





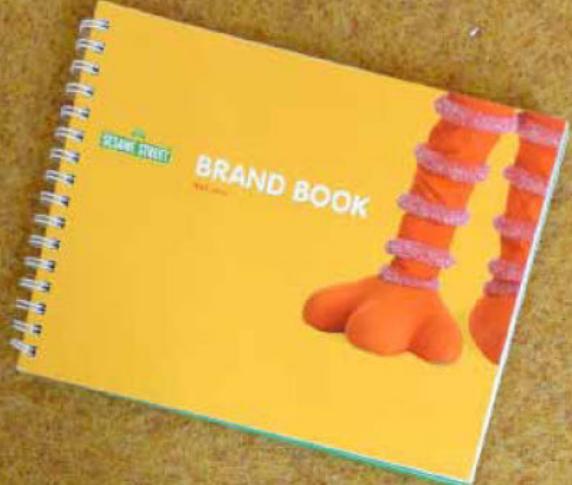
capturing the brand



Inspires self-expression
Invites you to Live in Colour
Each shade has a unique spirit
Knows no limits
Smashes barriers and surpasses expectations
One of the most recognizable nail lacquers
Global Cult-like following



Inspires self-expression
Invites you to a Street full of Color
Each Muppet has a unique spirit
Knows no boundaries
Smashes records and surpasses expectations
One of the most iconic brands
Global Cult-Fan following



{ real
heartfelt
simple
furry
funny }



helping kids grow smarter, stronger, and kinder.

real

relevant
gritty
diverse
pop culture
authentic
honest



heartfelt

warm
community
welcoming
genuine
caring
positive
kindness



simple

bold
accessible
easy
direct



furry

heart
lovable
huggable
engage
entertain
connect



funny

giggle
silly
laugh[out-loud]
engaging
fun



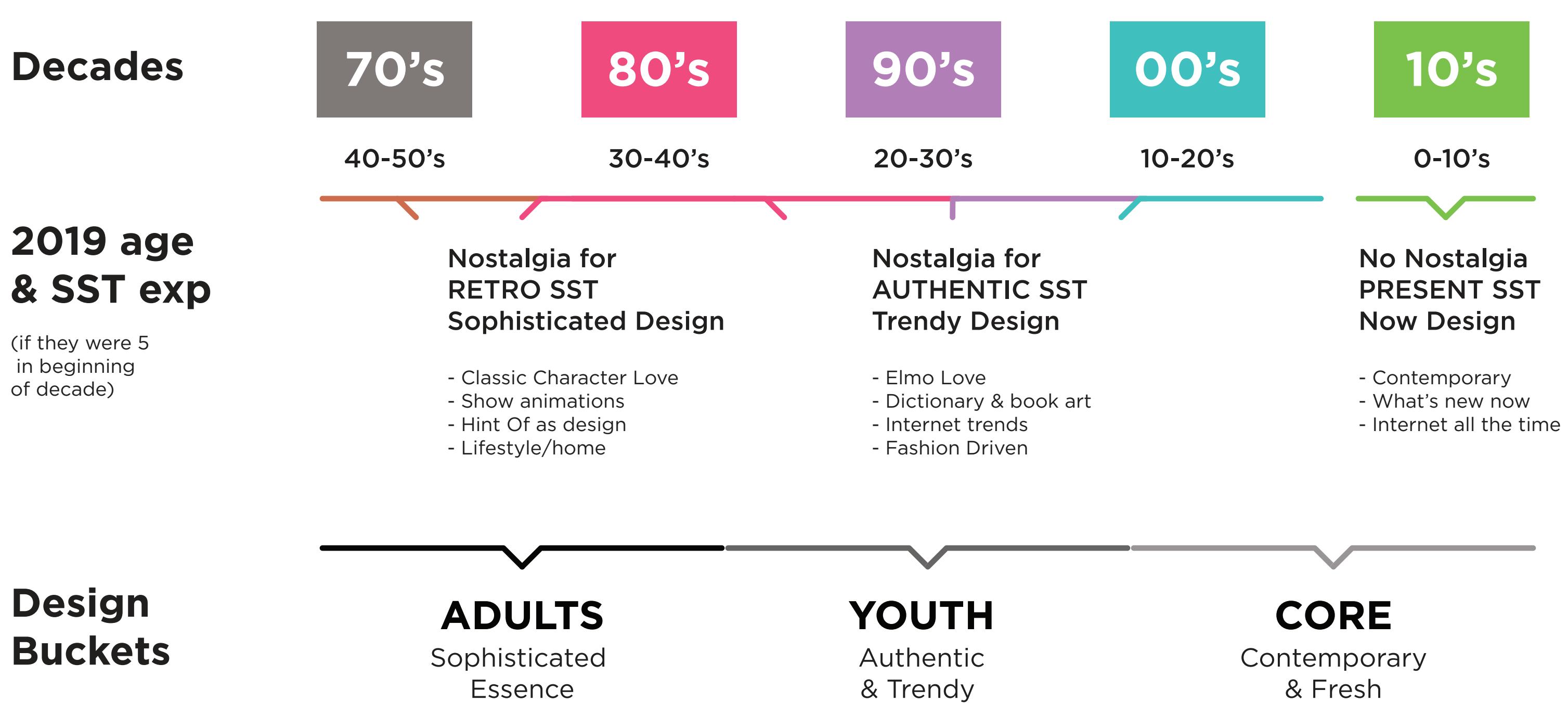
how we look, feel & speak

ATTRIBUTE		OUR LOOK	OUR VOICE
real	reflects our everyday lives	<ul style="list-style-type: none">– “real world” settings or elements/ textures from the outdoors (asphalt, grass, brick, etc.)– visible emotion	<ul style="list-style-type: none">– genuine, honest and empowering– respects kids– reflects what’s going on in kids’ lives today
heartfelt	shows genuine warmth and affection	<ul style="list-style-type: none">– using handmade elements. Showing the craft, the “hand of the maker”– a full palette of bright colors	<ul style="list-style-type: none">– big-hearted and unguarded– the voice of a child– optimistic and hopeful
simple	makes complicated things easy to understand	<ul style="list-style-type: none">– bold visuals, always in support of a single, clear message– uncomplicated compositions– use of white space	<ul style="list-style-type: none">– straightforward and clear– breaks down difficult topics
furry	lets our Muppets shine	<ul style="list-style-type: none">– Muppet-focused– illustrates Muppets’ personalities– shows fur, felt and feathers	<ul style="list-style-type: none">– childlike, speaking from the heart– uses each Muppet’s distinctive voice
funny	makes you giggle	<ul style="list-style-type: none">– showing Muppets in unexpected or surprising ways– parodies of popular culture	<ul style="list-style-type: none">– a little irreverent– full of age-appropriate word-play, fun rhyming and clever spoofs

