

...with
**LOVE &
FANKS**



A RETROSPECTIVE EXHIBITION

LOOM Graphics
2019-2024

at



An **Lanntair**

KENNETH ST. | STORNOWAY

Photo: Encompass ID



I didn't want anyone to know I was working on a rock in the Atlantic. As a freelance Designer I thought it would somehow be a disadvantage to gaining new clients.

But with a year of living on the Isle of Lewis, it was becoming clear that this unique location was an advantage. My client list was slowly having more of an Island flavour and I was fizzing with ideas for T-Shirt graphics.

All these paths lead me to launch LOOM Graphics on 1st April 2019. I was going to shout about being on an island. Put a flag down. Move the design map of Scotland a little further North and a bit further West.

5 years later and here we are. Taking a moment to process what has happened with over 600 design projects completed and 80 products in the shop.

This exhibition is a huge thank to the people of the Island for all their support over 5 crazy years.

With love and fanks,

A handwritten signature in black ink that reads "Pearse". The script is fluid and cursive, with a large, prominent 'P' at the beginning.



YEAR

2019

CLIENT

SELF

TITLE

STUDIO COUNTDOWN

DESCRIPTION

Before I launched the studio officially on instagram, I had this idea of making numbers to countdown.

The idea was simple and I could have done it in half an hour. But no, I to over-think it and instead I got excited about producing illustrated isometric letters that reference various scenes of Hebridean life.

It was all worth it in the end as these became the decorative layouts for the studio's branding.

This is the number '1': An homage to the ketchup-strewn food vans of the Island.

•

TITLE

LM-02: UISGE LONG SLEEVE T-SHIRT

YEAR

2019

CLIENT

SELF

DESCRIPTION

I visited the Museum nan Eilean and they had the phrase on their wall:

'An nì a thig leis a' ghaoith, falbhaidh e leis an uisge.'

(What comes with the wind will go with the rain)

It struck me as beautiful Hebridean zen wisdom, summing up the easy-come, easy-go nature of life on the Island.

I gave it a typographic treatment. Slicing up the text so the 'rain' part looked like rain and the 'wind' text blew across the piece.

This was the first T-Shirt made for the shop. Printed with silver ink on a 100% recycled t-shirt.

•

Big thanks to the fabulous model Mrs. O for posing and also keeping me sane while managing the studio.



YEAR

2019

CLIENT

PEAT & DIESEL

TITLE

UPTOWN FANK ALBUM ARTWORK

DESCRIPTION

I had not long set up the studio when I got a call from Keith Morrison, owner of Wee Studio, a cracking recording space on Lewis. He said he had a band in with him called 'Peat & Diesel' that needed some album artwork.

While he spoke I went on Facebook on pulled up their page. The first image that greeted me was Boydie puffin' a roll-up and using a shovel as a guitar. I felt like saying 'No, thanks!'.

But thankfully, trusting Keith to be onto a good thing, I said 'yes'.

I was experimenting with collage at the time, and had a stack of old magazines and books in the studio. This final artwork lifted images from National Geographic articles about geology, a 1972 book about Wales and a visual history of Rock'N'Roll.

-



TITLE

LM-05: KING TEE

YEAR

2019

CLIENT

SELF

DESCRIPTION

I was unaware of the Lewis Chessmen before moving to the Isles. As soon as I saw them I knew they would make a cracking graphic. Their distinct forms and expressive faces were a cultural gift.

When I set about making a graphic for the fledgling LOOM shop, I wanted to frame the pieces somehow.

I had recently made a poster for comedy show where the main Comic wanted a Joker playing card layout. His head on top flipped and reversed underneath.

That stuck me as a great way to lay out the pieces. As though they are decorative playing cards.

In the space around I have subtly spelt 'K-I-N-G'. But it's so subtle though that nobody notices and my genius, once again, goes unnoticed.

-

Big thanks to the legend that is Deljeem Rai for modelling the tees on a dark November day.



