

Daniel Eatock Associates

with friends, family, students, interns, recent graduates, graphic designers, artists, writers, educators, illustrators, identity specialists, type designers, project managers, animators, thinkers, photographers, architects, typographers, furniture designers, video/film makers, publishers, curators, programmers, musicians and others

7 Minerva Street London E2 9EH UK

T +44 (0)20 7739 0174

M +44 (0)7811 177965

daniel@eatock.com

www.eatock.com

Call for commissions

We are looking for interesting and rewarding project briefs, big or small, quick or slow, art or design, colour or black and white, serious or witty, simple or complex, permanent or ephemeral, educational or commercial, persuasive or informative.



Big Brother Identity

A graphic identity for Big Brother, a reality TV show, that seamlessly works across multi-platforms; TV, print, web, radio.

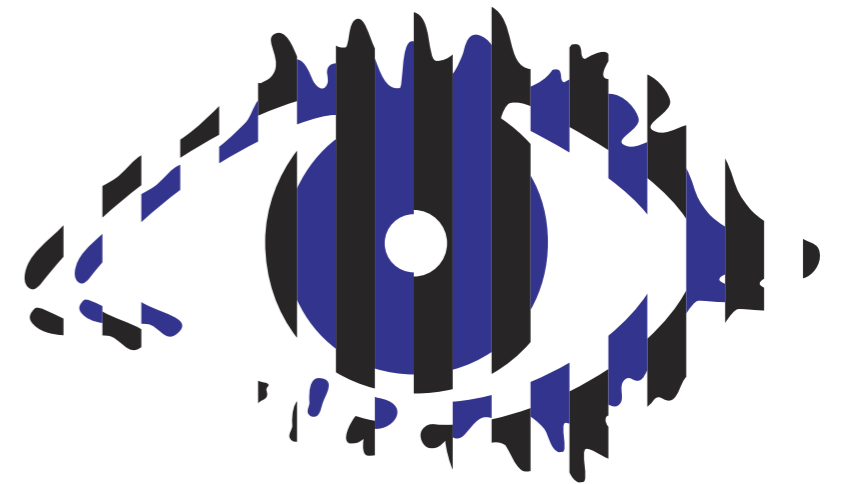
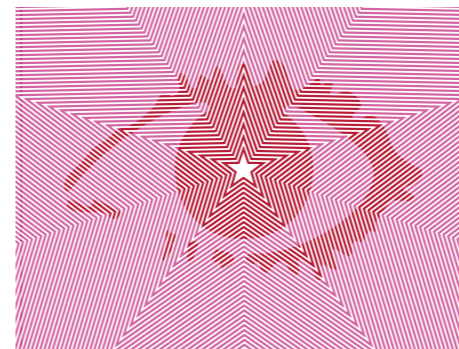
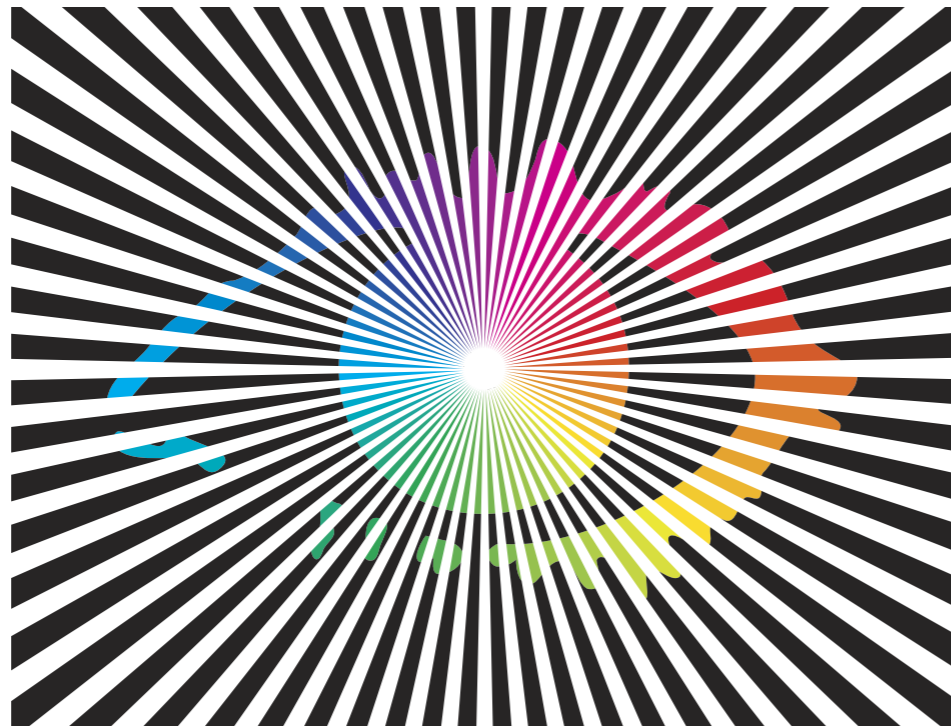
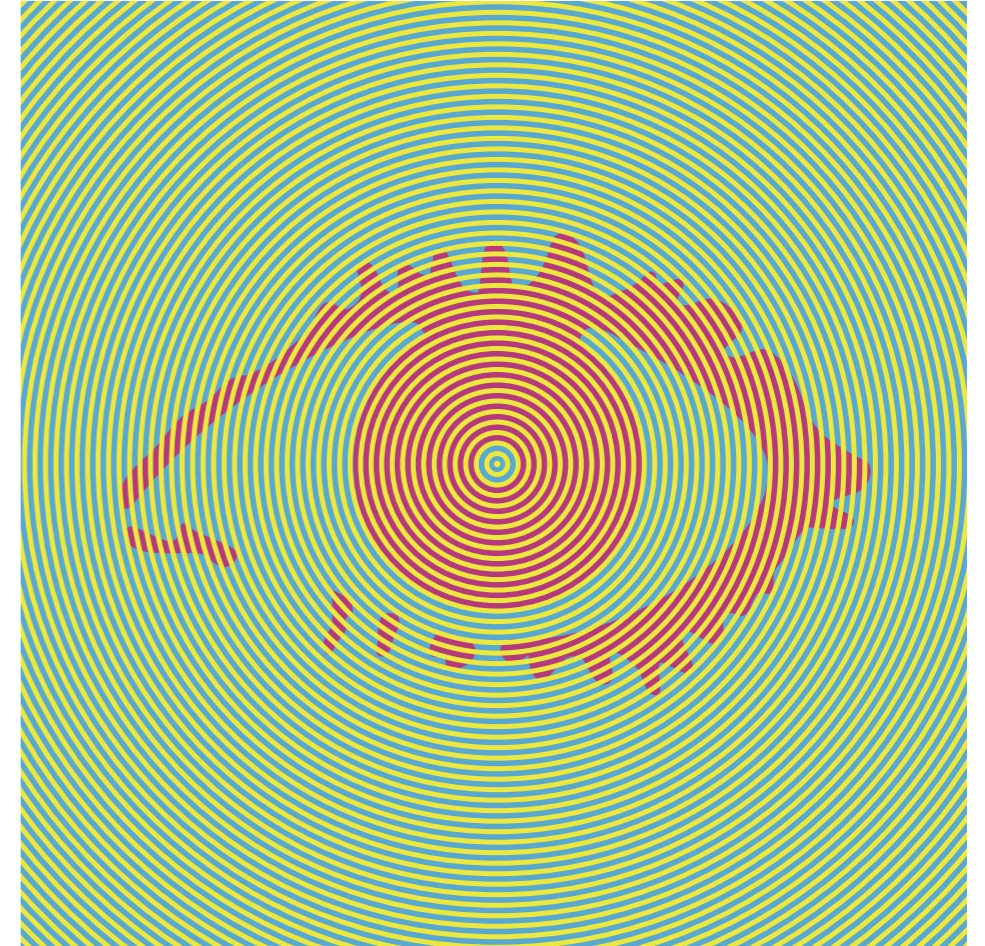
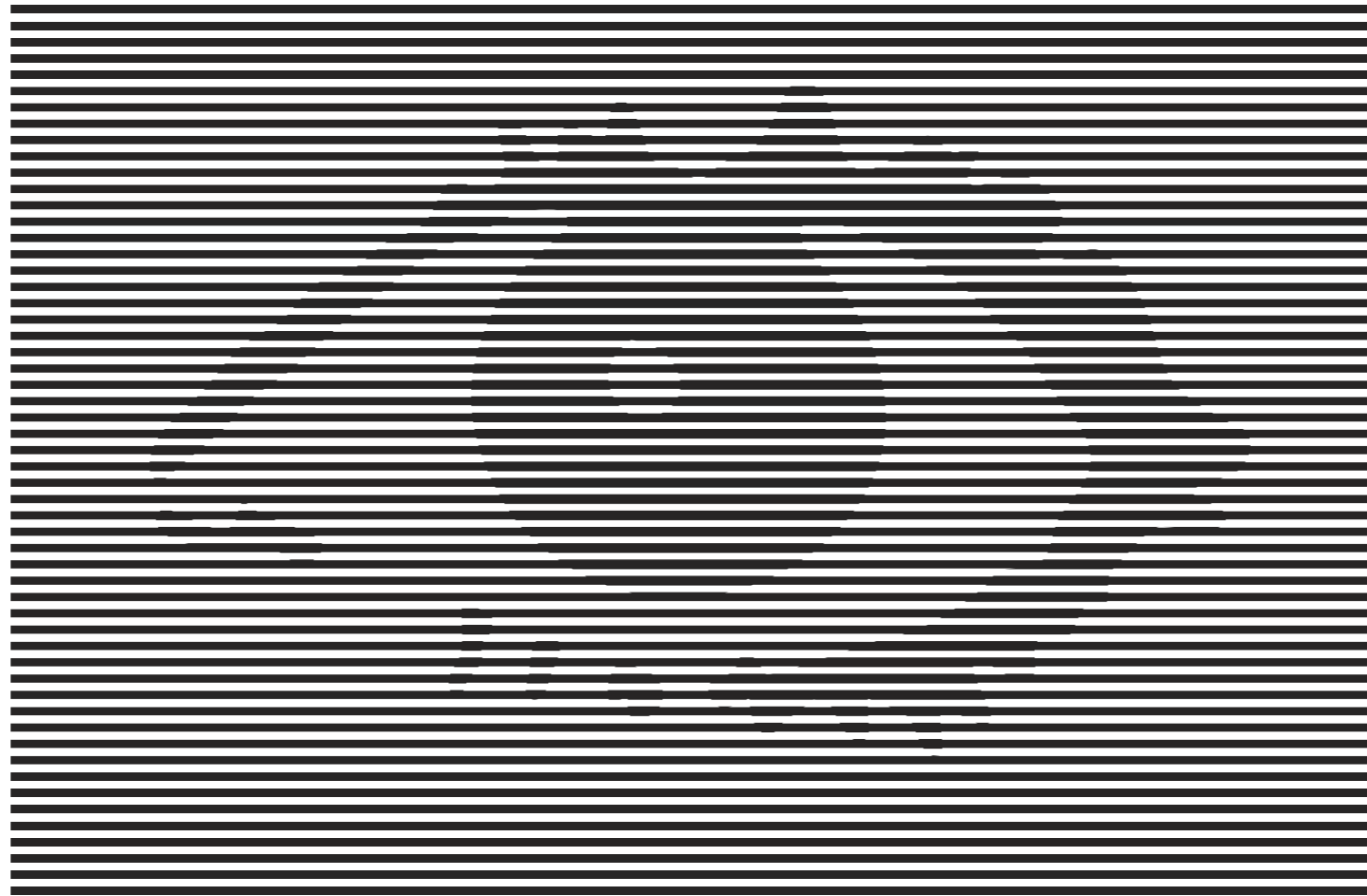
The original identity is derived from the horizontal interlacing lines of a television. Black and white lines conceal the eye logo forming an identity that is staring back at the viewer, creating a optical sensation that effects the viewers' gaze. This manipulation of the gaze echoes the main ethos of the show.

