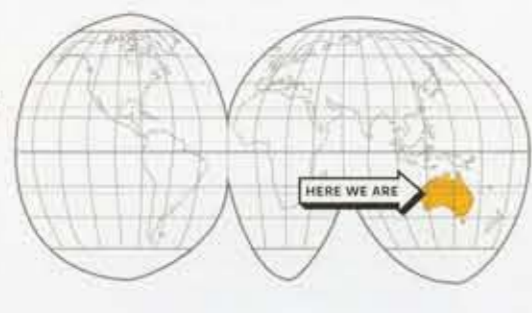


OPTIMISM

ICOGRADA Design Week
11-17 October 2010
CITY: Brisbane
STATE: Queensland
COUNTRY: Australia
Come on over, we're lovely



BRISBANE

AKA: Brisvegas
AREA: 5,905km²
LATITUDE: 27°28' South
LONGITUDE: 153°02' East
POPULATION: 1,945,639
TIME ZONE: UTC +10 hours
YEARLY RAINFALL: 1,200mm
AVERAGE TEMPERATURE: 25°C
SETTLEMENT FOUNDED: 1824

THE THINGS THAT DIVIDE AUSTRALIANS

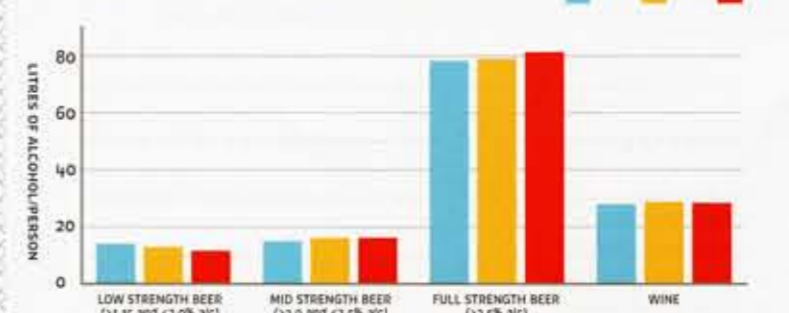
Ford vs Holden
Melbourne vs Sydney
bugle smugglers vs boardies
states with daylight savings vs states without daylight savings
Neighbours vs Home & Away
Australian Rules vs Rugby League
Barnys vs Farnys**
VB vs XXXX
Bass Strait



BIG CRAB
Cardwell QLD

DISTANCE FROM BRISBANE: 1,498 kilometres
TRAVEL TIME: 19 hours 34 mins
STATS: about 5 people high

