

BONE YARD

IDEA DEVELOPMENT WORK

CONCEPT 1 THE FRONT ROOM

First generation Caribbean homes would have a very special room called 'The Front Room'.

Filled with glass cabinets; ornaments; artificial flowers; family portraits; pennants; a gramophone, most commonly, 'The Blue Spot'.

Place for them to entertain – couldn't go out into the clubs, pubs and bars due to the racial tensions of the time.

Place of pride.

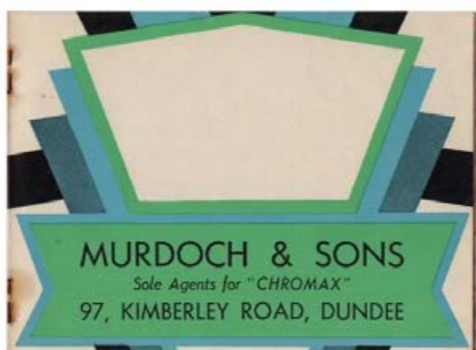
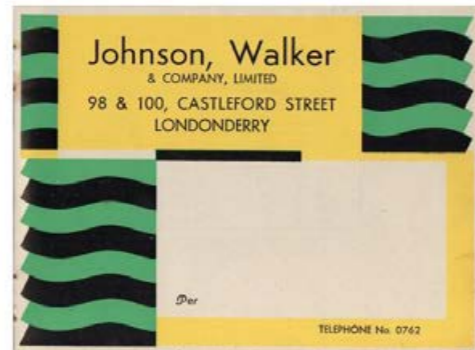
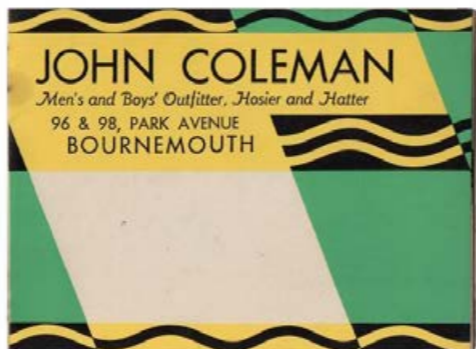
Showed that they had 'made it'.

Bringing a taste of home to England.



Naming Ideas

Front room
street address
house number
family names e.g Allen,
Anderson, Higgins,
Harris, Smith, Clarke, Jones,
Brown, Powell, Winston,
Williams, Campbell



CONCEPT 2 THE BLUE SPOT

Blue Spot Radiogram

Integral part of the front room, the "Gram"

West Indians excluded from pubs and clubs, so entertainment took place in the home.

