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Adapted from the Play *Pygmalion*

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1.

KERN:

RASTER:

LIZA:

DOOLITTLE:

MRS. KERN:

HILDE:

ACT I

Scene i: — A design bureau at 9:30 AM

Employees arriving. Drinking coffee. Sitting down. Busily looking at screens. Some small sounds come from occasional design actions

Eliza, a slightly nerdy looking young woman enters from the back of the stage, holding a portfolio. She is wearing a tacky, oversized sweatshirt with fred flintstone (or similar) on it, a large bow in her hair, white sneakers and glasses that went out of style 10 years ago.

She stands for several minutes watching the members of the company work unsure about approaching them.

Who the fuck is the charity store refugee lurking in the corner?

Oh my! Are they shooting an early 90s period film about color blind sports fans?

You are good!

So what the hell does she want?

Hilde motions to Liza to come over. They have a short whispered exchange. Hilde looks skeptical.

Um. Apparently, she wants to apply to be our new intern.

Kern shrieks and nearly falls out of his chair.

WHAT!? Oh fuck no!

Well I guess I should never have given up my childhood dreams of dancing at the Bolshoi.

Tell her to sit down.

Hi! I rlly want to be ur intern. U are sriously pro designers! :)

Could you maybe start by telling us your name.

Oh right srry. Nervous! I'm Liza. Liza Doolittle.

Kern. I assume, if you know anything at all, you have heard of me.

mm. yeah. somebody said ur super good.

Nice to meet you Liza. My name is Raster.

So what makes you think we would want you at all? Where did you study? RCA?

no...

RISD? Universitaet der Kuenste? Willem de Kooning?

no erm. i havent been to college.

Oh I see. So you are self-taught?

yeah! I work in a copy shop. I took a night course in ArtySuite TS-9. And I got a book for christmas. Learn to make killer PhotoStore version 12.666 images in just 24 hours.

The depravity. Shocking.

Interesting. So how about showing us your portfolio?

No way. Don't waste my fucking time.

Henry, be nice. Liza can you just give us a quick overview?

ok SOLO: slide show of her very tacky / prolo / dirt-style portfolio Kern talks trash the whole time. Moaning, sighing. Oh my eyes! etc. Raster is more generous but obviously not impressed.

so, what do you think?

eliza is very motivated and wants to be a "real" designer. Pikseling reminds Hinting that he claimed he could make any photoshop-jockey pass for a Madison Ave creative director given a few months of cliches and training.

Hinting and Pikseling have a bet

Eliza's father, the proprietor of a sign shop shows up. He is a bit of a bum. he shakes down Hinting for a little bit of money. a "transfer fee" like in football.

The assistant is sent off with eliza and told to burn her clothes and order a new outfit from Muji.

END OF ACT I

ACT II

Scene i: — The design bureau on an afternoon

Eliza is now wearing more up-to-date clothing, all black, black-rimmed glasses and has black short, severe hair.

Mrs. Hinting, Hinting's mother, comes in. She is part owner of the company and has connected them with their best customers. she is a classy lady of around 65.

Hinting explains to his mother that he has taken a "trashy copy-shop girl" and is teaching her how to act like a designer.

He talks trash about their customers who happen to be good friends of his mother.

Mother asks eliza about her work. Eliza proceeds to show more classic Swiss style "correct" design. She uses many inarticulate or teenage-type words to describe what she is working on. She describes how they would be nice for advertizing a liquor store or that these abstract forms might make a "real nice sign" for a hair salon.

NOTE: we need some nice/ironic rip-offs of iconic designs / logos / type

He asks his mother what she thinks. She says that she is going to have a hard time speaking to real customers and that she is concerned about what this girl is going to do when she is done with her internship.

END OF ACT II

ACT III

Scene i: — The design bureau late in the evening

It is late and E, H and P come in. They are slightly dressed up but looking disheveled (drunk). Eliza sits, making repetitive small sounds with inkscape, brooding.

P congratulates H and tells him he's won the bet. H says its all just a joke and he's frankly been sick of it for the last few weeks and glad it's over.

he asks E to prepare coffee and slides for the client meeting tomorrow.

H and P go out for a smoke. E is furious and draws a brutal spiky shape that makes a lot of noise.

H comes back and looking for the pantone book. Eliza goes for a second back stage and returns with the book which she throws at him.

argument about E's future. H says she should get together with a nice art director. She gives back her wig, glasses, iphone, etc. H is hurt. he throws the iphone in the corner.

They argue and H says that she is an "egocentric tasteless copyshop tart". He storms out. E goes to find the iphone.

END OF ACT III

ACT IV

Scene i: — The design bureau on the following morning

Mrs. Higgins is sitting by herself doing a simple layout in scribus making pleasant drones.

H and P come in furious. Where is E? She can't just quit like that! We have a big meeting today and I don't remember where we put the proofs. We have to call the cops or a lawyer!

Eliza's dad shows up wearing a very brightly colored suit. he is furious with H. He has now become famous in design circles, especially on the internet as a "perfect example of vernacular design". He now does TED talks and AIGA / ADC conferences for lots of money and has a book contract with Taschen. he

Mrs. H reveals that E is actually next door in her office and that she might be willing to talk but you will need show a little more respect.

E comes in and is only willing to talk to P. She says that he was the one who showed her what it meant to be a designer, that it had more to do with communication customers and respect than whatever cliches.

She says maybe she will go to work for Schmedrick and Schmendrick, a rival firm. H is livid. He realizes that he does need her. He says he likes this fighting style of hers.

Dad is going to give the ADC conference keynote and all are invited. Mom tells H he can't go. As they go to leave, H gives E a list of things to do. She shakes her head and sets a huge NO in comic letters and then walks out.

END OF ACT IV