Rainbow GROUPS



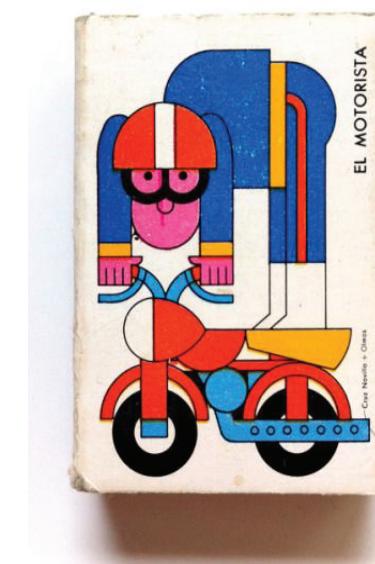
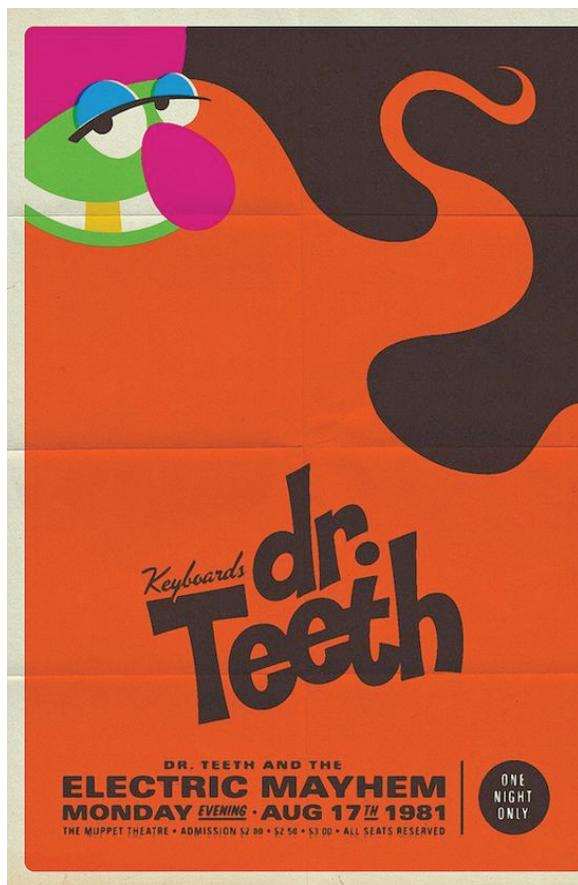
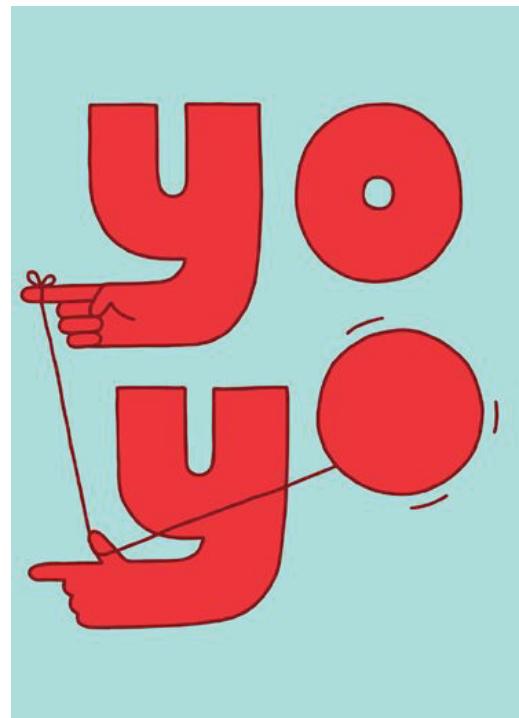
CONSUMER TARGETS in 2019

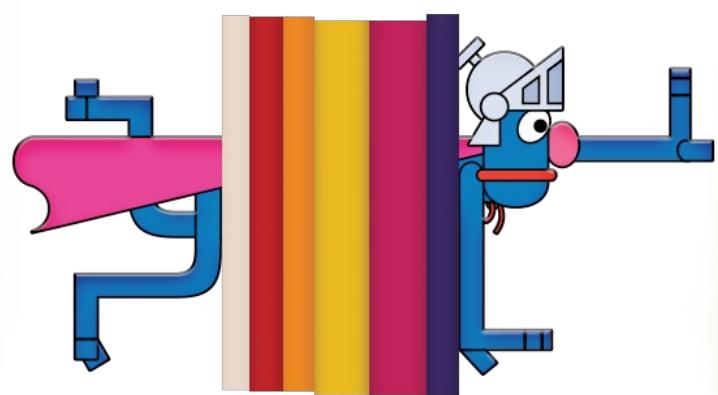
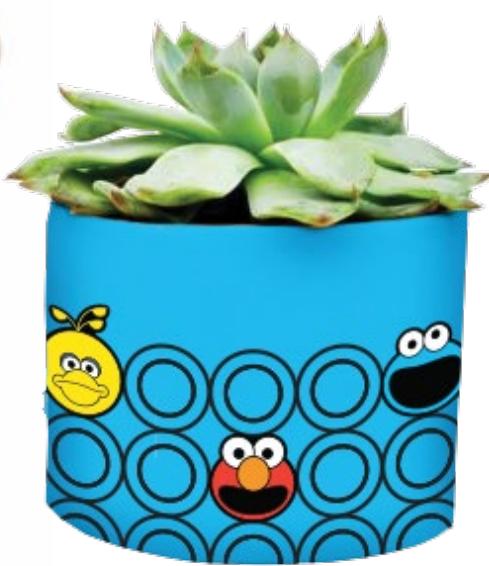
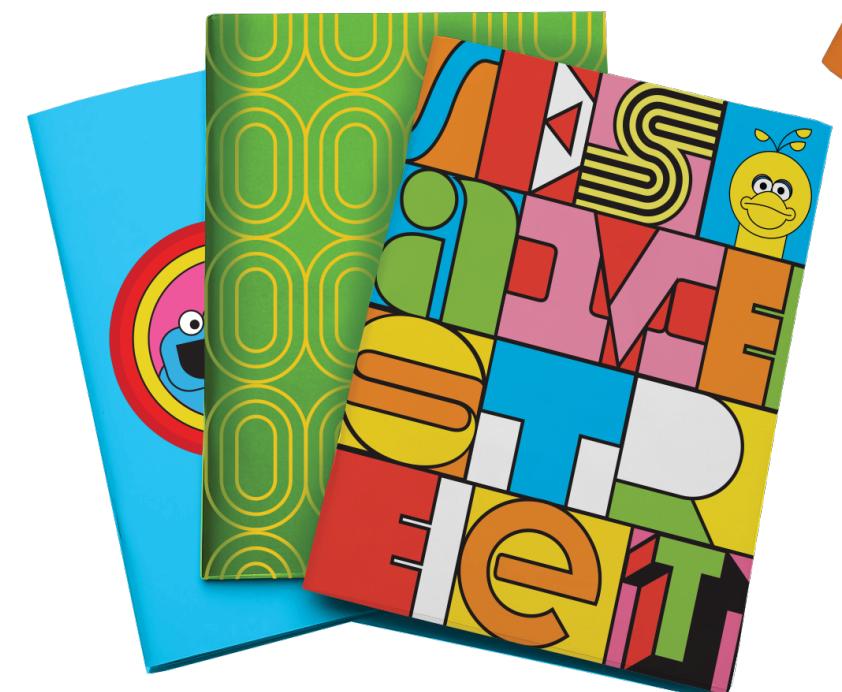