The identity reflects the shows Orwellian sense of concealment visually, typified by the surveillance cameras around the house.

Each year the eye is updated to reflect the programs content.

- [Big Brother 2, 2001](#)*
- [Big Brother 3, 2002](#)*
- [Big Brother 4, 2003](#)*
- [Celebrity Big Brother, 2002](#)*
- [Big Brother 5, 2004](#)*
- [Big Brother 6, 2005](#)*

Below is the original photograph of my girlfriend Flávia from which the eye graphic was drawn. I really like that she is the one watching everybody.



Big Brother Landmarks

Crop Circle Lockingkiln Farm, Wantage, Oxfordshire England

Chalk Drawing White Horse, Uffington, Oxfordshire England

With kind permission of the National Trust. Using environmentally friendly materials.

Stone Sculpture Urquhart Castle, Loch Ness, Inverness, Scotland.

With Kind permission of Historic Scotland

Sand Drawing Cefn Sidan, Pembrey Country Park, Carmarthenshire, Wales



E Sketch

E SKETCH gives everyone the chance to get stuff on E4.

On the SKETCH page of the website is a simple drawing program that anyone (and we mean anyone) can use to make a two colour purple and white sketch. All you need to do is use the three simple drawing tools (and a tool that rubs things out).

Submit your sketch to E4, leave your email address and if we like it we'll stick it on E4 the following week and feature it on the gallery section of the website. We'll also send you an email telling you approximately when you can see your very own E SKETCH on TV.

On display here are some of the sketches that have appeared on E4 so far. If your sketch has been shown on E4, you will have been sent an email telling you what week your sketch was shown.

E SKETCH SKETCH INFO GALLERY

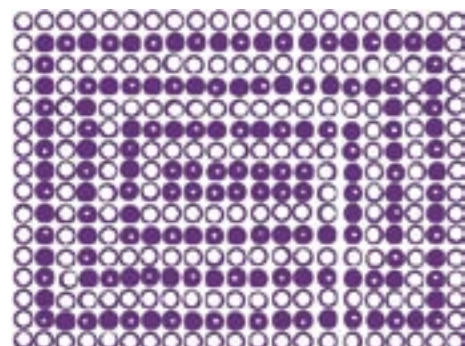
We will look at your sketch. If we love it, we'll stick it on E4 and if you leave your email address we'll email you to tell you when it should be on air.

Sketches which are offensive or gross will probably not be chosen to be shown on E4, but we'd like to see them anyway.

Terms and Conditions

CLEAR

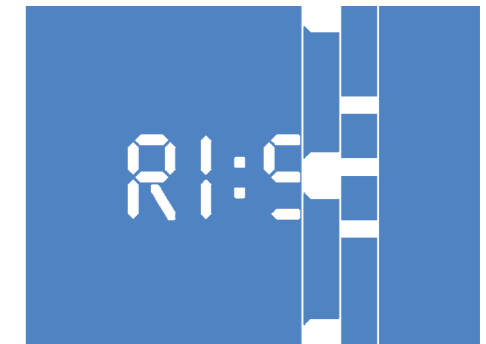
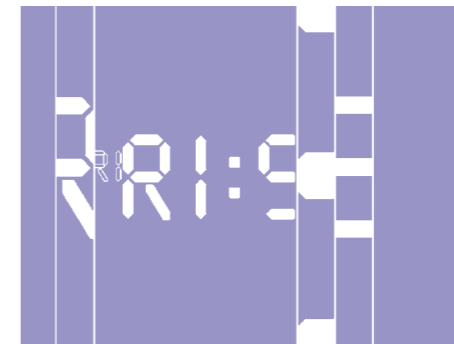
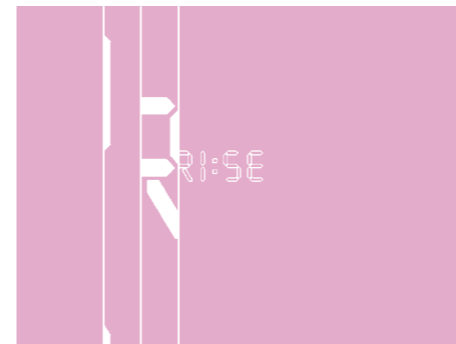
SUBMIT



Channel Four

RI:SE Programme Identity

Name, logo and graphic identity, based on the concept that morning TV functions as a clock, helping viewers keep track of their time. 'When the news ends I need to be leaving the house...'



Programme graphics



4 Music MOBO

4 Music Press Ad

A press advert for all Channel 4 live music events.



Listen to your television

Carling Weekend Reading Festival	Mastercard MOBO Awards
Madonna Live: The Drowned World Tour	2001 MTV Europe Music Awards
Technics Mercury Music Prize	Smash Hits T4 Poll Winners Party
MTV Video Music Awards	Robbie Williams in Cologne
Ibiza TV	Pump Up The Volume

channel4.com/4music

MOBO Billboard

A bill posted billboard created from the previously designed press ad and the supplied MOBO logo.



