

tim of zetland proudly presents



starring Simon Tahiti and Roger Wilco

eye

“Cussons Imperial Leather Pride” Design Brief Sydney Gay and Lesbian Mardi Gras 1999 Parade

female passenger - “Tahiti looks nice. Simon, Tahiti.”
captian - “Roger Wilco!”
Cussons Imperial Leather soap commercial



1. The Concept

1.1 Objectives

- to sanitise and deodourise the mystique of leather for the populace of Vanillawarra¹
- inject some humour into the leather community

1.2 Theme

- a little luxury everyday

1.3 Message

- 125g NET WHEN PACKED

1.4 Vehicle/Media

- “Cussons Imperial Leather Pride”

¹ Vanillawarra - a term used by the Darlocentric to refer to anywhere outside a 5 km radius of Taylor Square.

eye

a collective founded on the philosophy
of the permanence of disposable art

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1.5 Participants

- Simon Tahiti - minimum 4, maximum 40
- Roger Wilco - 1

2. Description of Entry

Helium balloon in the shape of a Cussons Imperial Leather soap container suspended above the leather flag being carried up Oxford Street by up to 40 Simon Tahitis and 1 Roger Wilco (refer to **11.Artist’s Impression**).

3. Organisation

ethel yarwood enterprises - a collective founded on the philosophy of the permanence of disposable art, is a fluid group of like-minded friends who have fun working together to highlight issues relevant to the gay and lesbian community. **ethel yarwood enterprises** has staged a number of events in the gay and lesbian community to date such as :

- “Hop Yourself Stupid”, Queen Bunny’s AIDS Easter benefit for the past 11 years
- The fund raiser for “Hop Yourself Stupid”, WIGworlds I, II, III and in 1998 WwIV - **HAIR FORCE ONE**

as well as the parade entries :

- *The Little Misses* **1996**
- *Keith Haring - Party of Life* **1997** (awarded Best Small Group Parade Entrant)
- *Dick van Dykes on Bikes* **1998** (awarded Best Community Group for PLWH/A)
- *Carr’s Attacks* **1999** (designed by **eyes** for the Gay and Lesbian Rights Lobby)

Refer to www.ozemail.com.au/~kabi for other projects staged by **ethel yarwood enterprises**.

4. Inspiration for the parade entry

tim of zetland (UBD 256 E12) an aficionado of all things leather parodying the masculinity in uniformity, is the webmaster for **ethel yarwood enterprises**. In 1996, with the assistance of **sue-ellen cox**/artistic director and Little Slave Boy Productions, created “Cussons Imperial Leather Queen” for the Mardi Gras Party.

“Cussons Imperial Leather Pride” is an extension of this theme designed to inject some humour into the leather consanguinity, and through the vehicle of the Mardi Gras parade, demystify the leather image for Vanillawarrans who are not usually given the opportunity to associate with this community.

5. Selection of Music

Subject to funds. Depeche Mode’s “Master and Servant” merging into “I Know What Boys Like” by The Waitresses.



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6. Characters

6.1 *Simon Tahiti*

minimum 4, maximum 40 off.

- leather, participants to provide his/her own leather costume
- voice balloon “*Tahiti looks nice.*” or “*Simon, Tahiti.*”
- lei

6.2 *Roger Wilco*

1 off

- leather, participant to provide his/her own leather costume
- voice balloon “*Roger Wilco!*”
- lei



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7. Props

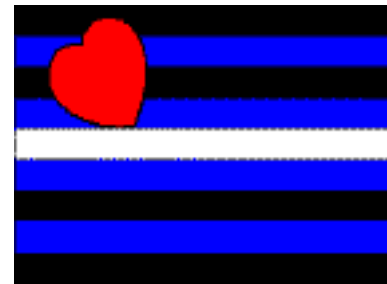
7.1 Soap packaging

Cussons Imperial Soap packaging shaped container constructed from silk and fibreglass rods. Suspended above leather flag and illuminated from inside using helium filled balloon lighting.



7.2 Leather Flag

Painted calico over wooden cross framework with eyelets for balloon guidewires and handles for carrying.



7.3 Voice balloons

Participants responsible for attaching the following voice balloons to their own parade costumes :

- "Tahiti looks nice."
- "Simon, Tahiti."
- "Roger Wilco!"





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7.4 Transport

- 1 tonne tray ute
- subject to requirement for music and funding
- employed to carry sound/lighting equipment and generator



8. Allocation of resources

8.1 Assistance requested of Mardi Gras

- workshop artist to help plan the best method of fabricating soap packaging balloon
- establish contact with helium balloon company
- positioning “Cussons Imperial Leather Pride” 3 groups behind “Leather Pride” (close enough for Vanillawarrans to understand the reference).