ADULTS SOPHISTICATED RETRO MODERN ESSENCE

- Classic Character Love
- Show animations
- “Hint Of” as design
- Lifestyle/home





NEW ON THE STREET

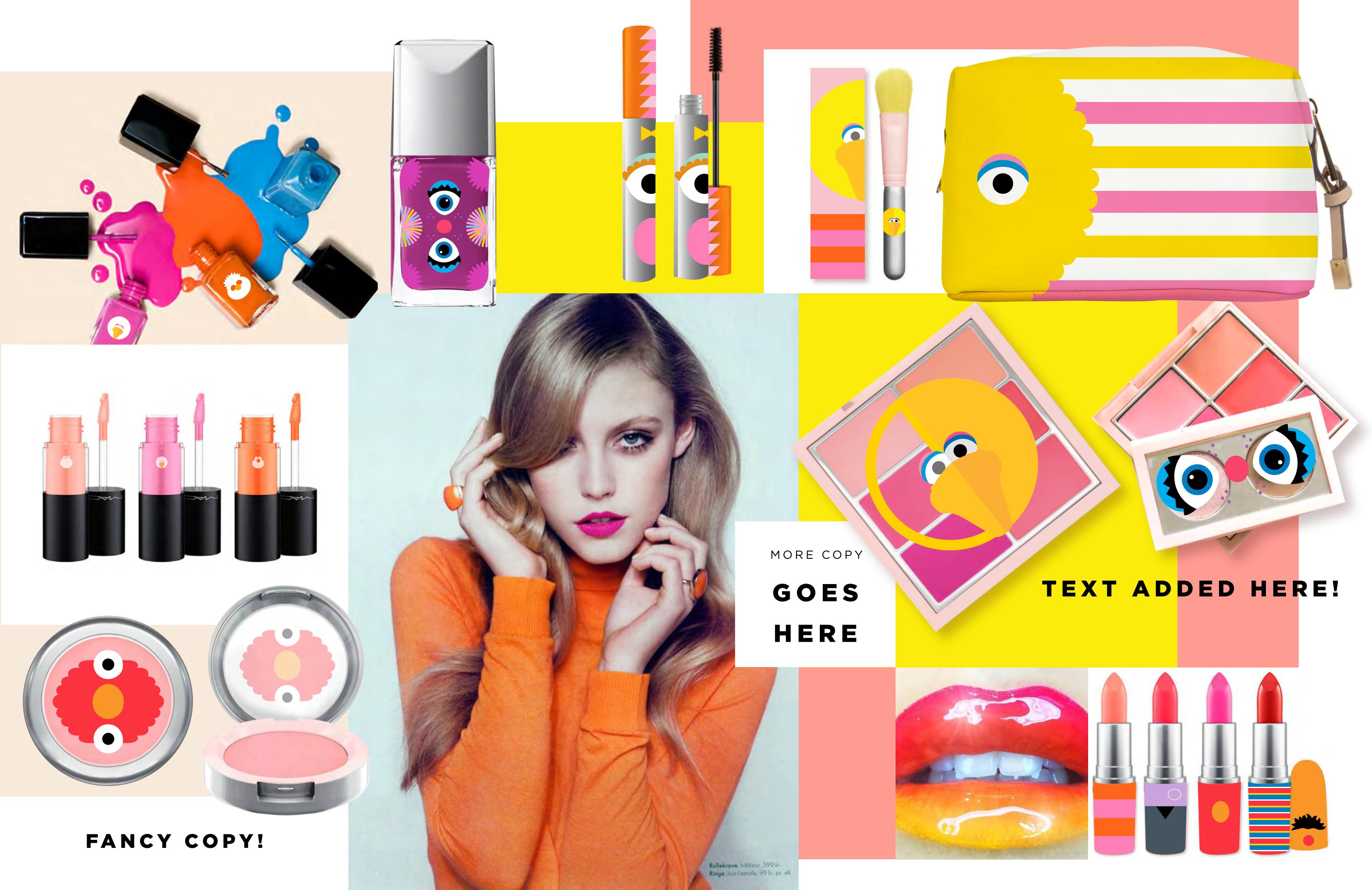


WEAR IT ON A
**SUNNY
DAY**



OH HELLO!





FANCY COPY!

MORE COPY
GOES
HERE

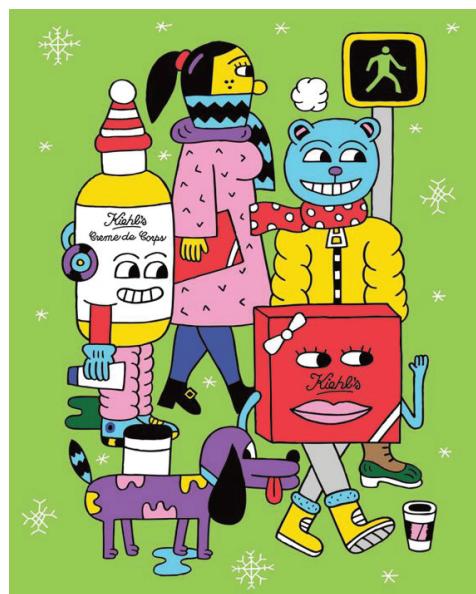
TEXT ADDED HERE!