PER CAPITA CONSUMPTION OF ALCOHOL

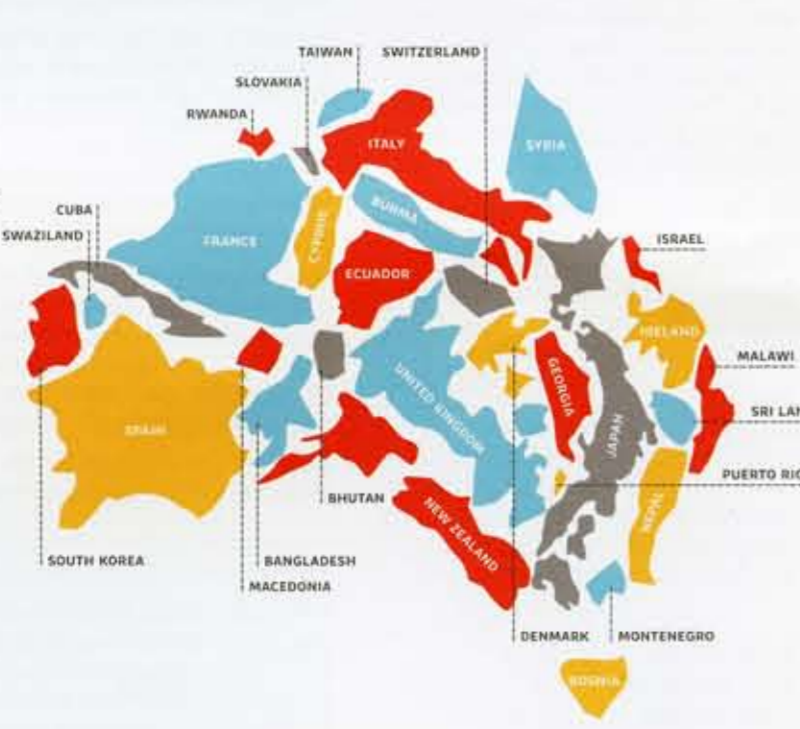


THE SOUTHERN CROSS (CRUX)

CONSTELLATION IS HIGHLY VISIBLE IN AUSTRALIAN SKIES THROUGHOUT THE YEAR. IT IS ALSO HIGHLY VISIBLE ON THE BICEPS OF BOGANS.

AUSTRALIA IS BIG

Things that fit inside us
VANCOUVER: 66,443 times
LUXEMBOURG: 2,946 times
GRAND CANYON: 1,544 times
THE NILE: 1,114 times
GREAT WALL OF CHINA: 850 times
JAMAICA: 693 times
ICELAND: 74 times
UNITED KINGDOM: 31 times
NEW ZEALAND: 28 times
ITALY: 26 times
NORWAY: 25 times
GERMANY: 21 times
JAPAN: 20 times
SPAIN: 15 times
FRANCE: 13 times
AFGHANISTAN: 12 times
TEXAS: 11 times
KALAHARI DESERT: 8 times
MEXICO: 4 times
KAZAKHSTAN: 3 times
INDIA: 2 times



THE COLOURS OF AUSTRALIA

GREEN: PMS 348
GOLD: PMS 116
OUTBACK: PMS 173
REDBACK: PMS 458
SUNSCREEN: PMS 803 (2x)
KED VOVO: PMS 1767
TRUE BLUE: PMS Reflex Blue

WHAT THE EVERYDAY AUSTRALIAN MIGHT CALL A DESIGNER

airy fairy
arty farty
pixel pusher
turd polisher
poof
huh?

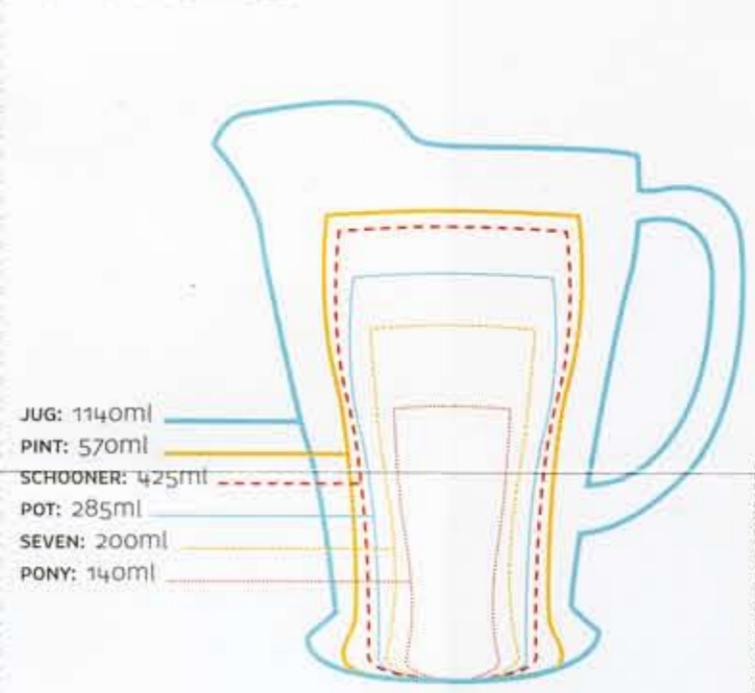
BEAUTIFULLY DESIGNED TYPEFACES BY AUSTRALIANS

Berber (Niels Oeltjen)
Flux (Monib Mahdavi)
Globele (Scott Carslahe)
Halvorsen (Wayne Thompson)
Imogen (Wendy Ellerton)
Morice (Morice Kastoun)