MOBO

MasterCard MOBO Awards
Exclusive to Channel Four
10pm Saturday 6th October 2001

BILL POSTERS WILL BE PROSECUTED

channel4

Daimler Chrysler

A new corporate brand mark

A typographic solution that works as:

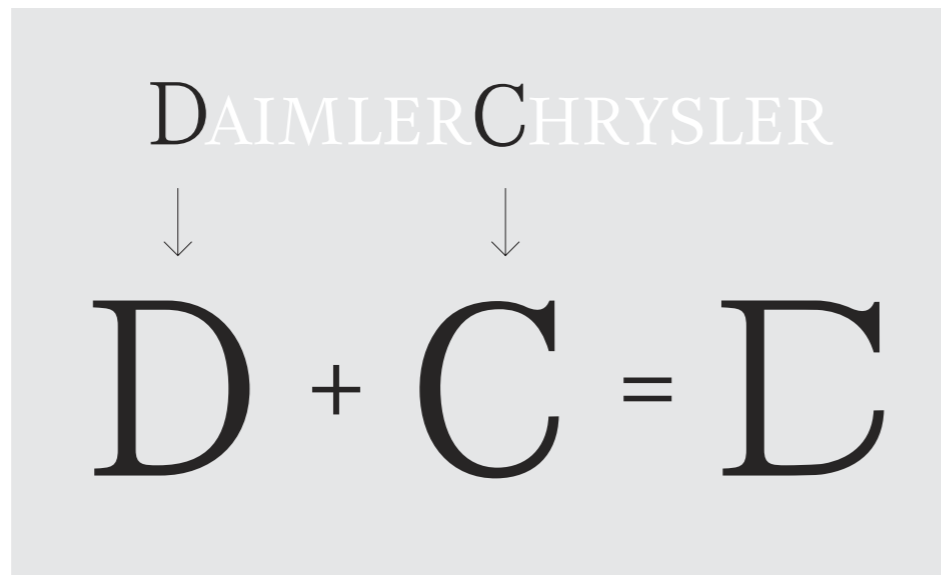
1. Logo
2. A new letterform
3. Superscript (trademark)

Simple as 1 + 1 = 2
Simplest most direct solution

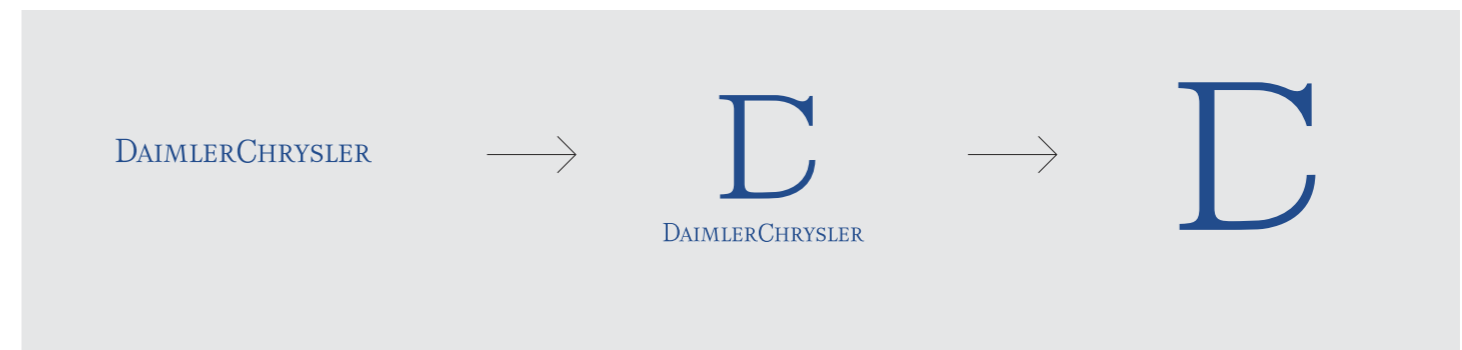
Formed from existing component parts.
Unifying Daimler with Chrysler equally.

The twenty seventh letter of the alphabet

A bold mark
An idea that works with all typefaces
An idea that works as a trademark
An idea that fits with all DC brand logos



ABCDCDEFGHIJKLMNOPQRSTUVWXYZ



- Maybach[®]
- Mercedes-Benz[®]
- Smart[®]
- Dodge[®]
- Chrysler[®]
- Jeep[®]
- Setra[®]
- Sterling Trucks[®]
- Western Trucks[®]
- Freightliner[®]

DC DC DC

ABCCDE FGHIJKLMN OPQRSTU VWXYZ

ABCCDE FGHIJKLMN OPQRSTU VWXYZ

ABCCDE FGHIJKLMN OPQRSTU VWXYZ



Whitechapel Gallery

Made at the Whitechapel Gallery to coincide with an eight part documentary program on Channel 4. Ten people each signed 100,000 postcards over the duration of two weeks. These postcards were distributed by Boomerang Media and placed in public postcard racks for people to take.

This is recognised by the Guinness Book of Records as being the world's largest signed and numbered limited edition artwork.

The production was open to the public and verified by an independent adjudicator.

There were a total of 427 A4 packing boxes to contain the one million edition.