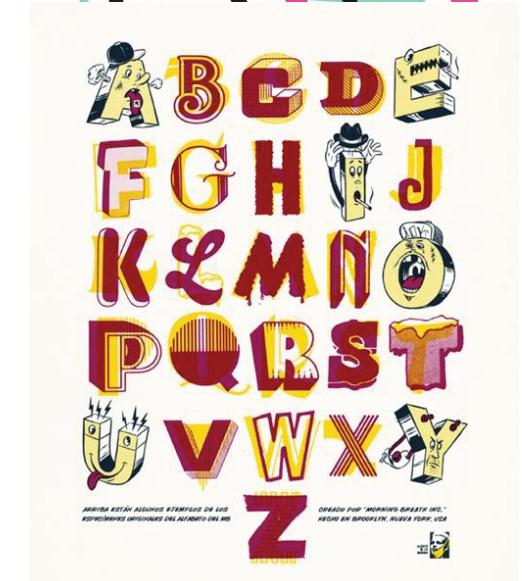
YOUTH TRENDY NOSTALGIA

AUTHENTIC FASHION DRIVEN

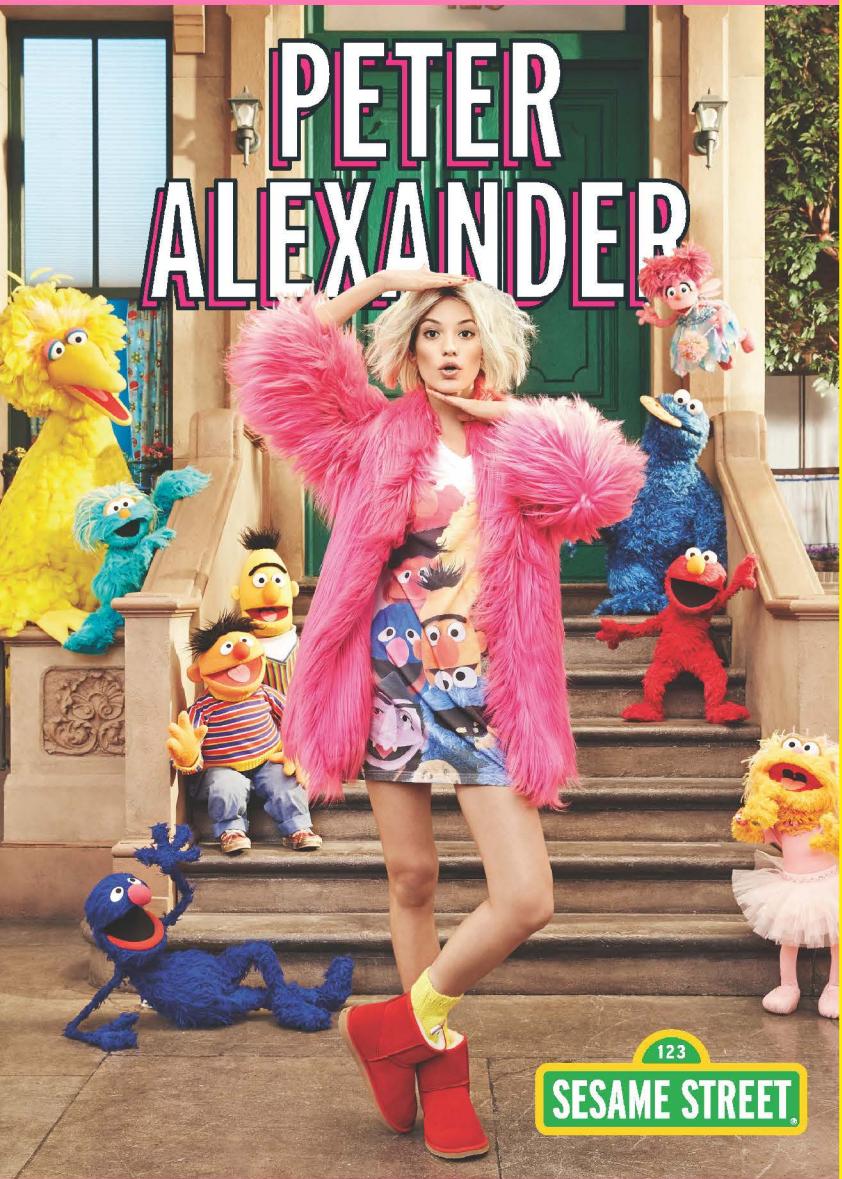
- Elmo Love
- Dictionary & book art
- Internet trends
- Fashion Driven
- Uniqueness and weird is OK



LIVE
YOUR
DREAM







GROUCH



OFF!



'SUP HOMIES?



OSCAR DE LA RENTA AND OSCAR THE GROUCH

Style to make you smile.
Gown, \$8,990, earrings, \$170,
and cuff, \$250, Oscar de la
Renta, Saks Fifth Avenue,
800-330-8497. See Where
to Buy for details. Models:
Sessilee Lopez and Tao
Okamoto; hair: Jeff
Francis; makeup: Pep Gay
(for peggay.com); makeup
(for von Furstenberg and the
Mulleavys): Katie Deno;
makeup artist: Michael Korda
for Chanel. To watch video
from the Sesame Street
shoot, visit HarpersBazaar
.com/sesame.



To celebrate
the 40TH
ANNIVERSARY
of an American
institution, top
designers pay
a visit to the
coolest street
in town

Photographs by
**JASON
SCHMIDT**

DIANE VON FURSTENBERG AND BIG BIRD

Leading the fashion flock. On von
Furstenberg Dress, \$345, and
shoes, \$335, Diane von
Furstenberg, 646-486-4800.
Watch, \$1,600, and bracelet,
Diane von Furstenberg by
H. Stern, cvf.com. Rings and
earrings, von Furstenberg's
own. On model: Coat, \$675,
cardigan, \$285, turtleneck,
\$245, pants, \$268, hat, \$200,
belt, \$170; socks, \$12; bottoms,
\$295, Diane von Furstenberg.

Fashion editor:
Mary Alice Stephenson
Settings editor: Laura Brown
Special thanks to Sesame Workshop,
the educational organization
behind Sesame Street.





OPEN SESAME

Lights, cameras, action!