8.2 ethel yarwood enterprises

- construct soap packaging balloon
- make flag
- print and laminate voice balloons

9. Required Workgroups for Props and Costuming

- voice balloons
- transport/sound system (if required)

10. Participants’ Commitment

- \$20 for expenses. Surplus donated to Luncheon Club.
- provide own parade costume in leather (or facsimile)
- attach voice balloon to costume



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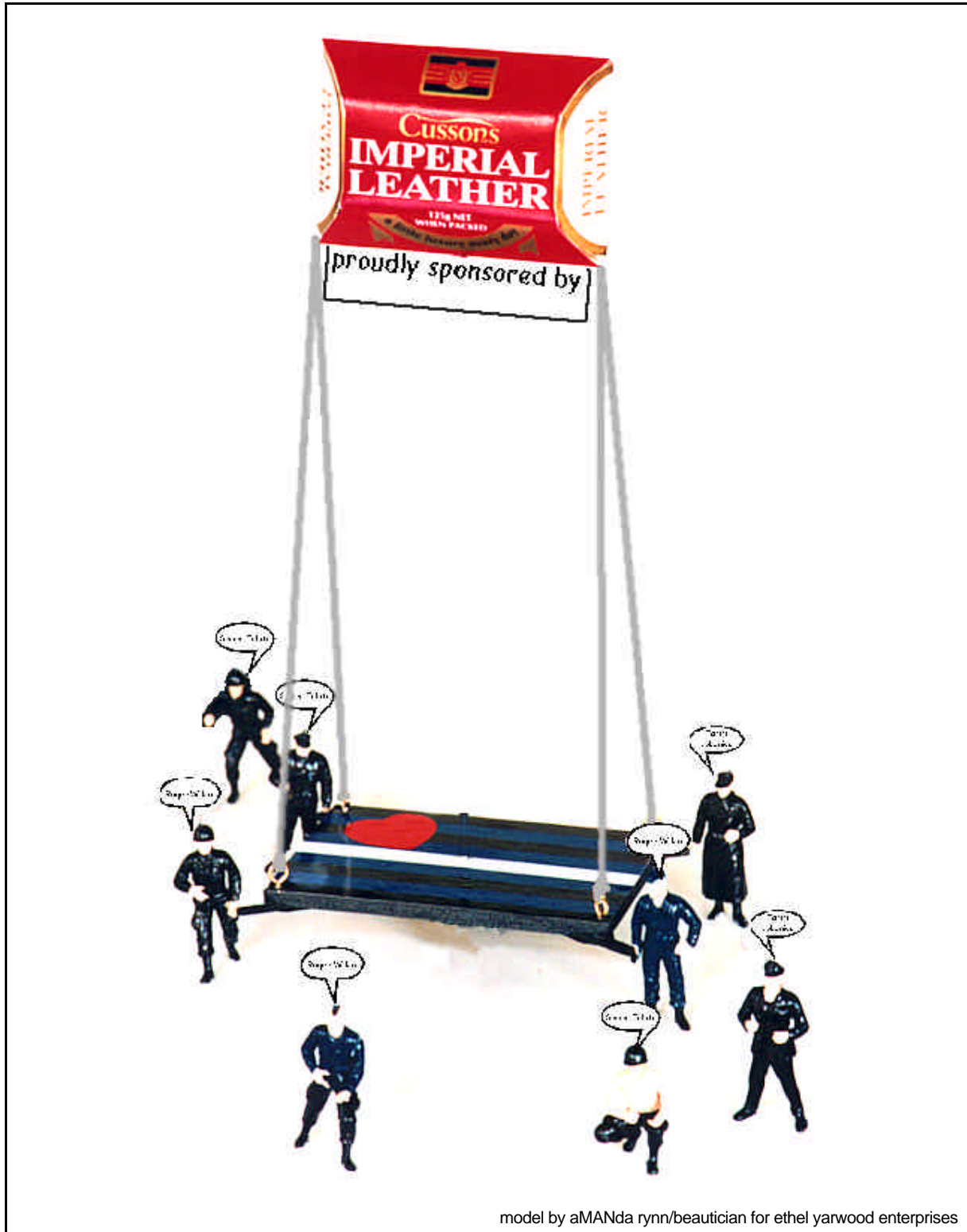
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11. Artist's Impression (by aMANda rynn)



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