TYPEFACES THAT EVERYDAY AUSTRALIANS ARE MORE LIKELY TO USE

Arial
Calibri
Century Gothic
Comic Sans
Papypus
Times New Roman

HOW TO ORDER A BEER*



JUG: 1140ml
PINT: 570ml
SCHOONER: 425ml
POT: 285ml
SEVEN: 200ml
PONY: 140ml

THE CONDENSED AUSTRALIAN DICTIONARY

BEAUT = sensational
BINGLE = a motor vehicle accident
BLUE = a fight
BOARDSIES = board shorts
BOGAN = an unsophisticated person (cf chav, redneck)
BORED SHITLESS = very bored
BRICK SHIT HOUSE = a big strong man
BRIZZIE = Brisbane
BUGLE SMUGGLERS = men's swimming costume
CACKLEBERRY = egg
CAKEHOLE = mouth
CARK IT = to die
CHUCK A SPAZ = to get angry
COBBER = friend
COOK = one's wife
CORKER = something great
COZZIE = swimming costume
CUT LUNCH = sandwiches
DUNNY = toilet
FAIR DINKUM = genuine
G'DAY = hello
GALAH = a silly person
GOBSMACKED = surprised
GROG = alcohol
GREENIE = environmentalist
GRUNDIES = less than clean underwear
HOON = hooligan
HOOROO = a greeting
IN THE SHIT = in serious trouble
JOHN = the toilet
K'NOATH = honest-to-goodness
LARRIKIN = a boisterous young person
MISSUS = one's wife
MOOLAH = money
NIPPER = a small child
NOT MUCH CHOP = not good
NUDDY = naked
OLDS = parents
PAV = pavlova, a meringue-based dessert
PLONK = wine
POLLIE = politician
RIPPER = fantastic
ROTTEN = drunk
SANGER = a sandwich
SHEILA = a female
SHE'LL BE APPLES = it will all be okay
SHONKY = dodgy, poor quality
SNAGGER = a sausage
SPEWIN' = very angry
STRENGTH = an exclamation
STRINE = Australian language
TIGHTARSE = someone who is tight with money
TINNY = a can of beer
TOGS = swimming costume
TUCKER = food
TURPS = alcohol
UTE = utility vehicle
WOOP WOOP = far away
YABBER = to talk a lot
YOBBO = an uncouth person

AUSTRALIA IS HOME TO THE WORLD'S FIRST SOCIETY OF CARTOONISTS 'THE BLACK AND WHITE ARTISTS SOCIETY', ESTABLISHED IN SYDNEY IN 1924



ALCOHOLIC ARTHUR STACE FOUND GOD AND QUIT DRINKING, SPENDING THE REST OF HIS LIFE WRITING 'ETERNITY' IN YELLOW CHALK ON THE SYDNEY STREETS



BOGAN AUSTRALIAN NAMES AND THEIR 'ABBREVIATIONS'

BARRY: Bazza
BRUCE: Brucey
DARREN: Dazza
GARY: Gazza
JOHN: Johnno
KEVIN: Kev
PETER: Poldi
WAYNE: Wayno

BEVERLY: Bev
CHARLENE: Char
KIMBERLY: Kimmy
KYLIE: Kyles
PAMELA: Pammie
SHARON: Shazza
SHEILA: Sheila
SHERYL: Shez

A LITTLE SOMETHING TO PONDER ON
Western Australia's capital city Perth is the most isolated city of its size in the world. It also has more multi-millionaires per capita than any other city in the world.



