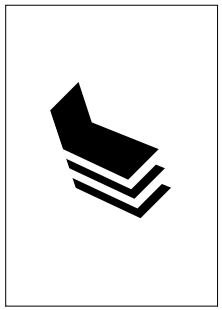
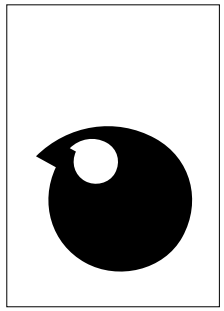
594mm x 841mm
One-colour screen print on
Arcoprint Extra White 300gsm.
Edition of five.

Unframed: €95.00
Framed: €195.00

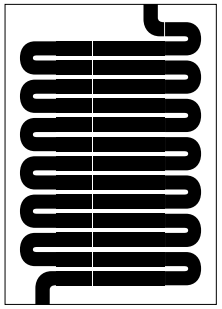
2 + 6



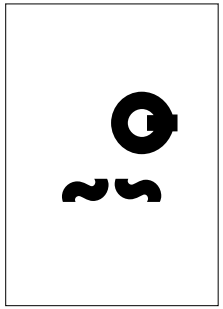
K X 5



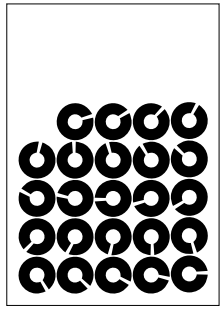
, X 2



I X 40 + U X 13 + L X 2



Q + S X 2



C X 25

An exercise in formal composition, **Adventures in blippo** is the result of designer Brian Heffernan's long-standing fascination with the modernist-derived typeface Blippo Black.

Consisting of 10 one-colour A1 screen prints, each an edition of just five, the series of works foregrounds, through its use of type as formal elements for the creation of non-linguistic visual schemes, the significance of letterforms beyond their role as carriers of discursive meaning.

Created in 1969 by Robert Trogman and Joe Taylor, Blippo Black revisits Herbert Bayer's 1925 ultra-functional Bauhaus-commissioned typeface Universal, giving the resolutely geometric forms a slightly softer, less rational, more (albeit subtly) adorned appearance in their redrawing.

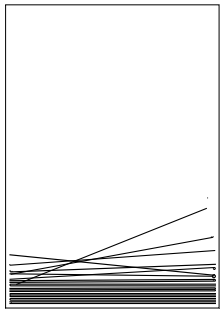
It is this tension – between form for communicative function and the notion of a typeface's pleasurable consumption as a collection of decorative forms in their own right – that Brian has taken as his point of departure in creating **Adventures in blippo**.

Dislocated from their primary function as linguistic signifiers, certain letters are taken by Brian from the Blippo Black alphabet and, through a limited number of artistic devices, elaborated into intriguing, minimalist visual compositions.

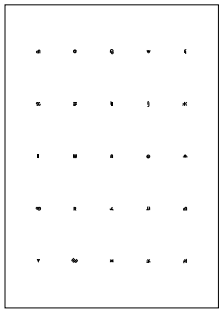
The titles of each of the works in the series (for example, 'C X 25') serve, however, to reinscribe in the viewer's mind the original purpose of the individual shapes found within the compositions, thereby acknowledging, and taking pleasure in, their multiple meaning.

A further tension is identifiable in Brian's work, in terms of his process. Intention is called into question, for while the compositions are on the one hand the result of four years of almost obsessive consideration and iterative reworking, the designer also states that he has 'allowed the letterforms to dictate their own compositions, in an attempt to express the true nature of the typeface'.

– Simon Cowell

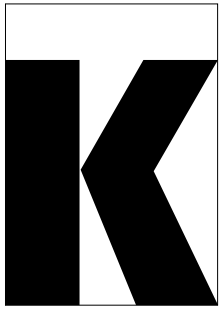


H + M + U + A + Q + J + P + F + L + F + I



A – Y + A – Y

M + C + N + I + K + E + C + O + L + A + S + O + f + t



K

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Blippo Black. Designed in
1969 by Robert Trogman
and Joe Taylor

Special thanks to:

Siobhán Regan, Gerry Byrne,
Peter Nutley and Jacinta Lynch.

A very big thank you to my friends, family and colleagues, who not only have endured the ramblings of a man obsessed with a typeface for the past four years, but have also supported and encouraged me throughout the development of this project.

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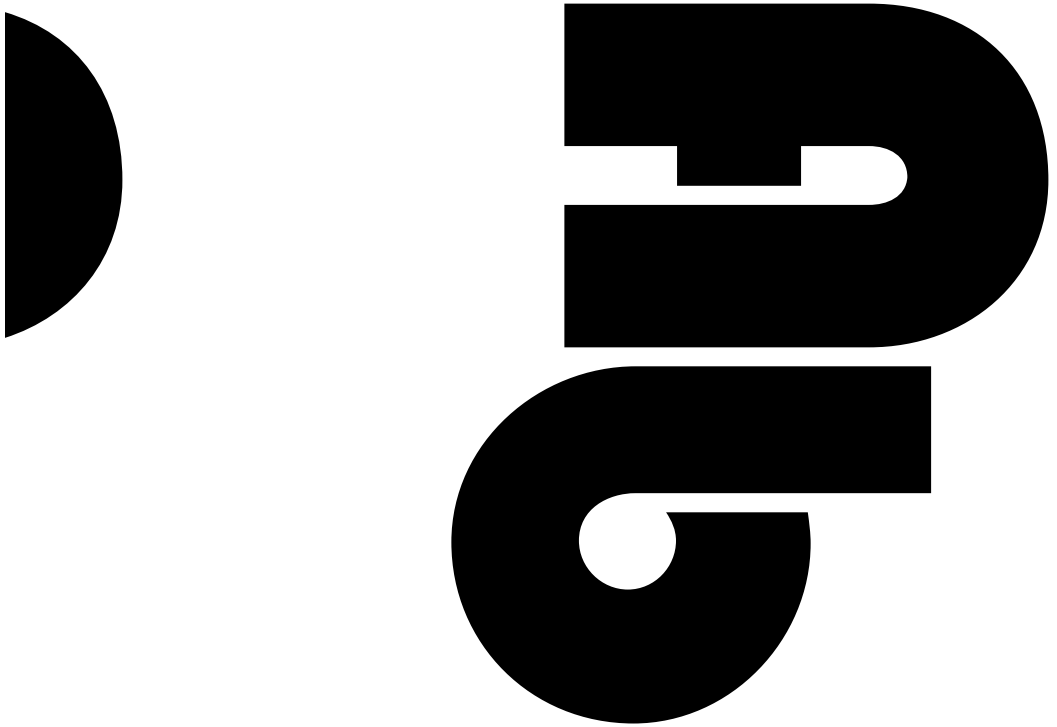

Adventures in blippo: an exhibition of
10 abstract typographic compositions
by Brian Heffernan.

Broadstone Studios
14 – 17 May 2009