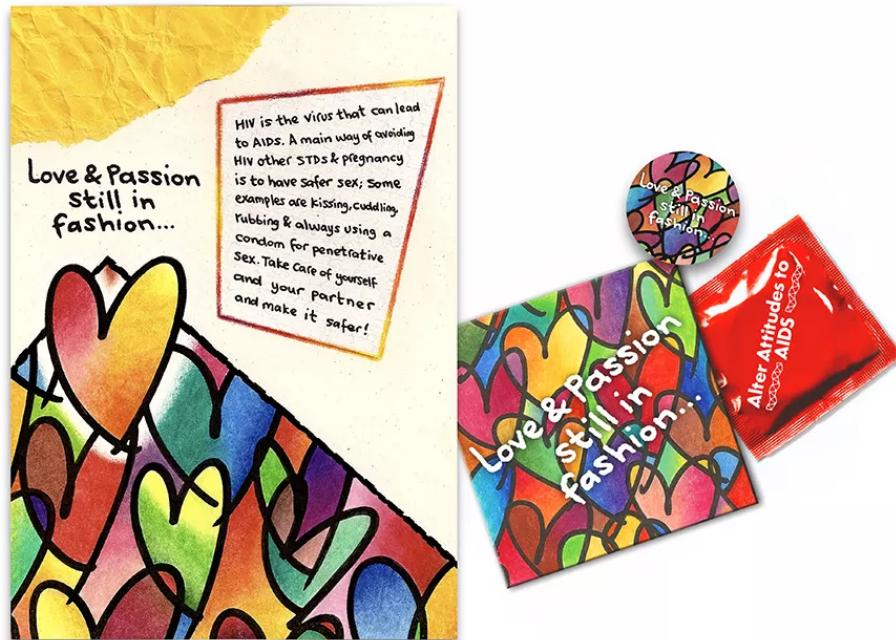


Rear View: October 2022

Monthly spotlight on an item from the HIV/AIDS Graphic Communication Archive

32. Love and passion still in fashion, Liverpool Health Promotion Service, circa 1992-1997.



[b] Love & passion still in fashion health education resources - poster, badge and condom 'passion pouch', circa 1992. Image courtesy of Andrew Dineley.

Chosen by Andrew Dineley

"My design career began in February 1987 when I began working for Liverpool Health Authority's Health Promotion Service. The Government's *Don't die of ignorance* and *Heroin screws you up* campaigns were making an impact, not entirely for the right reasons, and I was almost immediately tasked with trying a different approach to public health education. *Fight the fear with the facts* was the first campaign I worked on and whilst this small range of materials did its job, it was the *Alter Attitudes to AIDS* range of posters [a] and other resources at the end of the 1980s that I remember as being more creatively rewarding.

Pre-computer, everything I created was hand rendered, including most of the lettering. This really helped the materials stand out in an increasingly competitive public health environment. My toolkit comprised pencils, ink, glue, torn paper and a lot of imagination. One particular campaign message I came up with – *Love and passion still in fashion* quickly developed a life of its own in 1992 and became in demand and imitated widely across the UK. With its appealing visual and written themes, I applied the design to posters, leaflets and badges. [b]

By the mid-1990s, the red ribbon was becoming recognised as a symbol for HIV/AIDS awareness so I adapted the 'love and passion' visual theme to include the icon. The design was picked up by the Health Education Authority and National AIDS Trust and was used prominently on millions of postcards for World AIDS Day in 1995. [c] The following year I designed additional items including a t-shirt and poster using the same popular design. [d]

The 'love & passion' heart motif also lent itself nicely to a range of materials developed for Valentine's Day 1997 aimed specifically at students. The *I really want to* postcards, posters and condom packs humorously combined language with a design that encouraged conversation and interaction. [e]

By 2002, the subject of HIV/AIDS was losing its public health prominence and funding streams were affecting what could be produced. We adapted by using some of the same visuals but messages were broadened to include other infections that could be sexually transmitted and *Sex Sense* was introduced as a campaign name. This was applied to a refreshed range of resources, now generated using a computer. This was particularly evident in the typography and more formal layout of the resources. [f] A new style for a new millennium...

October Guest Curator

Andrew Dineley is a graphic designer based in Liverpool and North Wales. He also writes about pop music and design and hosts a podcast on the same subject called 'Art on your sleeve', available on his website and wherever you listen to podcasts.