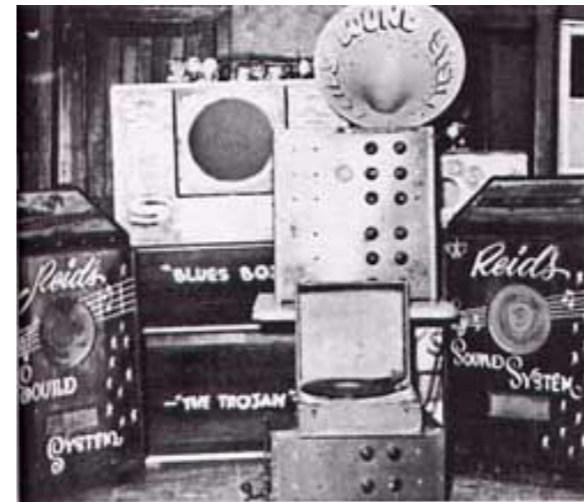


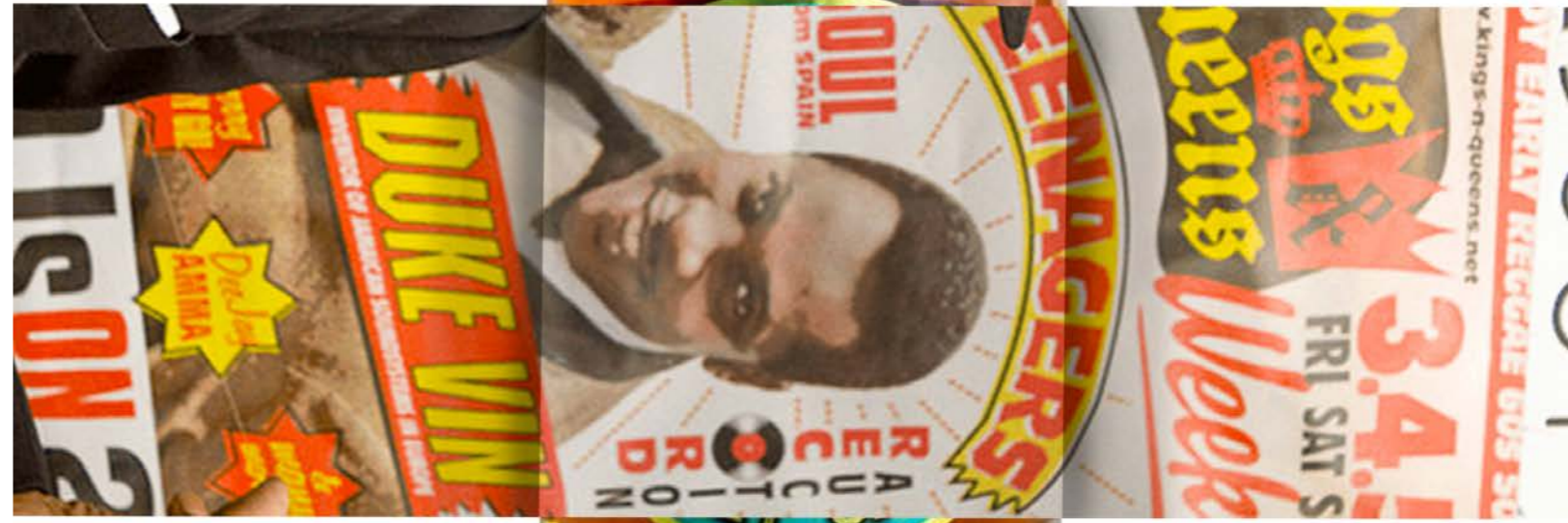
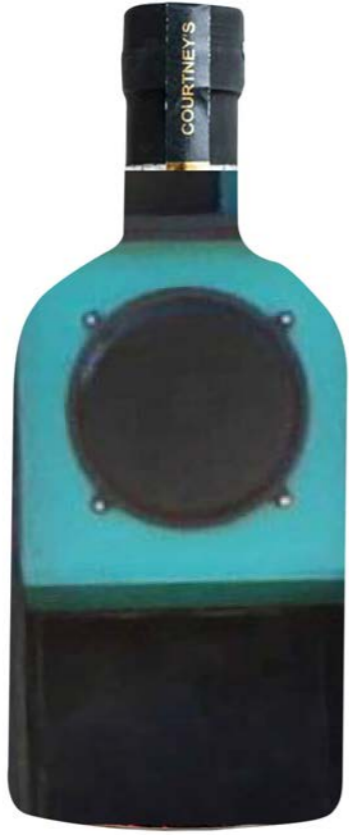
CONCEPT 3 SOUND SYSTEMS

Duke Vin, The Pioneer

Vin stowed away on a ship bound for England in 1954 with his friend and fellow selector, Count Suckle. Shocked by the dull nightlife in London, Vin decided to build his own soundsystem to play the sounds of RnB coming from the States. He called it the Tickler. Playing in houses and renting out the system for 5 pounds a night, his innovation was unpopular with the local police.

