

SHOREDITCH, LONDON

Five decades of work by British design icon George Hardie goes on display during London Design Festival

A collection of work which includes previously unseen pieces from esteemed illustrator and designer George Hardie is going on display during London Design Festival 12th – 20th September at Wiedemann Lampe Gallery, Hoxton Square. Hardie is famed for his creation of Pink Floyd's *Dark Side of the Moon* album cover, but this exhibition shows that there's much more to uncover from his five-decade career.

Curated by brand consultancy Wiedemann Lampe, the exhibition '*George Hardie: Archaeology in Observation*' captures how Hardie, like an archaeologist uncovering layers of history, has spent the course of his life and career quietly observing and uncovering, noticing the overlooked, collecting visual culture, and transforming these observations into images that reflect society back at us.

It features a range of his work, from hand-drawn sketches (including one Hardie created at just five years old), to unused pieces such as a rejected Bob Marley album cover and famous commercial projects like his award-winning Royal Mail stamp collections.

To create this exhibition, Wiedemann Lampe co-founder and Executive Creative Director Benji Wiedemann visited Hardie's home in Westbourne, West Sussex to immerse himself in the rich world that Hardie has created, abundant with fascinating collections, including everything from tape measures to shards of crockery. Here, Wiedemann unearthed work spanning his entire career.

Through this process, he uncovered four distinct themes that have formed the exhibition: *Findings in Society* which traces people, culture, and the built environment; *Findings in Nature* looks to plants, gardens, and the patterns of the natural world; *Findings in Books* gathers his self-published works, revealing his wit and design instincts; and *Findings in Music* showcases the iconic imagery he created for music legends such as Led Zeppelin, Paul McCartney and Black Sabbath.

Wiedemann says: "Hardie has shaped the visual culture of music, publishing and design. By combining wit, precision and exceptional graphic clarity, he has created some of the most iconic and memorable visuals. Every piece of his work is an expression of the way he sees and observes the world, and in this exhibition, this is reflected right back at the visitors. It's so important to me that people get to uncover who George really is and see the true depth and impact of his work and career."

As Hardie once said, "I notice things and I get things noticed." This exhibition invites visitors to do the same, to uncover not only the observations that shaped his work, but the person behind them.

'George Hardie: Archaeology in Observation' is open from 12th - 20th September (12pm - 7pm weekdays, 12pm - 6pm weekends) at Wiedemann Lampe Gallery, Hoxton Square and is free to attend.

-ends-

Notes to editor

About George Hardie

Born in 1944 near Chichester, Hardie studied at St Martin's School of Art before completing his post-graduate training at the Royal College of Art in London. Throughout his career, he operated out of NTA Studios and collaborated extensively with the legendary design collective Hipgnosis. He was elected a Royal Designer for Industry in 2005 and made significant contributions to design education, serving as Professor of Graphic Design at the University of Brighton from 1990 until his retirement in 2014.

About Wiedemann Lampe

Wiedemann Lampe is a strategic brand and business consultancy with a strong focus on creating cultural impact at scale. We harness the unifying force of brand to bring people together and inspire change from the inside out. Our clients include Natural History Museum, Louvre Abu Dhabi, Royal Botanic Gardens Kew, New York State Park and Fine Arts Museums San Francisco among others.

Located on Hoxton Square, the ground floor of our studio is a dedicated gallery space celebrating the culture-shifting power of design. It serves as a space for inspiration, dialogue, and exchange.