The world's largest signed and numbered limited edition artwork

Authorised signatory

Daniel Eatock, Sam Solhaug, Hanna Werning, Lyn Winter, Flavia Müller Medeiros, Mark Hopkins, Soo Hong, Milos Covic, Naoko Sato, Kirsty Carter

Your number is

/One million



The world's largest signed and numbered limited edition artwork

The world's largest signed and numbered limited edition artwork

Authorised signatory

Daniel Eatock, Sam Solhaug, Hanna Werning, Lyn Winter, Flavia Müller Medeiros, Mark Hopkins, Soo Hong, Milos Covic, Naoko Sato, Kirsty Carter

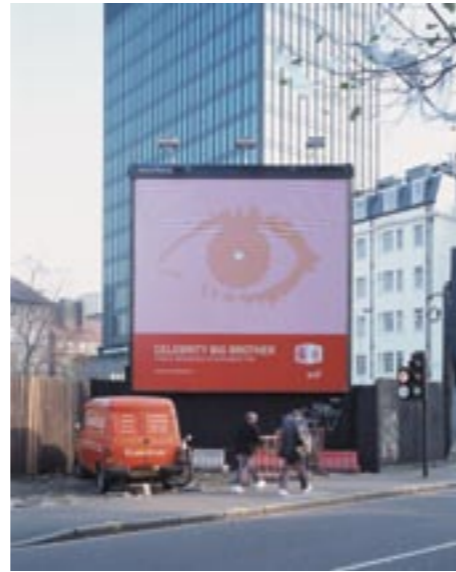
Your number is

/One million



Channel 4 Billboards

- Big Brother 3*
- Celebrity Big Brother*
- Shackleton*
- Sex and the City*
- World Rally Championship*
- Big Brother 4*
- 100 Greatest Films*
- Big Brother 2*
- Turner Prize*



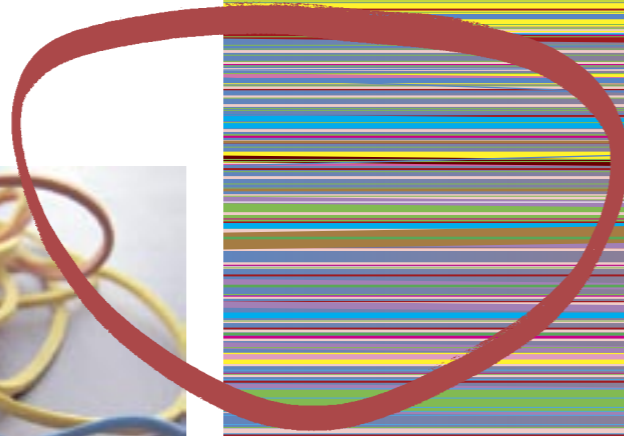
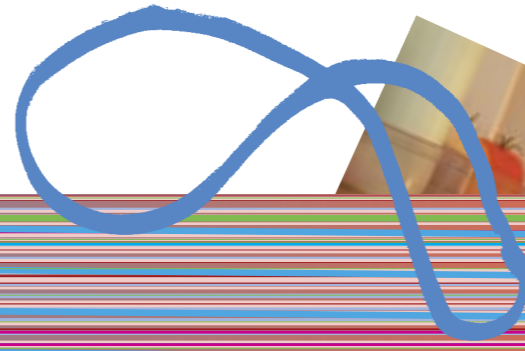
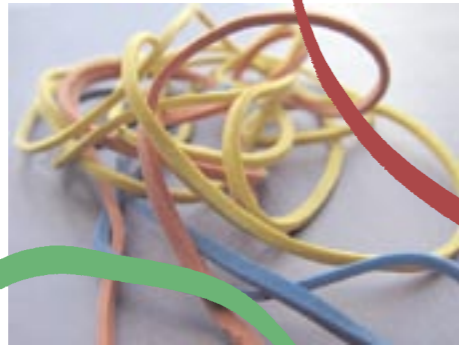
Serpentine Gallery

State of Play catalogue
Catalogue to accompany the *State of Play* exhibition at the Serpentine Gallery, London.

The bound catalogue functions as a manual, it provides concise introductions to each of the twelve artists, and reproduces examples of their past works. A set of twelve postcards are inserted within the catalogue that document the works in situ in the Serpentine Gallery. The catalogue and postcards are held closed with a selection of coloured elastic bands, that the printed cover playfully echoes and camouflages.

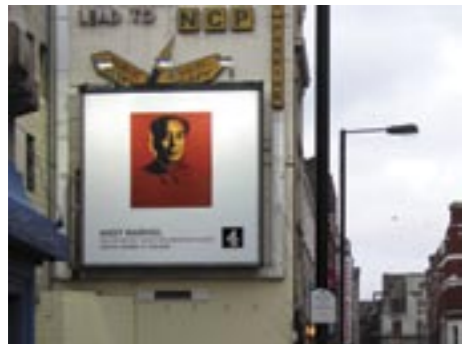
State of Play

Maurizio Cattelan
Martin Creed
Tony Feher
Christian Jankowski
Gabriel Kuri
Bjørn Melhus
Aleksandra Mir
Tim Noble and Sue Webster
Pipilotti Rist
David Shrigley
Andreas Slominski
Sarah Sze



Andy Warhol Street Exhibition

Each billboard exhibited a different Warhol artwork forming a large scale street exhibition that coincided with and promoted a three part documentary programme.