Vin is seen as one of the most important figures in the popularisation of Jamaican music in Britain. His innovations were foundational to the development of British club music. Elton John and the Rolling Stones learnt from his sets, he brought US RnB to London and he imported reggae and ska as they were pioneered. Every derivative of the soundsystem - from jungle to grime - owes its very existence to London's original soundman. of the front room, the "Gram" West Indians excluded from pubs and clubs, so entertainment took place in the home.





CONCEPT 4 DOMINOES

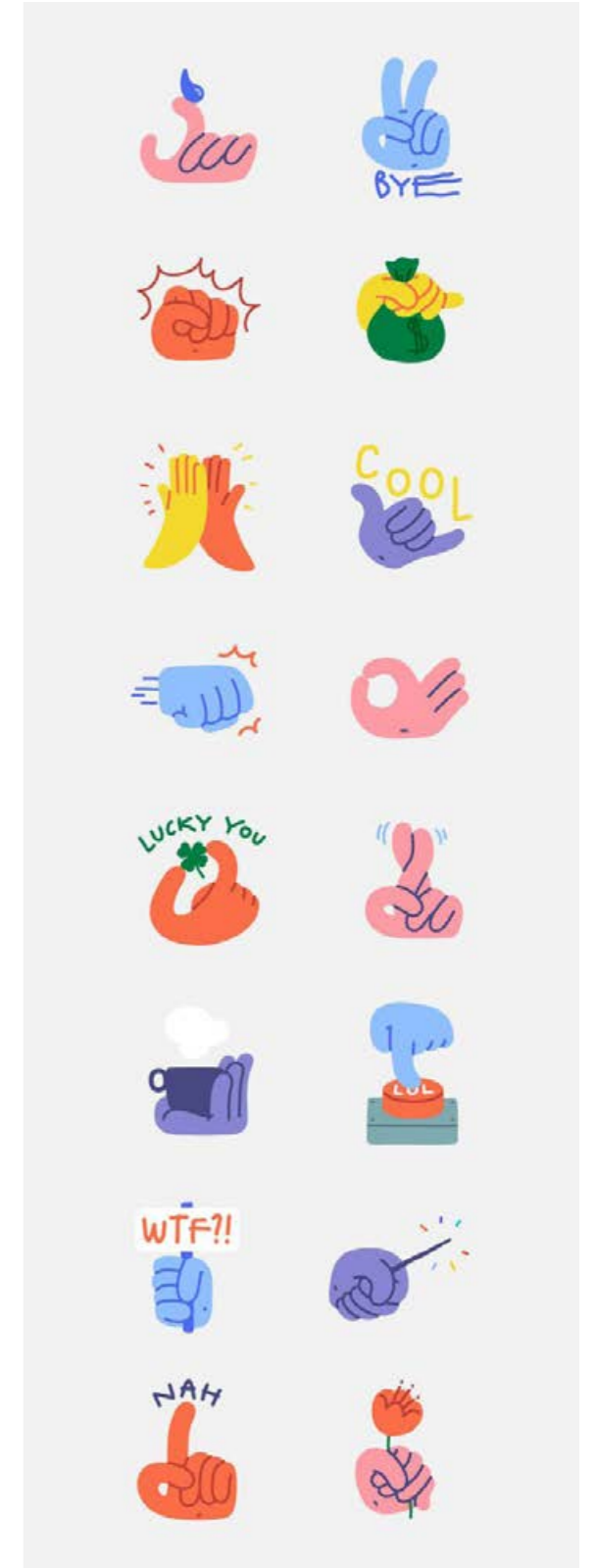
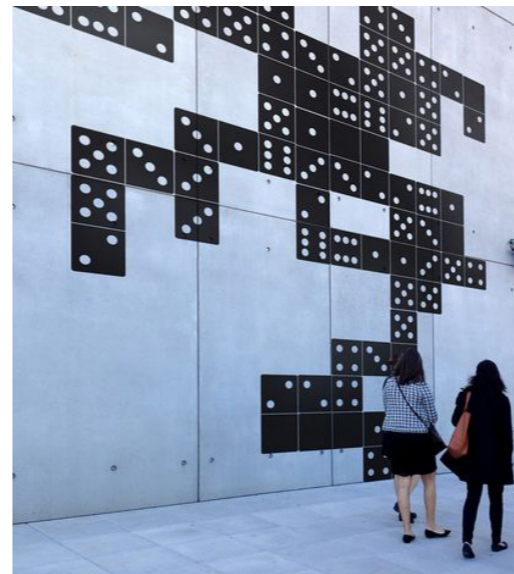
Brings people together