YEAR

2020

CLIENT

CHOK SHOP

TITLE

CHOK SHOP BRANDING

DESCRIPTION

Steve Halcrow is Chef/Good pal of mine who went off to Cambodia a few years before. He fell in love with the country, the people and it's food.

When he came back he set up a Food Stall serving traditional Cambodian noodles and needed help with his branding.

The long flow of the noodles made for a great logo shape. After sketching out a rough idea, Medea, the intern at the time played around with the shape of the logo on the iPad. This gave a slightly distorted hand-made look to the graphic.

The main pattern was based on the traditional Cambodian Krama pattern. We worked up more playful noodle shapes and a healthy splash of loud colours. Which was very much the way of Street Food brands.

-



TITLE

BLACK BAY STUDIO CREST

YEAR

2020

CLIENT

BLACK BAY STUDIO

DESCRIPTION

Black Bay Studio is a pretty special place in Kirkibost, Bernera. It's a recording studio filled with glorious analogue gear with beautiful surrounding views.

The studio is based on the site of a former crab factory on the pier. Immediately I took that as a good jumping off point after speaking to founder Pete Fletcher, who flagged up his favourite Ibanez Guitar as another feature. I combined these two elements for the central graphic but also felt the studio itself and its unique location on the waterfront should make an appearance.

The final crest was so well received it was met with the statement 'that needs to go on a t-shirt'. I duly obliged with a run of silver screen printed tees for the LOOM Shop.

*Seen here
modelled by
Medea, a Swiss
Student who was
interning with me
at the studio at
the start of 2020.
The first official
employee and
a wonderfully
positive spirit.*

•



YEAR

2020

CLIENT

PEAT & DIESEL

TITLE

LIGHT MY BYRE ALBUM ARTWORK

DESCRIPTION

The Peat & Diesel boys who were riding the first wave of 'Peatlemania' were back and ready to get album no. 2 out.

The first cover was such a winning formula we kept it as a template for the second.

With the word 'Byre' in the title, I knew this has to be cow themed. The main figures are from an old photograph of a funk band that reflected the dynamic of the P&D trio.

-



TITLE

WILLIAMS STONECRAFT LOGO

YEAR

2020

CLIENT

WILLIAMS
STONECRAFT

DESCRIPTION

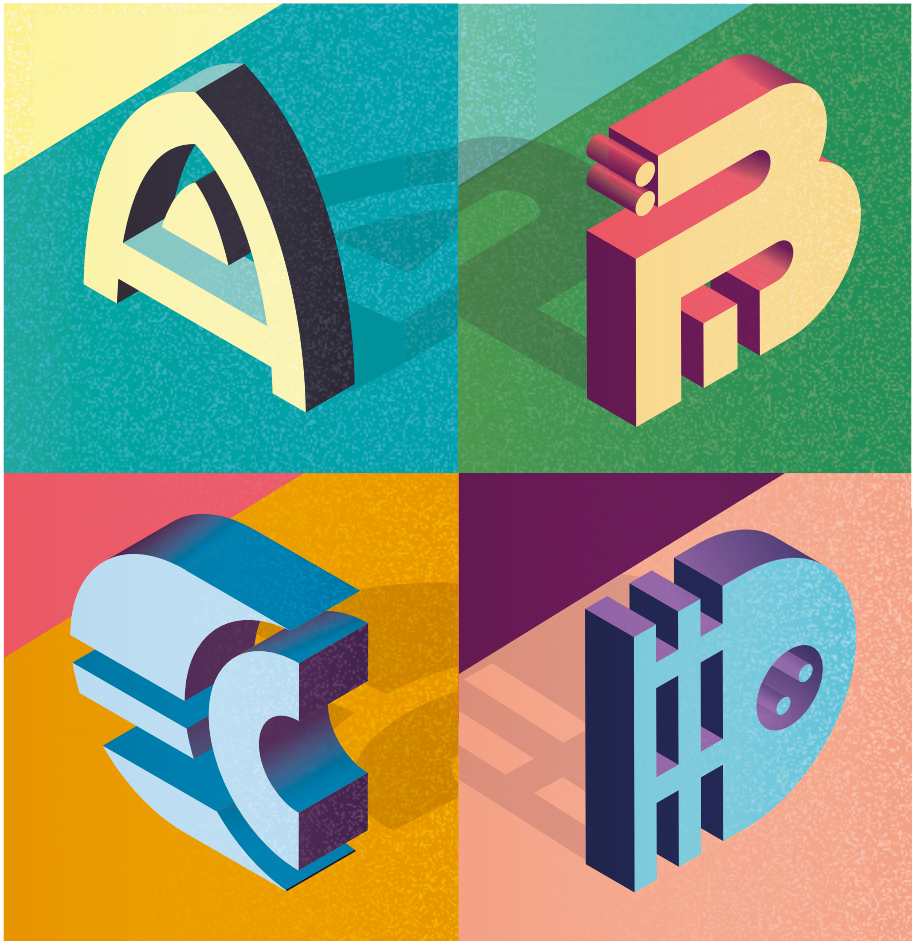
Based in Harris, Williams Stonecraft are a pair of brothers crafting walls to outlast us all.