ANDY WARHOL STREET EXHIBITION

A SELECTION OF 50 ARTWORKS EXHIBITED ON POSTERS AROUND LONDON, BROUGHT TO YOU BY CHANNEL FOUR
16 JANUARY – 4 FEBRUARY 2002

01	02	03	04	05	06	07	08	09	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50

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ANDY WARHOL THE DEFINITIVE 3 PART DOCUMENTARY SERIES
STARTS SUNDAY 27 JANUARY

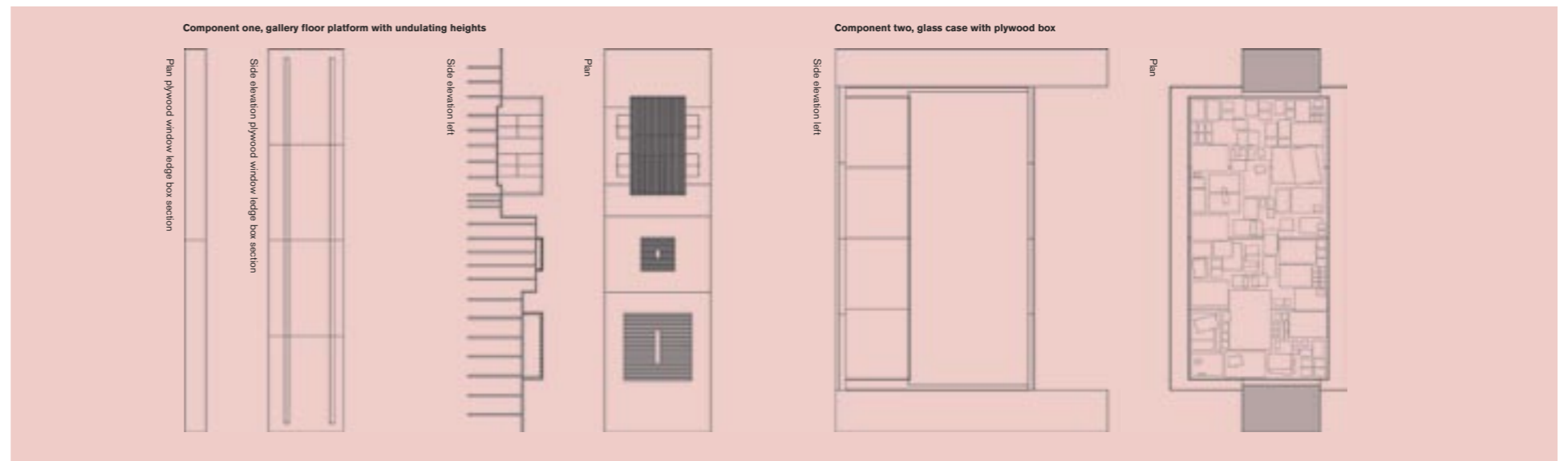
Design Museum

Design Now—London
 Site specific architectural/furniture/
 graphic retrospective 1999–2001
 June–September 2001 Design Museum

A site specific intervention utilising and celebrating architectural givens within the assigned exhibition space. The display consists of two main components that present a selection of work in an unconventional height and orientation.

Component one, gallery floor: a platform with undulating heights that the furniture pieces rest on. This elevates their top surfaces to correspond and re-establish the horizontal datum from within the glass case.

Component two, glass case: a plywood box constructed within the glass display case is built to the height of the existing center section. This establishes and creates a horizontal datum, 'correcting' the contextual asymmetric geometry. The printed material is presented horizontally on this surface opposed to vertically, conceptually echoing the reorientation of the material that the Multi-Ply tables explore.