Minister Olivia Grange declared the game a national sport in 2010

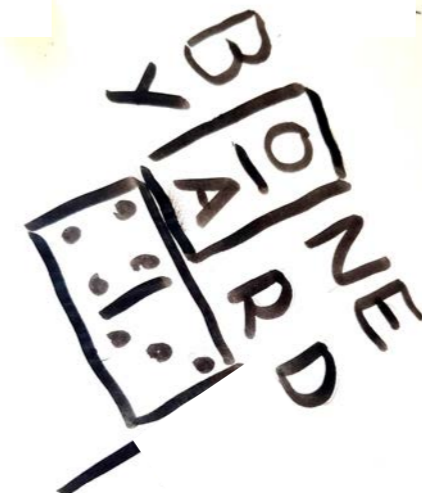
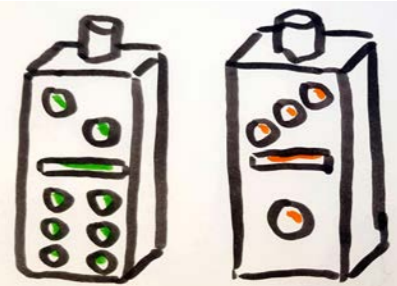
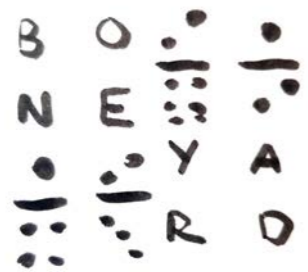
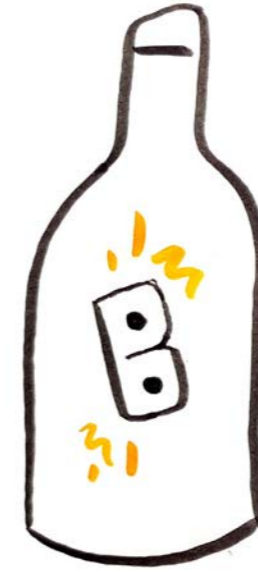
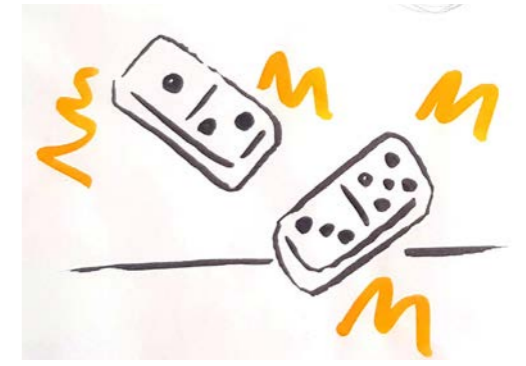
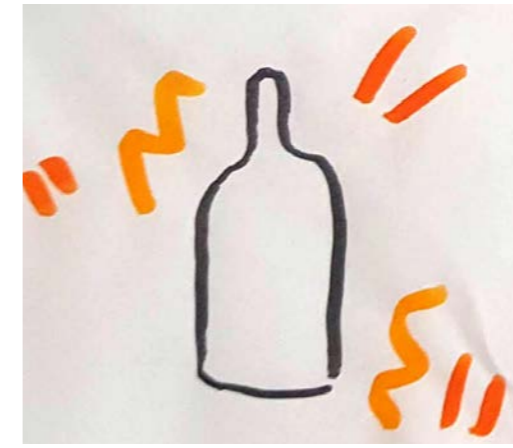
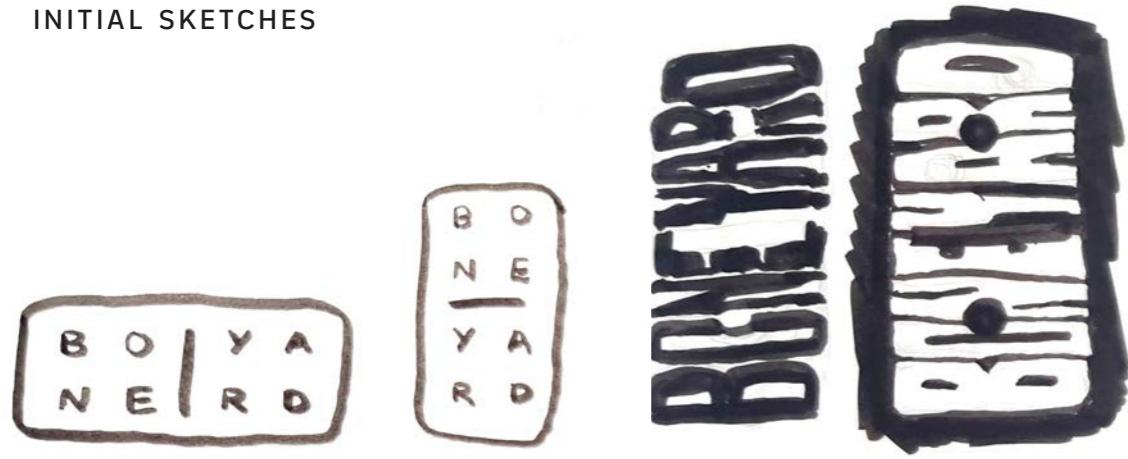
Seen as a great 'equalizer' as people of different socio-economic backgrounds and classes can come together and face each other over a domino table.