When they needed a rebrand, I wanted to create a logo mark that was as solid as their builds.

This head of a Ram, which scatter the hills of Harris, was the ideal symbol. It was crafted using many concentric circles to give it a neat shape and symmetry.

This logo was featured in Logolounge 14 - An international publication showcasing the best in Logo Design from around the world.

•



YEAR

2020

CLIENT

36 DAYS OF TYPE

TITLE

HEBRIDEAN TYPE

DESCRIPTION

36 Days of Type is a huge global prompt to create a letter/number everyday for 36 days until you have a full typeset. It's staggering the range of diverse styles and approaches are taken for it.

I had made some Hebridean style typography of a few letters for project that never saw the light of day. I was keen to develop this and see what the full set would look like if I carried on.

I was also still enjoying that isometric style I had used for the studio's countdown letters, so I adopted that when presenting the final letter forms, choosing a different colour palette each time.

The letters sit like carved monuments. Similar to how the brutalist bus stops sit on in the wild island landscape.

-



DOUBLE DOSE CLUB

FULLY VACCINATED MEMBER

Tapadh leibh NHS nan Eilean Siar

TITLE

DOUBLE DOSE CLUB

YEAR

2020

CLIENT

NHS WESTERN ISLES

DESCRIPTION

I had an overwhelming sense of gratitude as I queued outside the Caberfeidh Hotel to get my second Covid Vaccine and become fully vaccinated. It was such a tough year.

At points, it felt really hopeless with talk of a vaccine being years down the line.

But here I was less than a year since first lockdown being guided by very helpful staff to get my jab. It felt miraculous and I was very grateful to the NHS workers that day.

I felt I needed to post about it on the LOOM social channels, to encourage more people to go and praise the work of the NHS. I had the idea of a badge to declare I was in the 'Double Dose Club' and people should join up.

It was really a quick graphic. Something I thought would get a few likes and we move on. But it suddenly took on a new life, shared far and wide.

Then the NHS Western Isles got in touch to say they wanted to use the graphic as an official promotional tool. It became a badge on people's Facebook profiles and it was truly in public domain then.

I was very glad to help give a small bit back to the NHS staff and the Western Isles community.

-



YEAR

2021

CLIENT

PEAT & DIESEL

TITLE

LIVE AT THE BARROWLANDS ALBUM ARTWORK

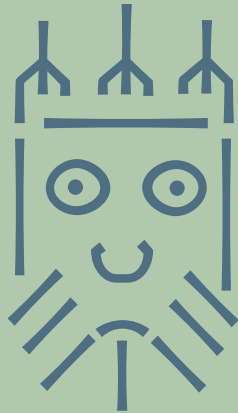
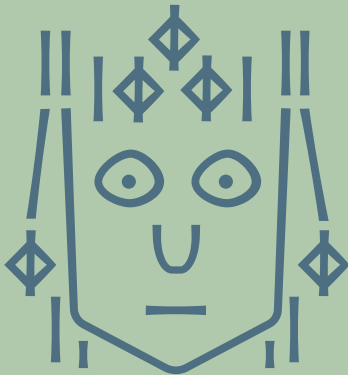
DESCRIPTION

The Peat & Diesel boys were back again with a live album of their legendary Barrowlands gig the previous year.