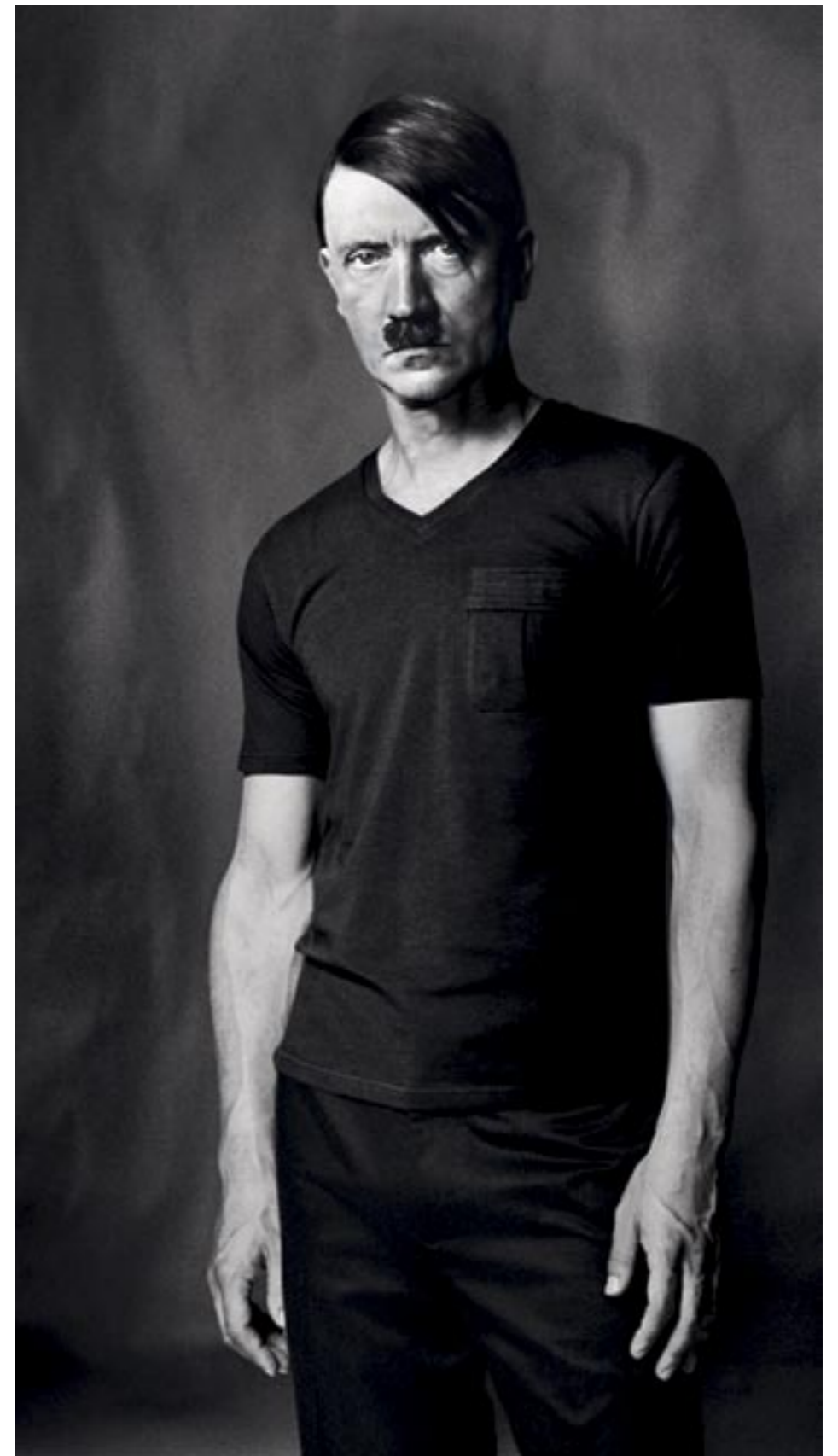
Discovery Channel

Virtual History: The Secret Plot to Kill Hitler

Virtual History is a new genre of history programme that uses CGI technology to re create moments in history that were never captured on film.

Portraits of Churchill and Hitler were created referencing the classic fashion studio shoot used by Giorgio Armani and Calvin Klein. These portraits raised questions and started a debate around the ethics of using digital technology to manipulate history.

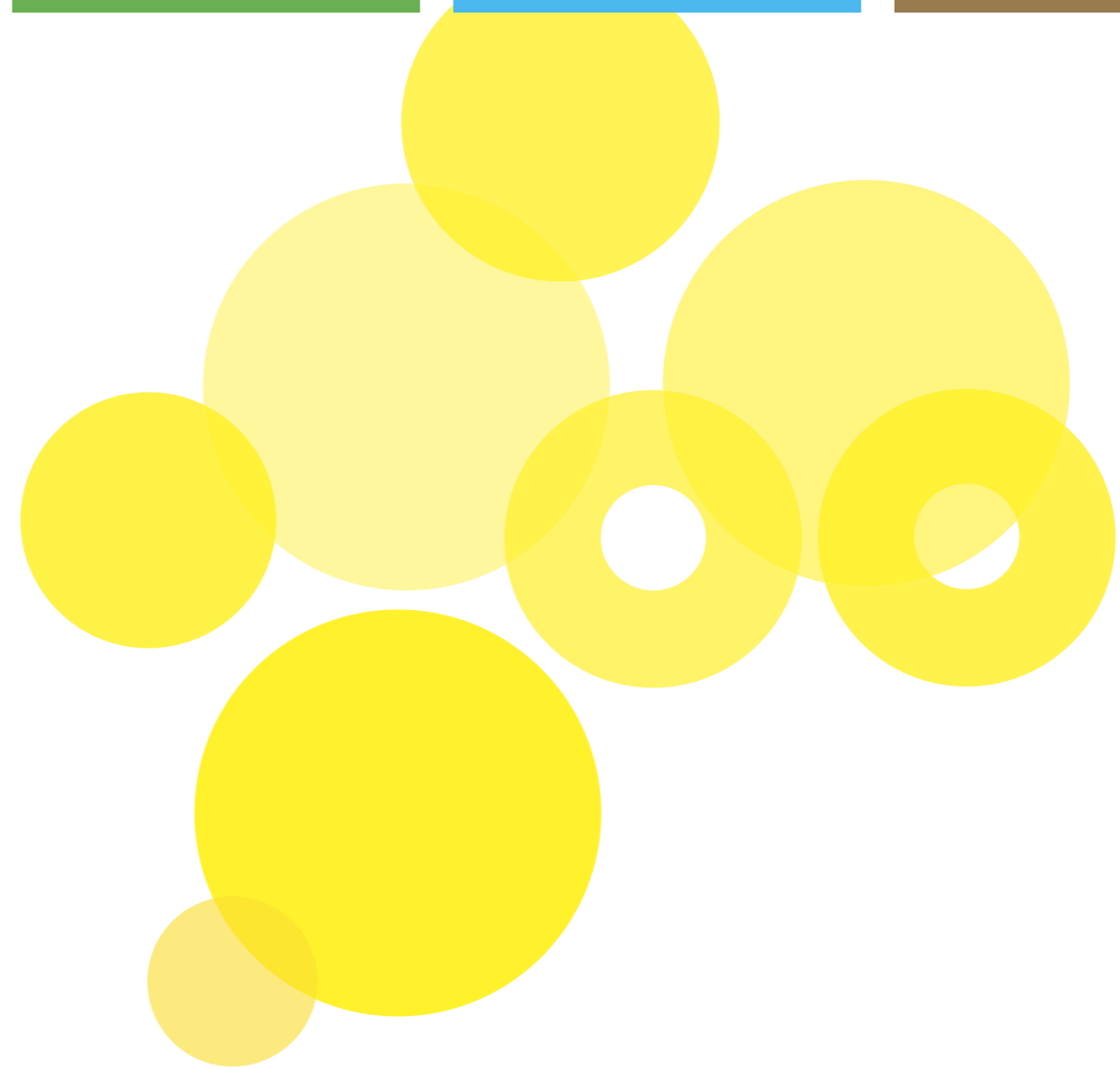
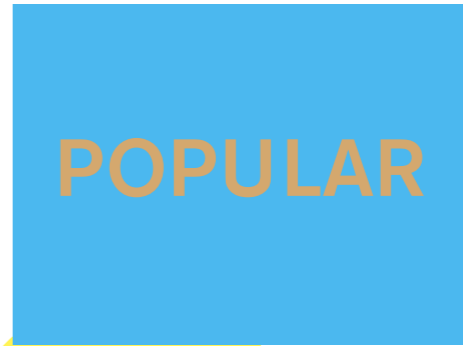
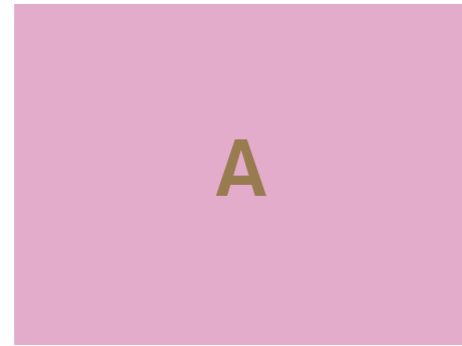
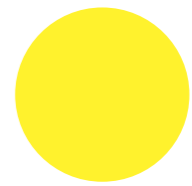
The images were used as building banners and double page press ads in Sunday broadsheet newspapers.