Boneyard- The draw deck of shuffled dominoes

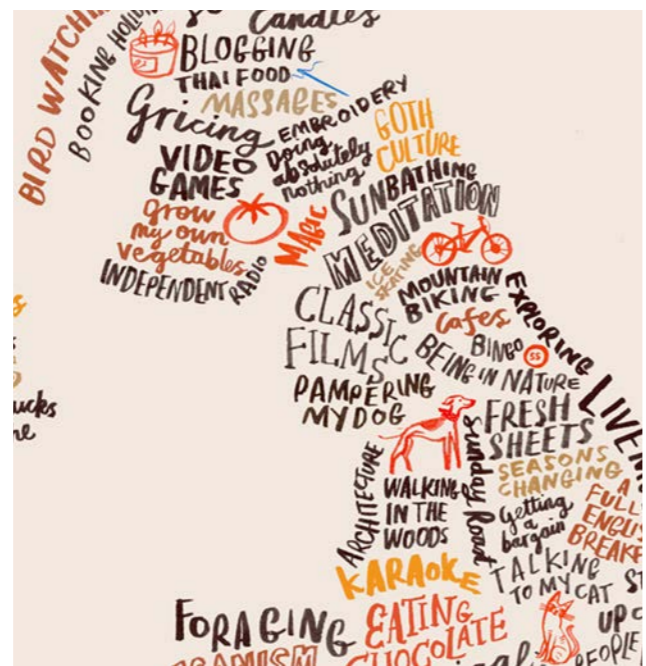
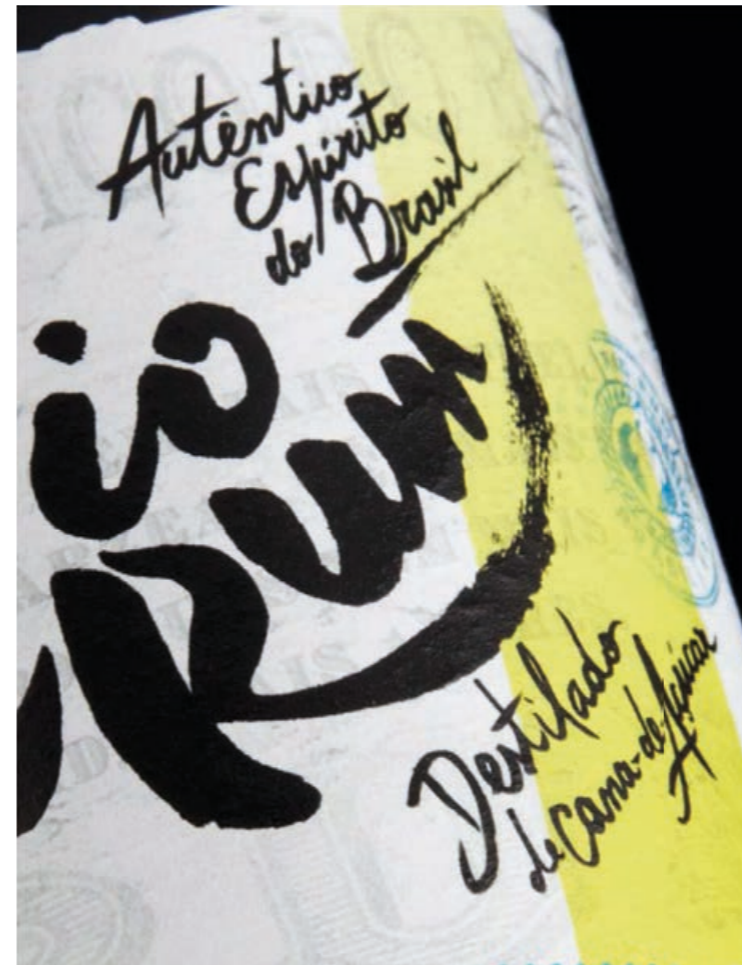
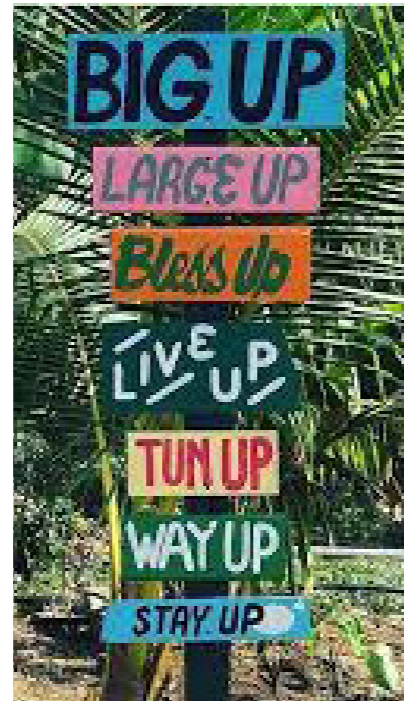
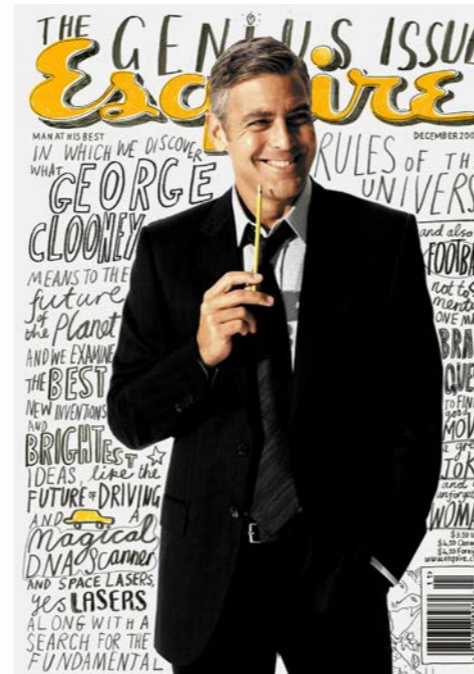
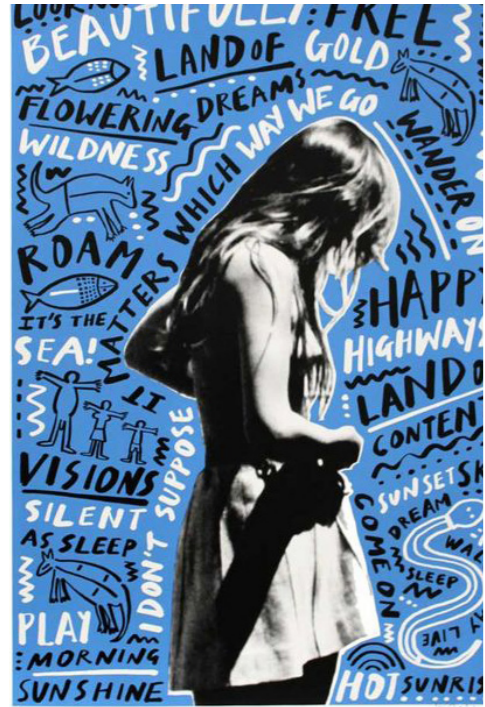
High emotion and energy when played