Initially we were thinking of following the same collage template as the previous albums. But we all agreed the vibe should actually be like a 'bootleg'. A bit rough and unpolished.

I went through loads of blurry camera phone videos of the gig. Boydie entered the stage that night in his high vis fishing gear on an inflatable dinghy carried by the crowd. There was this one moment where he went to shake a hand that was giving him the a thumbs up. In that freeze frame it also showed the iconic Barrowlands Ballroom ceiling. That was the shot... A bit of additional analogue photoshop touches and we were done.

-



TITLE

THE CROFT 22 GODS

YEAR

2021

CLIENT

CROFT 22

DESCRIPTION

I really liked Julia and Nat when I met them.

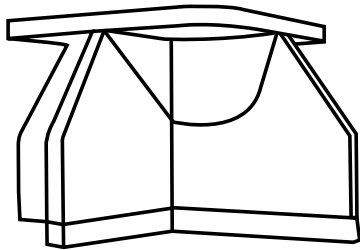
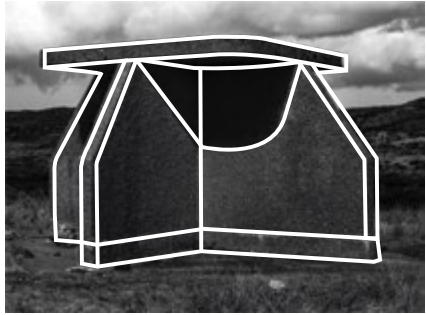
They had not long moved to the Island and set up a Croft in Bernera. They needed some branding for their Croft in Bernera. The idea was to show open the working croft up to visitors and show it in action. Experience getting back to the land in 4 different areas Feast, Forage, Farm and Forest.

They both immediately were up for different ideas for the branding and wanted to embrace the Norse heritage of the Island rather than traditional Celtic influenced routes. From that conversation the idea for creating faux Gods that would symbolise the 4 different pursuits on the Croft came about.

WE based the faces on the style of the Lewis Chessmen and decorated them in symbols akin to Norse ruins.

•

*Can you guess
which face
represents Feast,
Forage, Farm and
Forest?*



YEAR

2021

CLIENT

SELF

TITLE

BUS STOP DESIGNS

DESCRIPTION

'What on earth is that?'

The first phrase uttered as we whizzed past the brutalist styled bus stops that dot the roads of the island.

Huge imposing slabs, resting solemnly against the windswept landscape. Like the transportation equivalent of the Easter Island heads.

I always had it in mind to celebrate these. Their unique design was an untapped cultural icon of the island.

I was working on a project with photographer Alex Boyd in early 2001, when he mentioned that he had been around the island and photographed the bus stops and was there anything I wanted to do with them. Boom! We were off.

I traced over his photographs and kept a very minimal form.

→



The designs are easily the most popular I've produced for the shop. Tourists and natives alike have jumped on board their glorification.

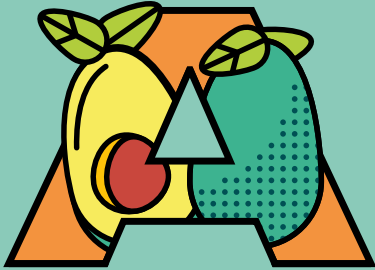
I managed to track down the original Architect Alan Holling and interviewed him for the LOOM blog. Here's my favourite quote:

"The fact that the buildings are still in operation and require minimum maintenance after over 40 years is a testament to their success and I can only hope that I can achieve the same longevity. I am pleasantly surprised that the shelters have taken on something of an iconic status"

•
With thanks to Rachel for being such a keen model of the first run of T-Shirts.