Big Bird launches into another monologue, and tucked away behind the cameras, directors, child psychologists and gophers is one Eddie Zammit, founder of *Tworld*. How the hell did he get to *Sesame Street*?

It all started in May 2008. Eddie was heading out on a world T-shirt hunting tour and thought he'd stop by *Sesame Street*. 'If you don't ask, you don't get' is his motto, and he put in a call to a *Sesame Street*-connected friend. "You have no chance of getting on the set," said Amy Freeman. "It's easier to get into the Pentagon," she added, explaining that you really need to have a very good reason to visit.

Being the determined type, Eddie set to work on a very good reason to visit. He drafted up some proposals, one of which was a collaboration between eight streetwear designers and *Sesame Street*. The designers would interview eight *Sesame Street* muppets and create a custom-made T-shirt design to put the 'street' back in *Sesame Street*. Astoundingly, *Sesame Street* asked to meet him, and in June 2008, Eddie wandered into their office in New York city. Not quite 123 Sesame Street, but closer.

The meeting went well, until Eddie dissolved into fits of giggles (not uncommon). "I really only put the project forward to get on the set of *Sesame Street*," he confessed to his new friends. The next day Eddie made his first visit to *Sesame Street* and *Brought to you by the letter T: T-world's artist collaboration with Sesame Street* was born.

What may have started as a ploy to find the world's favourite street has

become a passion. *Sesame Street* is more than a street, more than entertainment, and more than education. The universal appeal of *Sesame Street*, where ordinary and extraordinary characters exist in an urban environment, brings people a universal experience. Rich or poor, anyone with a TV can tune in. *Sesame Street* is educational, it's fun and it keeps it as real as it can with an 8'2" talking canary present. *Sesame Street* isn't a fairytale; but that doesn't mean dreams don't come true.

"You have no chance of getting on the set. It's easier to get into the Pentagon." – AMY FREEMAN

First airing on 10 November 1969, *Sesame Street* now educates and entertains children in over 140 countries around the world. More than 11 million people watch the show in an average week. *Sesame Street's* pithy segments, catchy songs and engaging characters have enchanted and educated us for 40 years. Behind every character is a unique story, unique lessons to share, and a unique personality. Would you have guessed that Bert was designed to let kids know it's okay to be boring? Or that

Big Bird represents the psychological age of a six-year-old?

Brought to you by the letter T: T-world's artist collaboration with Sesame Street has been a team effort spanning over a year. First, the right artists had to be found for each character. Beci Orpin of Tiny Mammoth was an obvious choice for Snuffy; it seemed Romanian typographer Luca Ionescu could share a bloodline with The Count; and renowned packaging designer

Marc Atlan couldn't be overlooked for the famished Cookie Monster. Add Chunk's Richard Sanders to interpret Bert, Frost* Design's Vince Frost to play with Ernie, fauna fan Tri Vo from SYKE to pencil Big Bird, and Brian Flynn from Super7 to get the trash on Oscar, and you're ready to go.

Having interviewed their new friends, each artist created a unique design reflecting the muppets' unique psychology. To check out what they created, just turn the page (don't mind the monsters).



COOKIE MONSTER CONFESIONS

MA: Cookie, what's the biggest thing you have ever eaten?

CM: Me once ate a Christmas tree. Surprisingly refreshing! It cleanse the palate nicely. Me also once ate a truck! That one, bit of a challenge...

MA: What's the biggest thing you think you could eat?

CM: An entire bakery.

MA: How do you keep your fur so clean?

CM: Uh... it actually not that clean. Every once in while me find some cookie crumbs in there and have a nice little afternoon snack.

MA: What is it about cookies?
CM: They happen to be extremely crunchy and delicious! Especially chocolate chippy! Mmmm chocolate chippy... Excuse me... om nom nom nom ahmm! Ahhh delicious! Burp! Excuse me... sorry, where were we?

A food-obsessed monster and a designer famous for putting treats on tees? YUM! YUM!

"I think I probably grew up more on *Sesame Street* than my own kids," says Marc Atlan of renowned Marc Atlan Design, Inc., who remembers a French Oscar and Cookie Monster from his childhood, which, he reminds us, is some time ago now. Many would refer to Marc as 'design royalty'. In addition to award-winning packaging, Marc is a celebrated designer of ad campaigns, brand identities, logos and magazines. A wide range of awards are proof he can turn his design skill to many different applications and excel. He's also a prize-winning photographer.

In the T-shirt sphere, Marc's designs tend to be high-impact and low-fuss. His 2K Flavour tees, which would no doubt be a Cookie Monster favourite, feature a tasty treat on the front of each: a hot dog with the perfect wave of mustard, and a donut with delectable icing.

Cookie Monster was born on 2 November, which makes him a Scorpio. That's where he gets his knack for knowing how to get what he wants. In fact Cookie was one of the first talking monsters on *Sesame Street*. Before his character was even named, he was known as the 'googly-eyed monster', and had a scene with Ernie

where he successfully hijacked Ernie's snacks. He used just two words, 'milk' and 'cookie', and from then on there were talking monsters all over *Sesame Street*.

Turning his skills to a T-shirt design reflecting Cookie Monster, Marc says, "I did some research and looked into the silliest things that Cookie Monster had eaten. The list is insane, over 100 items that he has eaten on the show. I thought, I have to pick some that speak to everybody; that show the size of the objects and the nature of the objects he has eaten."

From the meat, fish and vegetables our modern Cookie Monster encourages in children's diets (together with a message of everything in moderation, even cookies) to the more adventurous and less palatable bicycle and fire hydrant, Marc reels off delicacies (in Cookie Monster's eyes, anyway). "It's like a food packaging basically, that's the concept. I wanted it to look like it was the packaging of food that Cookie Monster would eat – like his favourite type of food." Looks as though Marc Atlan's come through with another tasty treat. LP

www.marcatlan.com

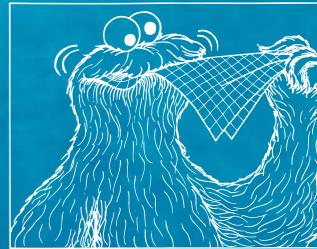


Meat Fish Vegetables Bicycle Fire Hydrant Cookie! om nom nom nom...

Marc Atlan for Sesame Street®

GULP!

Cookie
MONSTER



BIG SURF

TRI AND BIG BIRD SHOOT THE BREEZE...

Tri Vo (TV): Big Bird, what do you like to do best on *Sesame Street*?