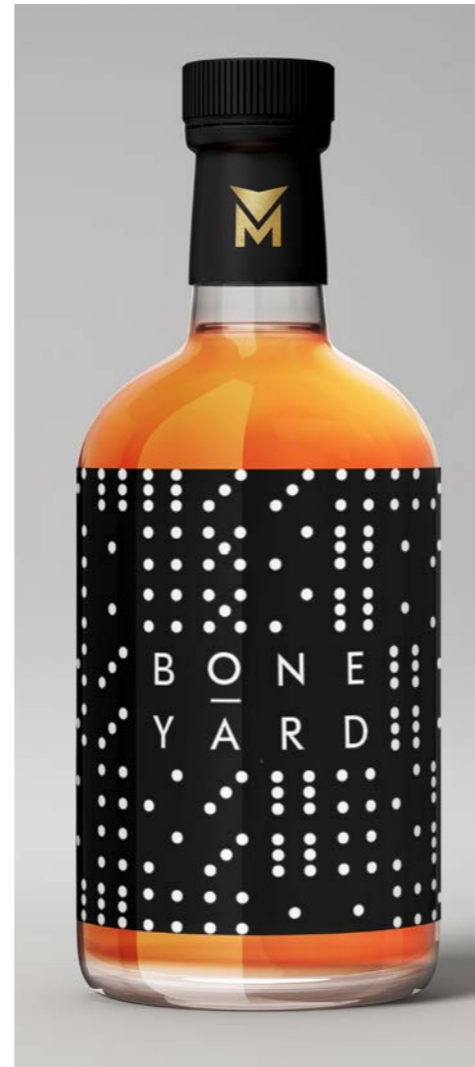
INITIAL SKETCHES



TYPE INSPIRATION



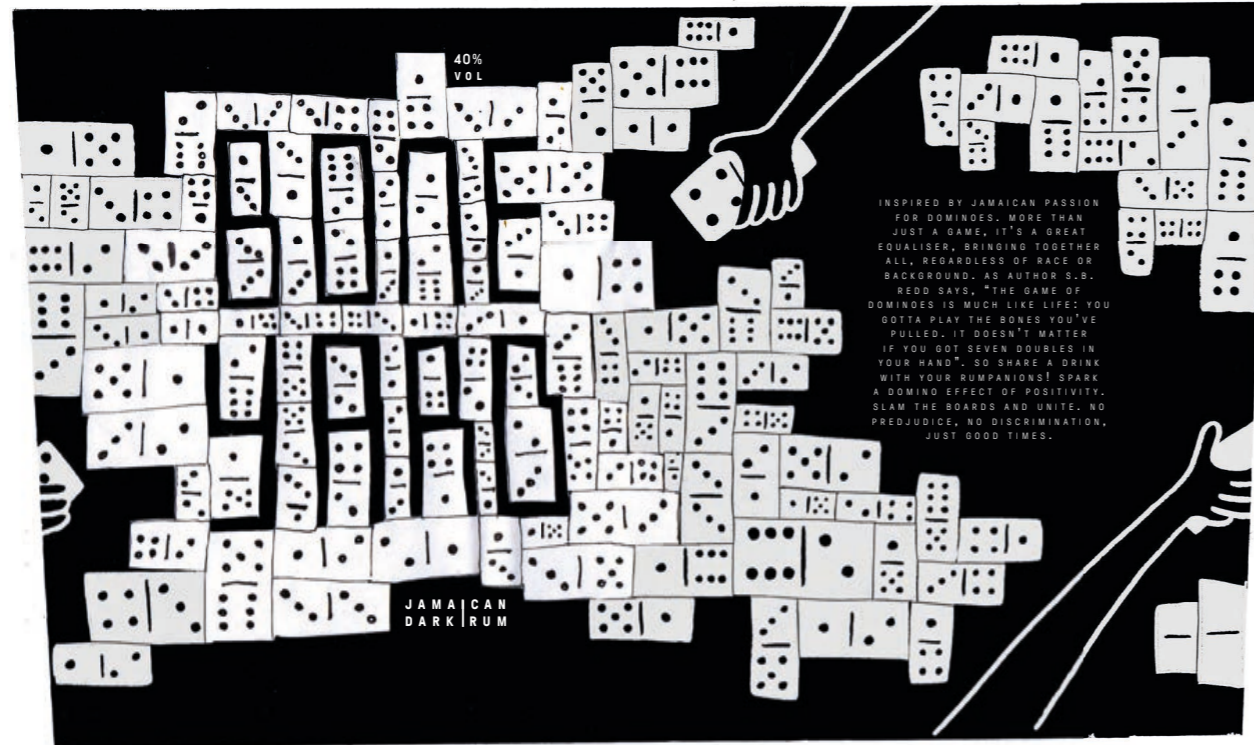
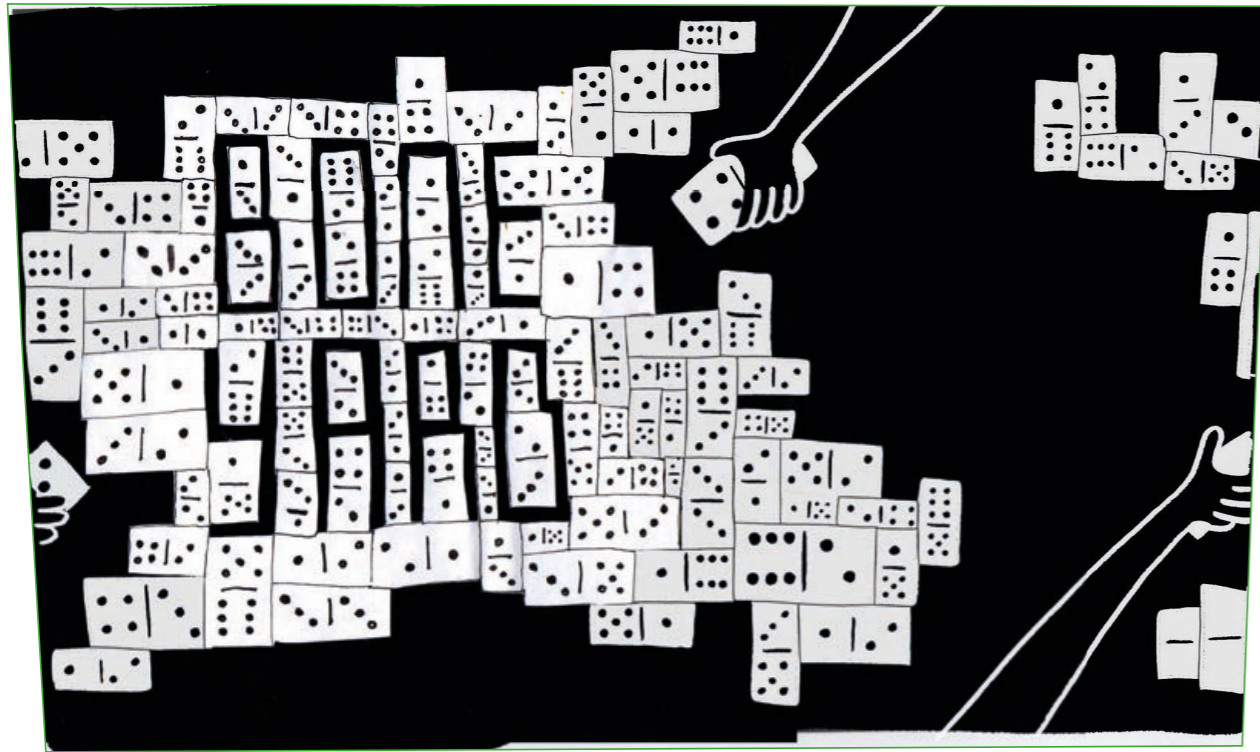
BONE
YARD