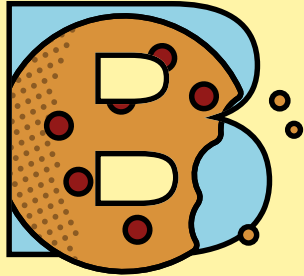
ABHOCADO
AVOCADO

A



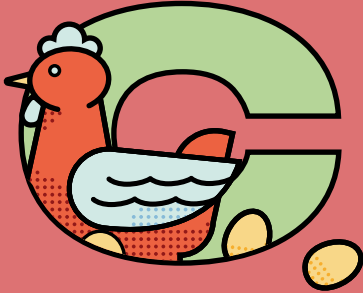
BRIOSGAID
BISCUIT

B



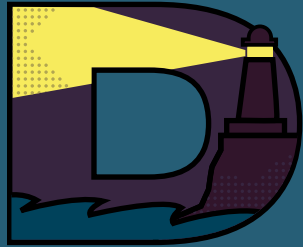
CEARC
CHICKEN

C



DORCHA
DARK

D



YEAR

2021

CLIENT

SELF

TITLE

GÀIDHLIG ALPHABET

DESCRIPTION

Type 26 was launched in January 2021. It was an instagram account with a simple prompt. Create one letter of the alphabet every 2 weeks. So but he end of the year you will have full 26 letter alphabet. It seemed like a good way to be accountable and have a deadline.

My kids were learning Gàidhlig at school and I'd been inspired to create an educational tool. Something that looked great on a wall and had a simple educational function. A bold, brightly coloured Gàidhlig alphabet was what I wanted to create over that year. The choices for the words would try and reflect island culture too.

Work always got in the way but I manage to grab an hour or so every fortnight to fit a new illustrated letter into the template I'd made.

I was also grateful that the Gàidhlig alphabet had only 18 letters and I could take month off after I hit 'I'.

We launched the full poster in the shop in early 2022. We also made black and white versions available for free digital download, so they could be used as a colouring-in resource. These are still used in the Western Isles Libraries and it gives me real joy when I go in and children are scribbling in their colour interpretation of the designs.

-



MAMA
IN THE
OUTER
HEBRIDES

The logo features the word 'MAMA' in large, bold, blue-outlined letters. The letters are filled with abstract, colorful patterns: 'M' has teal, dark blue, and light blue; 'A' has yellow, orange, and purple. Below 'MAMA' is the text 'IN THE' in a small orange box, followed by 'OUTER' and 'HEBRIDES' in large, bold, blue-outlined letters. The 'O' in 'OUTER' is filled with a teal and light blue pattern, and the 'E' in 'HEBRIDES' is filled with a teal and light blue pattern. The 'H' in 'HEBRIDES' is filled with a grid of teal, yellow, and purple squares.

TITLE

MADE IN THE OUTER HEBRIDES

YEAR

2022

CLIENT

OUTER HEBRIDES
TOURISM

DESCRIPTION

Outer Hebrides Tourism were keen to relaunch 'Made in the Outer Hebrides' - a guide to the artists and craftmakers of the island.

I came on board to design the new guide which had to adhere to the OHT guidelines. But there was flexibility to push the elements of the brand around in fresh new way.

This typographic 'MADE' lettering became the basis for the cover with the patterns laid out inside. Each of the letters is infused with a pattern, representing various methods of arts and crafts.

The full print version should be hitting the island very soon.

•



YEAR

2021

CLIENT

HABOUR KITCHEN

TITLE

HARBOUR KITCHEN LOGO

DESCRIPTION

This design for local seafood restaurant Harbour Kitchen is probably the most satisfied I've been with a final logo.

When crafting a logo, you're constantly refining to get as much of the brand in there in the least amount of effort. You want to get to a point where it's finely balanced. If you add something it's too much, if you take something away it's too little, that's when you know you're at the sweet spot and you should stop.