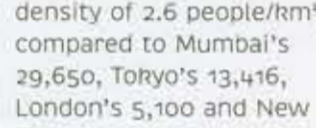
BIG BULL
Rochampton QLD

DISTANCE FROM BRISBANE: 616 kilometres
TRAVEL TIME: 8 hours 30 mins
STATS: about 3 people high

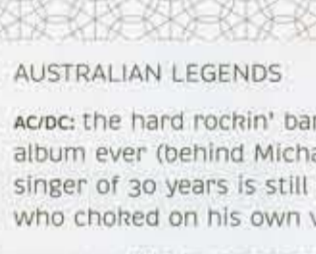


BIG BARRAMUNDI
Normanton QLD

DISTANCE FROM BRISBANE: 2,087 kilometres
TRAVEL TIME: 1 day 1 hour
STATS: 6m x 2m



AUSTRALIA: FAR FROM ANYWHERE



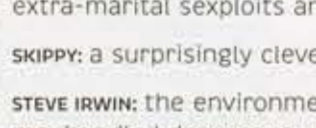
A LITTLE SOMETHING TO PONDER ON
Australia has a population density of 2.6 people/km², compared to Mumbai's 29,650, Tokyo's 13,416, London's 5,100 and New York's 2,050, yet accepts less refugees per annum than all of these places.

AUSTRALIAN LEGENDS

AC/DC: the hard rockin' band with the 2nd highest selling album ever (behind Michael Jackson's 'Thriller') whose lead singer of 30 years is still trumped by the 5 year front man who choked on his own vomit after a boozy night out
ALAN BOND: the businessman who bankrolled the yacht that made the US rather tetchy by taking home the America's Cup ending their 126 year winning streak, only to go bankrupt and to jail for corporate fraud
BOB HAWKE: the 23rd Australian Prime Minister who holds the world speed record for yard-glass beer-drinking
BURKE & WILLS: hapless explorers who set off in 1860 to map the 2000 miles between Melbourne and the Gulf of Carpentaria, leading a team of 19 men from which only 1 returned
CHOPPER READ: a hardened criminal who spent 20 years in prison (where he had a fellow inmate chop off his earlobes), who now releases rap songs and writes books for children
DAME EDNA EVERAGE: a lilac-haired, sparkly-spectacled, gladioli-bestowing, superstar housewife who may or may not be a man dressed as a woman, possums
DR BARRY MARSHALL: the 2005 Nobel Prize winner who proved bacteria causes peptic ulcers and gastric cancer, by infecting himself with it in order to find the drugs to treat it
EDDIE MABO: the indigenous Australian who spent 10 years fighting the High Court to overturn the fallacy of 'terra nullius' (no man's land) and recognise Aboriginal rights to land
FLORENCE BROADHURST: the bouffant-haired, haftan-wearing wallpaper designer who once ran a song and dance school in Shanghai and whose 1973 murder remains a mystery
HARRY SEIDLER: a mouthy architect, perhaps best known for the lovely little modernist house he built for his mum
NED KELLY: a murdering bushranger who wore a heavy tin hat with a slot in it and is now oddly celebrated as a folk hero for standing up to the man, colonial-style

ROLF HARRIS: wobble-board extraordinaire who did a bang-up job painting the Queen of England
SHANE WARNE: a rather good cricketer best known for his extra-marital sexploits and saucy text messages
SKIPPY: a surprisingly clever kangaroo
STEVE IRWIN: the environmentalist who said "critey" a lot and manhandled dangerous animals only to be accidentally killed by a mild-mannered stingray

DESIGNER OF THE SYDNEY OPERA HOUSE - JORN UTZON - NEVER SAW IT COMPLETED, RETURNING TO DENMARK FOLLOWING CESSATION OF FUNDS FROM A NEW GOVERNMENT



THE AUSTRALIAN COAT OF ARMS: A GUIDE TO USAGE*



A HANDY GUIDE TO NICKNAMES TO ANNOY AUSTRALIANS WITH, ACCORDING TO THE STATE OR TERRITORY THEY LIVE IN

NEW SOUTH WELSHMEN: corn stalhs
NORTHERN TERRITORIANS: top enders
QUEENSLANDERS: banana benders
SOUTH AUSTRALIANS: crow eaters
TASMANIANS: apple islanders
VICIANS: mutton birds
WESTERN AUSTRALIANS: sand gropers

A HANDY GUIDE TO INSULTING A LESS THAN CLEVER AUSTRALIAN
A chook short of a henhouse.
A few brichs short of a load.
A tinnie short of a slab.
A noo loose in the top paddoch.
A sanger short of a picnic.
A snag shy of the barbie.