Website: softoctopus.co.uk

Twitter: @disheedee

Instagram: @braeboy

Three decades of HIV/AIDS design: vimeo.com/107329495

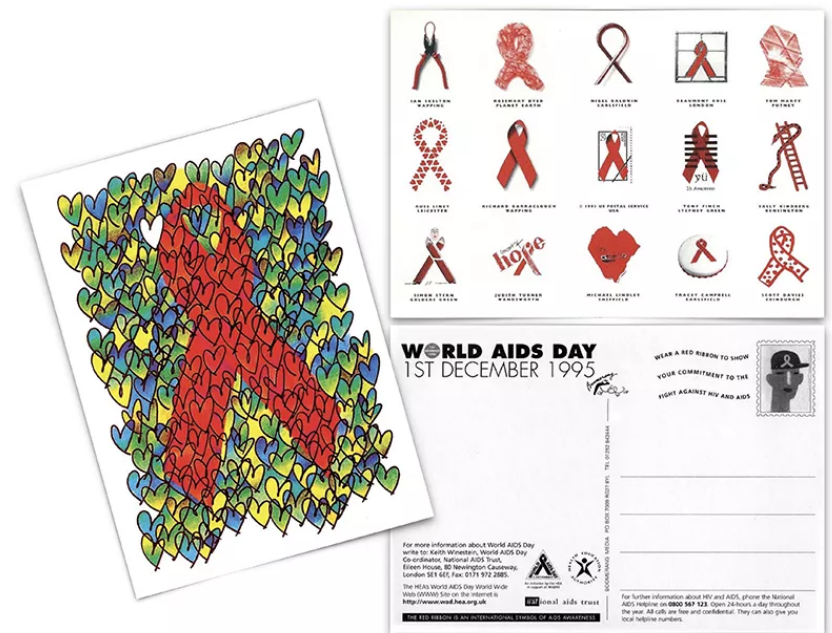
Pop Art animated archive: vimeo.com/205032038



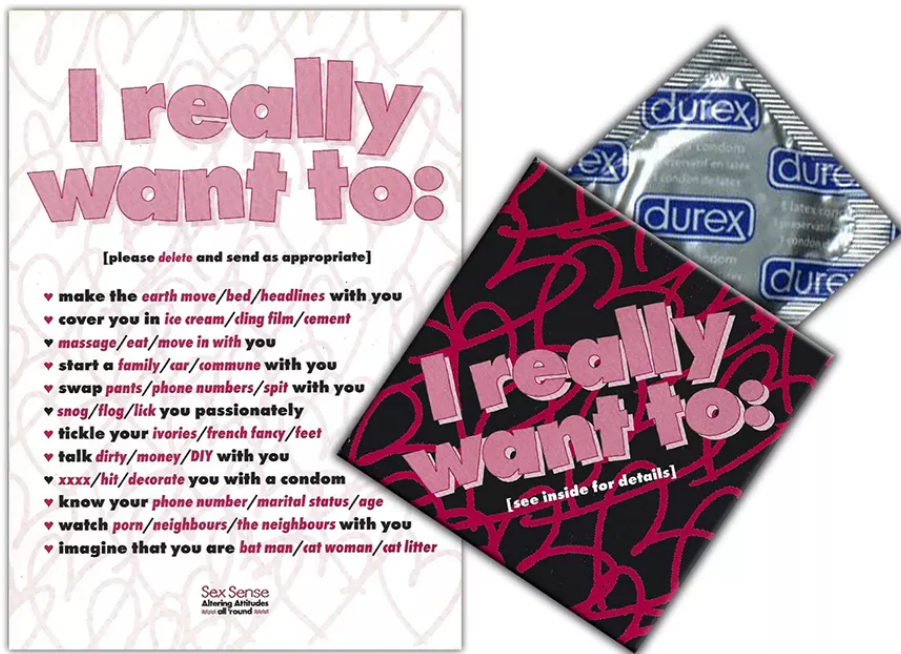
Andrew Dineley at work in his office at Sefton General Hospital in Liverpool, circa 1989. Image courtesy of Andrew Dineley.



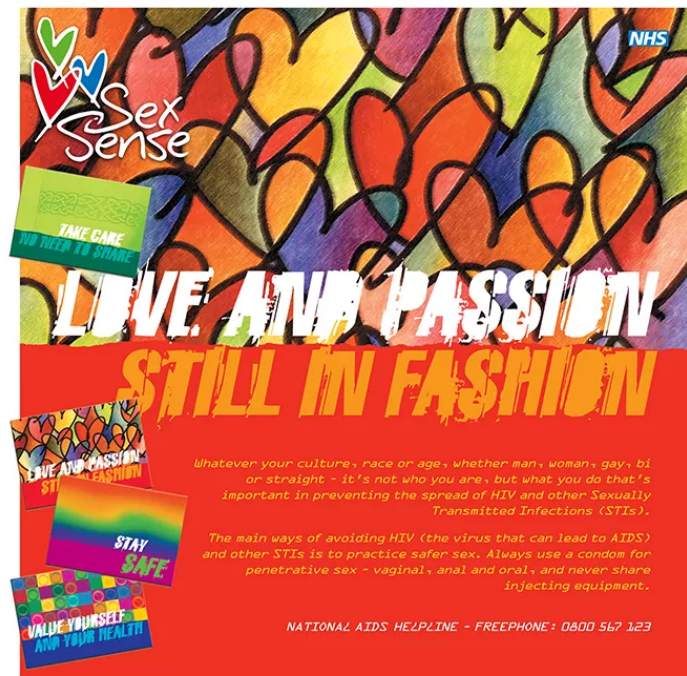
[b] The full range of Alter Attitudes to AIDS posters, circa 1992. Image courtesy of Andrew Dineley.



[c] World AIDS Day red ribbon postcard design for the Health Education Authority and National AIDS Trust, circa 1995.



[d] Red ribbon design on a t-shirt and A2 poster, circa 1996. Image courtesy of Andrew Dineley.



[f] Love and passion still in fashion poster and postcards from the Sex Sense range of resources, circa 2002. Image courtesy of Andrew Dineley.



[e] I really want to student postcards and condom packs, circa 1997. Image courtesy of Andrew Dineley.