B
O
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Y
A
R
D



IDEAS





IDEAS

lick some dominoes

slammin it down

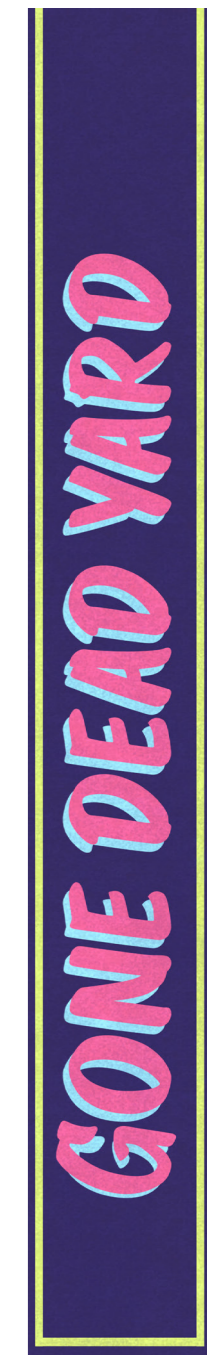
played among rumpanions

gathered to shoot the breeze

Hold dat

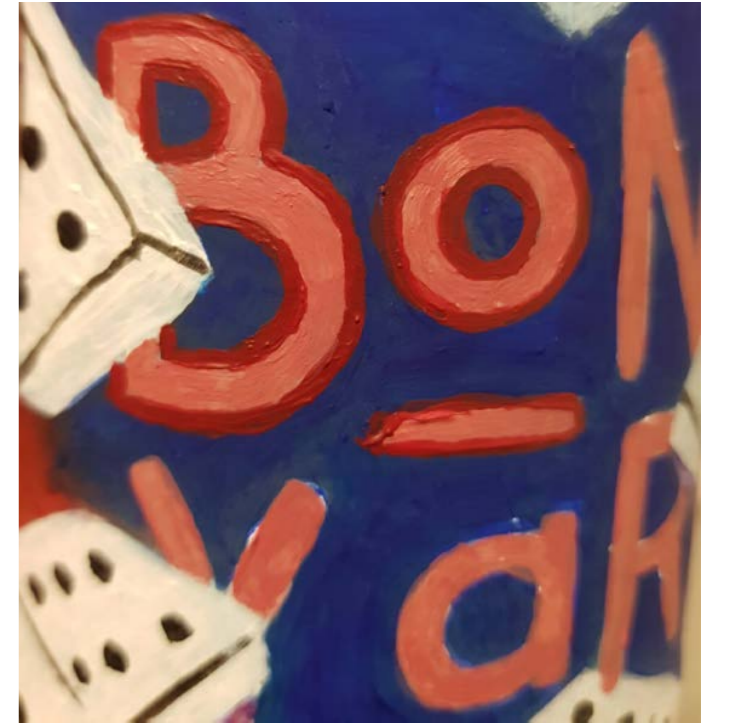
He slams down a piece and
takes a swig of his beer