Big Bird (BB): I love to play with my best friend Snuffy! We do everything together. One time I took him to the park to teach him to rollerskate and we had a blast. Can you imagine a snuffleupagus on rollerskates?

TV: What are your three most prized possessions?

BB: Radar my teddy bear, my nest and my picture of Mr Hooper, I mean Hooper.

TV: What is your favourite colour?

BB: Yellow!

TV: What was your last dream about?

BB: The three little kittens who lost their mittens, but I woke up before they found them.

TV: If you wore clothes what would you wear?

BB: Pyjamas!

TV: What are your favourite memories of Mr Hooper?

BB: He used to tell me stories and make me birdseed sundaes, and he made a really nice brisket.

Australia's Tri Vo has been a designer for his own label SYKE for 11 years.

His usual influences are Japanese art, street culture and finding beauty in the everyday. For this T-shirt though, it's Big Bird.

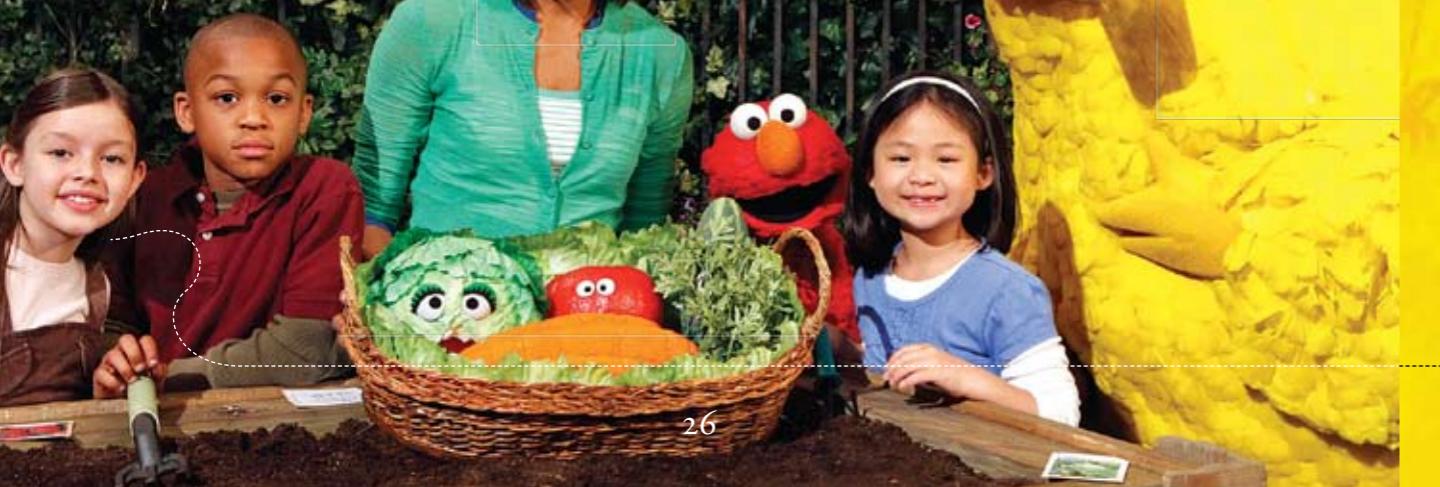
Big Bird shares Tri's attraction for finding wonder in what some may overlook.

"I'm too tall to be short," he muses in one episode. It's his knack for stating the obvious in the most creative way that has endeared Big Bird to hordes of children.

Tri remembers Big Bird from his childhood. "Big Bird to me was the most brash and vibrant-looking puppet on *Sesame Street*, although in contrast he had a rather subdued character," says Tri. Until now, though, he'd never known what type of bird Big Bird was. "I only just realised that he is of the canary variety," he says, which is understandable, considering Big Bird's towering 8'2" frame.

When it came to designing a tee with Big Bird, Tri decided to design something reflecting Big Bird's 'inner thoughts'. Drawing from his interview with Big Bird, Tri focused on Big Bird's teddy, Radar, shopkeeper Mr Hooper (or Mr Looper as Big Bird sometimes called him) and Big Bird's best friend, Snuffy (who could

MICHELLE OBAMA APPEARED IN THE FIRST EPISODE OF SESAME STREET'S 40TH SEASON.



only be seen by Big Bird and children for 14 years of the program).

In 1982, the actor who played Mr Hooper, Will Lee, died. Rather than re-cast the role, *Sesame Street* took the opportunity to teach children about death. The episode was aired on Thanksgiving Day in 1983. *Sesame Street* scheduled it for this day so that parents would be home with their children to discuss it. The portrait of Mr Hooper which Big Bird holds so dear was actually drawn by Caroll Spinney, Big Bird and Oscar's puppeteer, who is also a cartoonist.

Tri's T-shirt design, called *Happy Thoughts*, plays to his strengths. "I like drawing texture and details, like hair in waves and all things flora and fauna," he says. "The feather details are similar to the works I have done in the past. *Happy Thoughts* started out like a patterned wallpaper, then it just grew and grew." LP

www.syke.com.au



ERNIE

Vince Frost and Ernie know, whether you're a muppet or a grown up, it's important to play.

"I grew up in Canada so I can't remember a day I didn't watch *Sesame Street*," says Vince Frost, of Frost* Design. Apart from allowing him to get to know Ernie, Vince says the project has reminded him what an important education *Sesame Street* was. "I think for me, being a designer and very much into typography, that *Sesame Street* has drummed into me the alphabet obviously, but also play – playing with the alphabet. That's something which has really influenced

me in my career. I've pretty much chosen words and I look for humour and juxtaposition in them. It's not something that I've really credited in my career before, but *Sesame Street* really was a major influence on me as a designer," Vince shares.

As his own boss at Frost* Design (now based in Sydney, Australia), T-shirt man Vince has decided he never needs to wear a collar again. In addition to Frost* Design's awarded commercial work, Vince has launched his own T-shirt label, under the Frost* name.

Ernie's mantra is 'do unto others before they do unto you', and this innocent-faced muppet certainly gets away with a lot of cheeky antics. Vince and his team went through many design concepts before settling on the *heh heh heh* design. "There must have been about 50 different ideas. We had a lot of fun playing around with ways of expressing

Ernie: abstract ideas or highly graphic ideas or illustrative ideas. One of the ideas we came up with was (because it's about learning and because it's about the alphabet) using 'e' for

Ernie and just using Ernie's head for the letter e. That evolved into trying to simplify his face as much as possible, but still maintaining that resemblance of Ernie," says Vince.