This concept came together quite quickly. I was playing around with knife, seafood and the letters 'H-K' when the shape of a fish tail suddenly looked like a 'K'. Then if the body flattened out to a line that could become a knife. It was really a matter of making the weight of everything clean and we were done.

There is a school of thought that the quicker the idea comes together the better the idea and this design project backs that theory up. •



TITLE

36(ish) DAYS OF TYPE

YEAR

2022

CLIENT

36 DAYS OF TYPE

DESCRIPTION

I moved LOOM operations (*Callum, Myself and a couple of iMacs*) into town in early 2022.

It was a beautiful office at the Stornoway Business Hub with stunning views of the town... But it was also a quiet period.

To stay motivated and use the downtime wisely we threw ourselves in that year's 36 Days of Type.

Taking it in turns, we gave ourselves the simple directions - Try a different medium/software technique and no colour. The full series saw stretch our skills across animation, calligraphy, stop motion, video and discovering new features on out all to familiar Adobe platforms.

This 'B' (for boat) was me discovering a really great technique with the mesh tool in Adobe Illustrator.

We never completed the full set as I was struck with Covid by the time we hit the letter 'T'. •

YEAR

2022

CLIENT

WESTERN ISLES

LIBRARIES

TITLE

AR N-ÀITE

DESCRIPTION

Sometimes the resource material is a total gift in the project. You are given images that yearn to be played with. This project was a prime example.

The Western Isles Library were setting up a digital archive of images, sounds and videos of Hebridean culture. The vintage and historical photography was amazing. They wanted a brand for it and I was licking my lips to get some of these image into photoshop for a play about.

The branding became a series of collages of the resource material with large icons dotted around. The word mark of the project name was blown up and framed that content.

I really enjoyed creating this suite of images. Blending different eras and placing big chunky graphics in between. Keeping the educational tone of the brand while also creating very engaging visuals. •

OUTER HEBRIDES



TITLE

OUTER HEBRIDES T-SHIRT

YEAR

2022

CLIENT

CALANAIS VISITOR
CENTRE

DESCRIPTION

We were approached by Calanais Visitor Centre to create a set of T-Shirts for their shop. They wanted one with 'Outer Hebrides' on it and a striking visual to match.

We could go minimalist. Say a lot with a very little. But nothing was striking me and I didn't want to go down the dreaded map of the islands route which is a dead horse that gets dragged out and beaten on an annual basis.

So let's go maximalist... A huge inspiration of mine when setting up the studio was Aaron James Draplin of Draplin Design Co. In Portland. He had a series of state 'maps' which

were collections of badges displaying culture, food, famous sons and daughters of that state.

I thought we could do something similar for the Western Isles.

We abandoned any notion of putting these badges in the shape of a Western Isles map early on. Opting instead to fit a grid optimally on a T-shirt, with a general notion that the Lewis references on top with Harris, Uists and Barra descending down the grid.

Lean in and see what references you can spot.

-

FAITHFUL

YEAR

2023

CLIENT

FEDRIGIONI

TITLE

FAOILLEACH

DESCRIPTION

I was invited by Fedriogini, the luxury paper supplier to produce a graphic for their show case book.

365 designers are given a day for the year. I was given 11th January.

I had the previous year failed to make a calendar in time. I had the idea of making typographic art using the Gàidhlig translation for each month. SO I already had FAOILLEACH (January) sitting there in another design.

I also realised that I could craft an '11' out of the double 'L' in the centre of the name to complete that specific date.

The artwork was published in their 2024 edition.

-



TITLE

LGBTQI+ WORLD CUP

YEAR

2022

CLIENT

SELF

DESCRIPTION

A positive protest against the football's World Cup taking place in a country where homosexuality is illegal.

We wanted to celebrate LGBTQI+ Icons and place them in football trading card style.

