Helvetica Neue Bold, in white; the Ocado logo; the Amazon Military logo; a photograph of Liam Gillick's collaboration with *Pringle*; a series of greyscale designs from T J Watson BILLY works.



PDF Shelf Three

A “Henna” pattern graphic; an image used to advertise facial recognition software; the book cover of Jeremy Paxman’s *Empire*; a “Dove” tattoo design in white; a graphic for “8 Reasons to Drink Kombucha Every Day”; photograph and text reproduced from IKEA *Life at Home* report.



PDF Bottom

Four catalogue photographs of *Adidas* trainers in alternative colours; a photograph of a rippling American flag; a “Japanese Flower” tattoo design in white; the *Family Time* app icon; text reproduced from *IKEA Life at Home* report.

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