What to do with Ernie's e-fashioned face then became the subject for discussion. "We were looking for words that portrayed Ernie, looking for something that people could relate to," says Vince. "We did a lot of approaches and found that this was the one that made people smile, because it was familiar. Everyone says that rubber duckie is one of the most famous things about Ernie, or him and Bert, but I just find that his little laugh is one of his major characteristics, that 'heh heh heh' giggle."

Working with Ernie seems to have had an effect on Vince's whole studio. "To have an icon like Ernie as the subject of one of the T-shirt designs got everybody very excited," shares Vince. "The Ernie doll has been popping up all over the studio, every day I come in, he's in a different place – it's very playful." LP

www.frostdesign.com.au



MR HOOPER AND ERNIE

heh. heh. heh. heh! heh!



• 6 Lite 1969 •



• Pigeon Soda 1977 •



• Dr Cloudy 1988 •



• Oatmeal Pop 1997 •



Boring Juice 1981



• W Flat Water 2009 •

BERT'S COLLECTION



BERT



London designer Richard Sanders, of Chunk, has taken one of Bert's favourite pastimes and made it tops.

As one half of the Abbott and Costello of the muppet world, Bert plays straight man to Ernie's funny man. So many of Ernie's gags are all the funnier for Bert's responses. It's not hard to imagine why Ernie tries to get under Bert's skin – a frustrated Bert is just deliciously entertaining. But there's more to Bert than meets the eye.

"It was quite a challenge doing Bert as his interests and hobbies are pretty dull."

— RICHARD SANDERS

Bert's muppeteer, Frank Oz, spent a year working with him before accepting Bert's strength – he's boring. A great example to kids that being the life of the party isn't everything, Bert is content with his favourite things: Ws, pigeons, brass band music, oatmeal, boring songs, watching weather forecasts on TV, argyle socks and the colour grey.

Chunk is known for its T-shirt designs, parodies and innovative work with licensed characters. It's no stranger to hand-stitched stars. Richard's got his own insights on his new friend. "He's quite a complex character. At first glance he comes across as being pretty dull but

actually I think he's just misunderstood. He's very particular about what he likes and he does things his way only, to him it's the best way. I like that," he says.

The *Bert's Bottle Tops* T-shirt brings together Bert's favourite things with a Chunk twist. Uh-oh. Hopefully we haven't made Bert cool; that would be uncool. "It was quite a challenge doing Bert as his interests and hobbies are pretty dull (no, really dull!)," says Richard. "Finding a subject that would work on a T-shirt that people would want to wear became somewhat difficult. Eventually I thought of doing bottle caps, because Bert absolutely adores them and for me, they look pretty retro-cool. It gave me an opportunity of putting something of a twist/pun on the top. Every bottle top contains a personality trait, hobby or thing that Bert's into. As a theme to bind them all I chose familiar-looking soft drinks, the kind everyone loved as a child growing up, so it had a nostalgic feel attached to it like when we used to watch *Sesame Street*."

We can't wait to see Bert's reaction to Richard's work. We think it might inspire one of Bert's famous pigeon dances – tops! LP

**RICHARD SANDERS
POPS A SODA WITH BERT**
Richard Sanders (RS): Where did you grow up?
Bert (B): On *Sesame Street*.
RS: What country would you like to visit?
B: Canada.
RS: What are you scared of?
B: My oatmeal getting cold, losing a bottle cap from my collection, a world without paperclips.
RS: What's your favourite book?
B: *War and Peace*.
RS: Which do you prefer, dogs or cats?
B: Pigeons.
RS: What's your favourite type of weather?
B: Overcast skies.
RS: What's your favourite sport?
B: Checkers, pinochle, tiddlywinks.
RS: Who is your favourite band?
B: A rubber band.



www.chunkclothing.com

OSCAR

Geminis Oscar the Grouch and Super7 designer Brian Flynn are not morning people.

Geminis certainly know how to get their grouch on. Oscar is known for being unforgiving to all but his pet worm Slimey (although secretly he has a soft spot for Maria). Brian Flynn wakes up grumpy but evens out after breakfast. What happens if you put them together? "Interviewing Oscar was hilarious and completely surreal at the same time," Brian says. "You are interviewing a fictional character, but in some ways he is completely real. Plus, it is not something I ever thought I would be doing, so it was very cool. He even gave me a shout out! Way to go Oscar!"

While you may not know the name, you're probably familiar with Brian's designs, which include the ubiquitous logos of Upper Playground and Hypebeast, to name a couple. "I have been designing T-shirts for over 15 years now," he says. "I was/am one of those behind-the-scenes guys. You have probably worn some of my designs and never even known it." Brian has his hands full with Super7, well known for its toys, and Hybrid Design's commercial creative and homewares. He also has a family, with baby number two about to drop, not to mention an art show in the near future. He finds balancing commercial brief work and his Super7 creative suits him. "For other brands it is easy to understand their themes and roll with it. For Super7, I really went out there and did what I wanted, because I knew of no one that wanted to talk about the same stuff I did. I can get nerdy real quick, and there aren't any brands like that out there, so I did it myself." The collection of vinyl toys curated or created by Brian speaks for itself.

Oscar, *Sesame Street*'s consummate pessimist, was inspired by a terse waiter who served Jim Henson at a restaurant called Oscar's Tavern in Manhattan.

Oscar's voice was also inspired by a New York local. Caroll Spinney, Oscar's muppeteer, was driven to the studio during season one by a gruffly spoken taxi driver. Caroll adopted the driver's growl for Oscar, who was at that stage a somewhat alarming shade of orange. The green Oscar we all now know and love (to his disdain) arrived in season two.

Over the years Caroll has received letters from bewildered parents who have succumbed to their young grouchateer's demands for their very own trash can, which they insist on sitting in to watch *Sesame Street*.

Brian has been a *Sesame Street* fan since childhood. "I really liked the more offbeat characters like Oscar and The Count who were not as 'cute' and 'safe' as the others. They had more of an edge. Although it did bother me immensely that no one believed Big Bird about Snuffleupagus," he says.