The series features over 12 icons from various countries and eras. Alan Cumming represented Scotland and posted it on his own instagram! ***Swoon!***

•



YEAR

2023

CLIENT

PEAT & DIESEL

TITLE

BLACK ISLE BELTER

DESCRIPTION

You can't keep those Peat & Diesel boys from a grand plan for long.

They came to me with a proposal for their own festival in the Black Isle Showground. The name of the event sounded to me like a breed of cow and the fact that it was taking place in an agricultural showgrounds... well, I knew what direction to take. The main image should be a bull's head with a P&D rosette to finish it off.

This was the first time I've used AI in the design of a graphic. It gave me a solid frame for the bull's head which I polished up to a final image.

Maybe it's the beginning of a new more powerful way for how I run my practice. But also it could be the end of it. And humankind. As AI war machines become even more intelligent and turn against us, enslaving us, using us as organic batteries as they conquer all life in the universe and it becomes a cold mechanical entity.

A nice project to be involved in. •

DÀIMH



TITLE

DÀIMH ALBUM ARTWORK

YEAR

2023

CLIENT

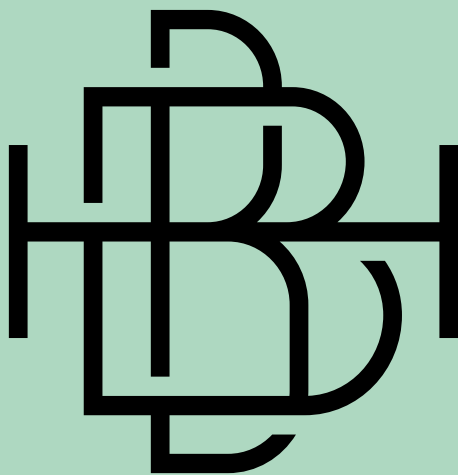
DÀIMH

DESCRIPTION

DÀIMH are an institution in the trad music world. They've been together for over 20 years and have numerous releases under their belt.

It was a challenge to take on the album artwork for their 2023 release 'SÙLA' and refresh the band's visual language while staying true to their pure trad roots.

Gannets were referenced in the lyrics and they were an early visual starting point. The frenetic energy as they strike the water was a good metaphor for the sound of the band's music. The cover was one of the first iterations with the album's title becoming the frame. •



YEAR

2024

CLIENT

BROAD BAY HOUSE

TITLE

BROAD BAY HOUSE LOGO DESIGN

DESCRIPTION

A very recent logo design.

I was lucky to work with Sue and Tom at Broad Bay House, the island's only 5 star Visit Scotland guest house. They provide a luxury experience but with a very cosy feel to the place.

They abbreviate the business name to the acronym 'B-B-H' so I worked with these letters making various monograms to craft a statement stamp. A mark of quality.

The final graphic is suggestive of the surrounding fences as well as the ripple of the shoreline down at the edge of the accommodation.

-



TITLE

OPEN STUDIOS HEBRIDES 2023 BRANDING

YEAR

2023

CLIENT

OPEN STUDIOS
HEBRIDES

DESCRIPTION

Open Studios Hebrides was in its third year as an event and gaining momentum.

Local artist Gill Thompson had founded it with the aim of highlighting the artist and craft makers of the island by opening their doors for a couple of weekends over the summer.

I was tasked with rebranding the event and take it to the next level to increase its visibility and credibility.

This piece is a section of the branding concept. The 'O' of Open is used as the brand icon and was dynamically used as a framing device for the artworks of the members. It offered a glimpse into their practice like peaking through the door. Set together as a pattern it gave a sensual feel of the variety of artists practicing on the island.


-

Biggest love and fanks to those
who have given me incredible
help over the past 5 years
- Callum, Freya, Kris, Holly,
Laura, Rosa & Skye. x

All LOOM Designs are available from our shop:
www.loomgraphics.work

Follow the studio (*or me*) on the socials...

 [@loom.graphics](https://www.instagram.com/loom.graphics)

 [/loomgraphics](https://www.facebook.com/loomgraphics)

 [@parseohalloran](https://www.instagram.com/parseohalloran)