Dash dem away









FUELLED BY JAMAICAN PASSION
BONE YARD
DARK RUM
40% VOL

Caribbean Fire
CRACK BONES
BUZZ
BETTER TOGETHER

SLAM 'EM DOWN
Rumpansions
DOMINO SPIRIT
Heat of the Game
KNOCK OUT

The equalizer

SHARE A GLASS RUM FOR ALL
CHEERS
Wham

MAKE SOME NOISE

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MAKE SOME NOISE

RUM FOR ALL

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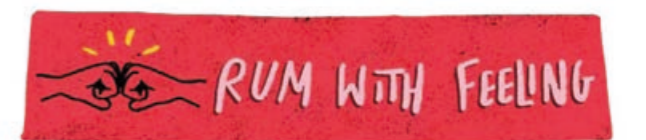
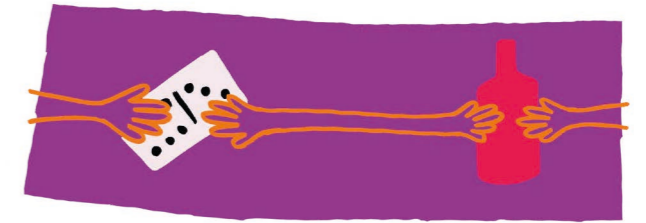
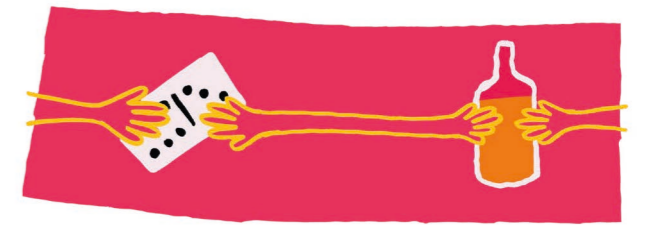
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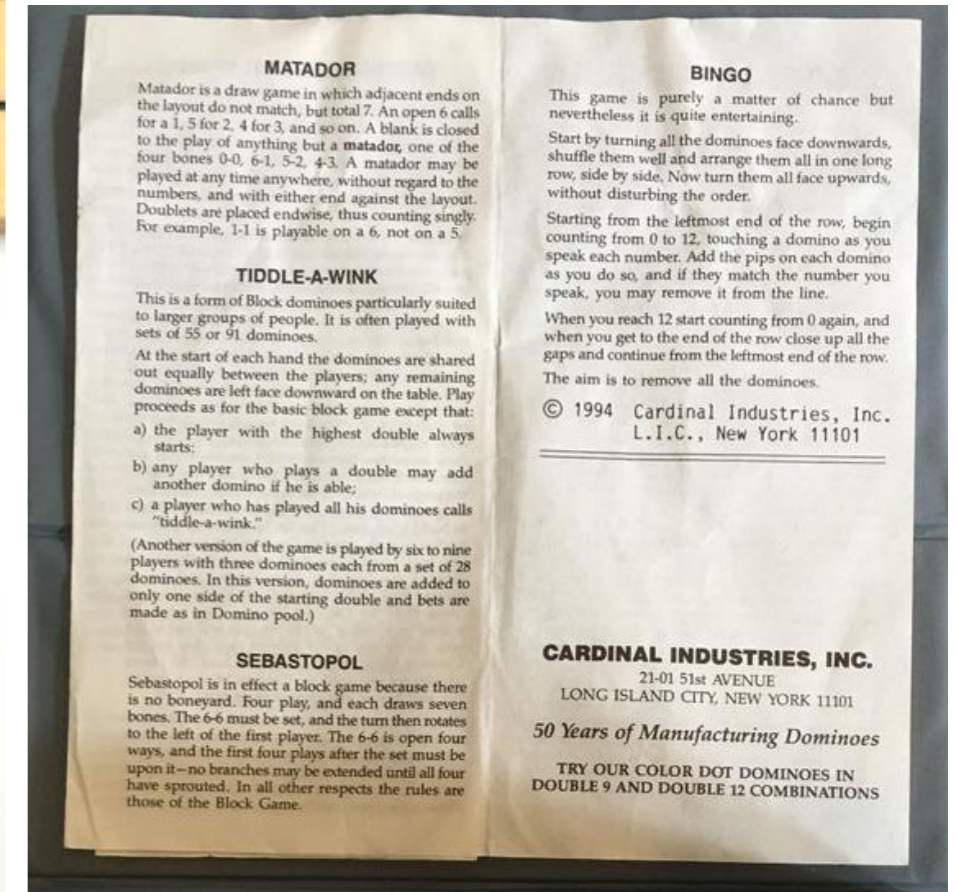
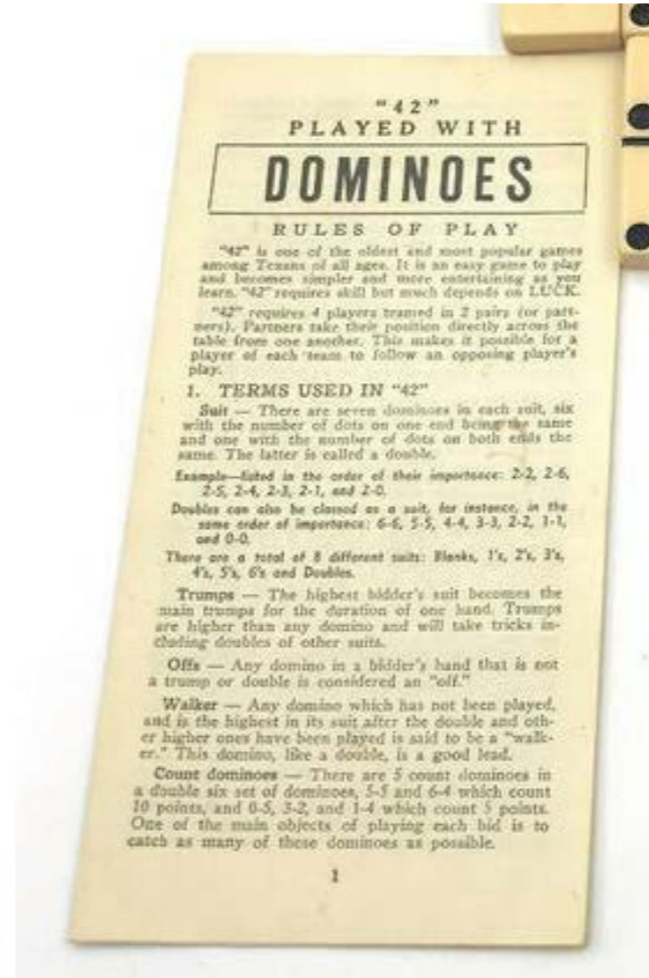
MAKE SOME NOISE





NECK LABELS

DOMINO BOX IDEAS



BAR INTERIOR AND STICKER IDEA