In putting together a design for Oscar, Brian says, "I was thinking about all the things I normally do, and how I could make something interesting that did not seem out of place with Oscar. I did not want to make a hyper-techno seizure-inducing graphic, but something simple and organic. The more I thought about it, one of Oscar's primary character traits is his love of trash, so I decided to make Oscar himself out of trash. A hand-drawn pile of trash seemed a little more appropriate than a super-clean vector version of trash." Oscar's favourite songs include: *All You Need is Trash*, *I Wanna Hold Your Trash* and *I Love Trash*, which is also the name of this T-shirt. Oscar is a bit of an artist himself. Can't wait to hear what he thinks of this piece. LP

www.hybrid-design.com

BRIAN GETS THE TRASH ON OSCAR

BF: Do you have any brothers or sisters? If so, which one is grouchier?

O: I've got a whole family of gourches, Brian, and we're all groughy!

BF: What is your favourite thing that you have found in the trash?

O: Leftover sardine toppings, they are great on ice-cream sundaes.

BF: Jack Kirby or Steve Ditko?

O: Groucho Marx.

BF: What is your favourite record?

O: The broken one.

BF: Do you collect anything specifically (other than trash)?

O: Is this a trick question? Haven't you heard my song? I'll give you a line... Oh, I love trash... Anything dirty or dingy or dusty... Anything ragged or rotten or rusty...



ORIGINAL ORANGE OSCAR
FROM SEASON ONE WITH
MR HOOPER AND FRIENDS.

"I really liked the more offbeat characters like Oscar and The Count. They had more of an edge."

— BRIAN FLYNN





Who better to work with our favourite pachyderm than Beci Orpin, the designer behind Melbourne kids label Tiny Mammoth?

Beci, now a mum herself, grew up on *Sesame Street*, and recalls her impressions of Mr Snuffleupagus (or as we all call him, Snuffy). "I remembered his eyelashes the most, followed by a feeling of frustration and angst that no one believed he was real!" she shares.

"I ran a women's label [Princess Tina] and did some kids stuff as part of that when my first son, Tyke, was born in 2003," explains Beci. "I find it hard to find stuff I like for boys so I literally design what I want my kids to wear. When I finished Princess Tina and had another son, Ari, to dress, I decided to concentrate on kidswear and Tiny Mammoth was born." Tyke inspired the name of the brand when, at age four, he woke up and recounted to his mum his dream, where he could breath underwater and best of all, he had a tiny mammoth as a pet. Incidentally, Snuffy is created to be representative of the psychological age of a four-year-old.

For many years, Snuffy was believed by the grown ups on *Sesame Street* to be Big Bird's imaginary friend. He wasn't imaginary. However, from when Snuffy arrived in 1971 until 1985, he somehow only turned up when Big Bird (or 'Bird' as Snuffy calls him) and children were around – never grown ups! In 1985, the writers were running short on ways for Snuffy to serendipitously 'just miss' being seen by grown ups. It was decided to reveal Snuffy (and we all breathed a sigh of relief). Increasing

reports of child abuse in the media had made educators rethink Snuffy's invisibility too. *Sesame Street* wanted to emphasise that you could tell adults anything, even the most unusual things, and trust them to believe you.

Beci's whole family (husband Raph and sons Tyke and Ari) got involved in putting together questions to ask Snuffy. "It caused great excitement in our house," says Beci. "Tyke helped me think of the questions. Some of Snuffy's answers surprised me, but he was as sweet in the interview as he is on *Sesame Street*." Tyke's question to Snuffy was, "Why do you have such long eyelashes?" To which Snuffy replied, "To keep the sun and rain out of my eyes. And they're pretty. They float in the breeze."

Eyelashes were clearly destined to make an appearance in Beci's piece, but she didn't want to stop there, having learned so much about Snuffy. "The information is a bit hidden," she says. "It gives hints into his personality and background. I am hoping people who see it might want to investigate Snuffy a bit further so they can find out what they all mean." The shapes arranged puzzle-like also reflect Snuffy. "Bird and I like hopscotch and guessing games. We love to play imagination," he told Beci. LP

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7H3 COUNT

Renowned typographer Luca Ionescu and The Count share a love for the number seven, ah ah ah!

Romanian-born Sydney-based graphic designer and typographer Luca Ionescu of Like Minded Studio is in demand as a fashion, commercial and publishing creative. When he has time, though, he likes nothing more than to take the time to let a project develop in his mind before going to work.

"I guess what I'm trying to do in my work is to bring back that craft of taking the time to create beautifully detailed letters. It's such a mainstream push-out-the-door society where there's digital fonts and digital typefaces. It's nice to try and do things the traditional way, spend the time and add the detail and do things like they used to be done," says Luca.

"They can go from top to bottom and have a bit of a count as well."

— LUCA IONESCU

Luca thinks he and The Count are a good match. "Obviously we're both brothers in arms, being Romanian. We share the same favourite number, number seven. Funny enough I'm actually born on 7 July 1979 – for this project it seems the stars have aligned and it's pretty exciting," he says.

The piece is self-titled *Count on Me*, which just happens to also be The Count's favourite song. There's more than immediately meets the eye though. "I wanted to tie in The Count and the whole story of Count Dracula, the castle and the organ, and I created the typeface to embody that too. I decided to take the viewer on a bit of a visual journey

as numbers start revealing themselves, so they can go from top to bottom and have a bit of a count as well," he explains.

Luca's got a good excuse to watch *Sesame Street* again, with his almost two-year-old son. "He loves it, every morning when it comes on he's pretty stoked." Maybe The Count really is in the Ionescu blood. LP

www likemindedstudio com

LUCA IONESCU SEES HOW THE COUNT ADDS UP

Luca Ionescu (LI): What is your favourite time of day, what number on the clock?

The Count (TC): Seven o'clock, 7.

LI: What is your favourite colour?

TC: Lemon yellow.

LI: What is your favourite drink?

TC: Lemon juice.

LI: Do the pipes on your musical organ have names?

TC: I call my musical organ John, it's a Hammond organ.

LI: What is your favourite mathematical equation?

TC: The square root of 187 = 34,969.

LI: What counts to you?

TC: Integrity. If someone says I can count on them, I take them at their word. I count their fingers, toes, eyes, ears, nose etc.

THE
MONSTER

TIPS FOR:

MEN'S GROOMING





GQ
BARBERSHOP

A collage featuring a close-up of Cookie Monster's white eyes with black pupils in the bottom left. In the top left, there's a dark background with a white "GQ BARBERSHOP" logo. To the right of the logo is a wooden shaving brush with a dark bristle head and an orange handle. In the top right, a vertical section of a classic red, white, and blue striped barbershop pole is visible. The background is a blurred indoor setting.



Edición especial
Cookie Monster
Fashion issue.