Channel Five

Programme Identity

The logo is a visual onomatopoeia, it looks and animates like the sound of the word pop, with the dots popping from the counters of the letter P and O.



Alignments

Sun Light

I photograph the sun eclipsed by a street light. I am interested in the merging of the artificial and nature, the alignment of both with a single view point.



Aerial Views

Car aerials photographed from above. I try to position the camera without looking through the view finder to position the top of the aerial inline with the base.



V&A

DIY pen extension challenge name writing stretch

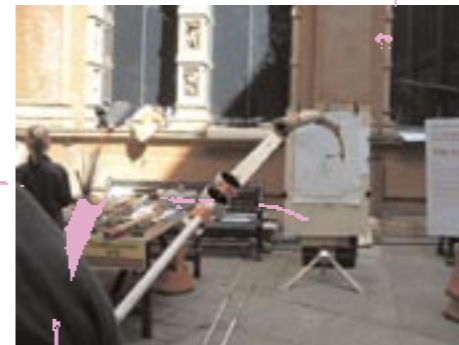
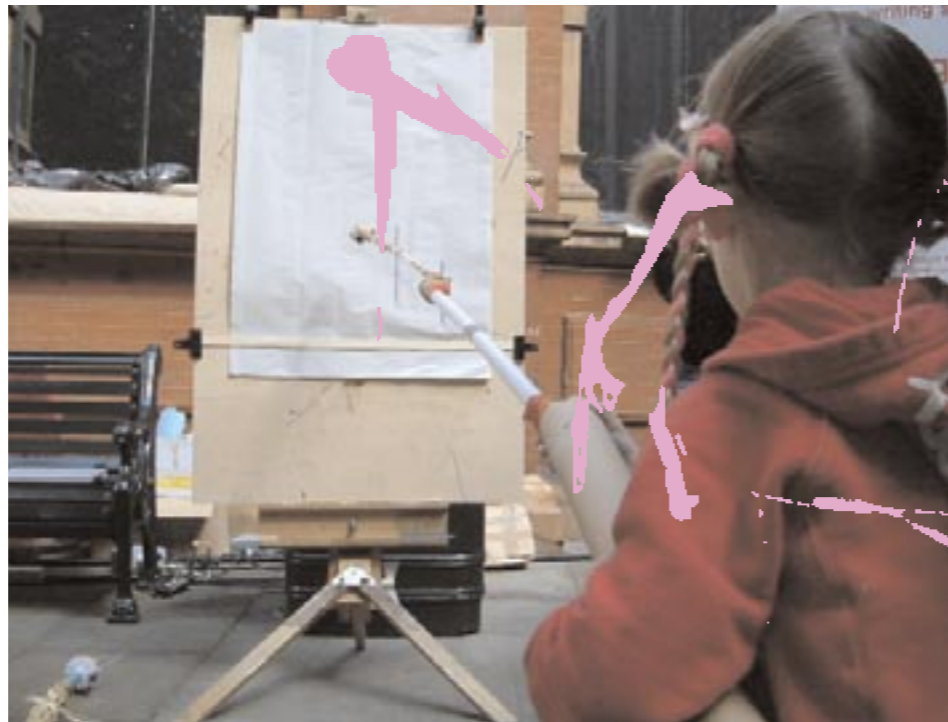
Design and construct a pen extension with which to write your name while standing as far away from the A1 paper as possible.

The distance will be measured from any point of the drawing on the paper to the closest point on the ground that you touch while drawing.

There is no time limit to the design and construction of your range conquering calligraphic protracting device.

All raw materials used remain the property of Foundation 33, and will be returned to their original condition, or reused in their modified state.

Prizes will be awarded to each person who beats the current record.



email

Occasion Card

Before giving card, tick the box relevant to the occasion being celebrated.

Birthday New Year

Birthday Card

Before giving card, tick box or specify which birthday is being celebrated.

First Fiftieth
 Eighteenth Sixtieth
 Twenty-first Hundred
 Fortieth Other

This postcard is temporarily out of stock

Late Card

Write an excuse or apology in no more than fifty words to explain why this card is late.

Sign and date

PRIVATE AND CONFIDENTIAL

Junk Mail

Greeting Card

Using a red pen delete all descriptions that are not relevant to card's recipient.

- | | | |
|----------|------------|-----------|
| Mum | Cousin | Enemy |
| Dad | Nephew | Stranger |
| Daughter | Niece | Teacher |
| Son | Twin | Boss |
| Sister | Girlfriend | Neighbour |
| Brother | Boyfriend | Other* |
| Grandma | Wife | |
| Grandad | Husband | |
| Uncle | Friend | |
| Aunt | Partner | |
| | Other | |