I'D AVOID ASKING AUSTRALIANS THESE QUESTIONS, IF I WERE YOU
I have a friend in Sydney, do you know them? NO
Do you come from a land down under? NO
Can you give me directions to Summer Bay? NO
Do you drink Fosters? NO
Can you put a shrimp on the barbie? NO
Do you have a hat with corts on? NO
Can you ride a kangaroo? NO
You're all descended from convicts, right? SOO OFF

THIS POSTER DESIGNED JUST FOR YOU BY
Studio Bomba
Studio Bomba
Studio Bomba

A NOTE TO THE REST OF THE WORLD
ABOUT THE FLAT WHITE: SURELY IT'S NOT THAT HARD, IT IS JUST A CAPPUCCINO WITHOUT THE FROTH AND CHOCOLATE SPRINKLES

BIG CUP
Southport QLD

DISTANCE FROM BRISBANE: 75.2 kilometres
TRAVEL TIME: 1 hour 7 mins
STATS: about 2 people high

THE SOUTHERN CROSS (CRUX)

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A LITTLE SOMETHING TO PONDER ON
Australia has 1.5% the population of China, 7% of the USA, 15% of Russia, 35% of the UK and 26% of Germany, yet ranked 6th behind these countries at the 2008 Beijing Summer Olympics.



BIG PINEAPPLE
Nambour QLD

DISTANCE FROM BRISBANE: 102 kilometres
TRAVEL TIME: 1 hour 50 mins
STATS: 16m x 6m



NOTEWORTHY AUSTRALIAN PLACES

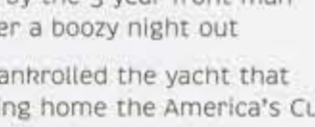
Adelaide FAMOUS FOR churches and murders
Bega FAMOUS FOR cheese
Busselton FAMOUS FOR a really long jetty
Canberra FAMOUS FOR politicians and porn
Darwin FAMOUS FOR cyclones
Ferguson Valley FAMOUS FOR garden gnomes
Goulburn Valley FAMOUS FOR tinned peaches
Hahndorf FAMOUS FOR bratwurst and strudel
Hobart FAMOUS FOR being at the end of a treacherous yacht race
Hutt River FAMOUS FOR turning their back on Australia
Kalgoorlie FAMOUS FOR gold and prostitutes
Kingsgary FAMOUS FOR peanuts
Melbourne FAMOUS FOR coffee and trams
Monhey Mia FAMOUS FOR dolphins
Mungo Lake FAMOUS FOR a 50,000 year old man
Nimbin FAMOUS FOR hippies
Perth FAMOUS FOR being Bullsville
Surfers Paradise FAMOUS FOR scantily clad meter maids
Sydney FAMOUS FOR a pointy, pointy building and a pretty bridge
Tamworth FAMOUS FOR country music
Uluru FAMOUS FOR a bloody big rock
Wycliffe Well FAMOUS FOR UFOs

WE'RE AS SURPRISED AS YOU ARE TO FIND OUT THESE THINGS WERE INVENTED IN AUSTRALIA (EXCEPT MAYBE THE UTE AND THE WINE CASK)



BIG SHELL
Tewantin QLD

DISTANCE FROM BRISBANE: 137 kilometres
TRAVEL TIME: 2 hours 20 mins
STATS: 3m x 1m



OVERSEAS LEGENDS WHO HAVE BECOME AUSTRALIAN CITIZENS

Ben Elton
Mel Gibson
Hank Marvin (The Shadows)
Leo Sayer
Nick Sheppard (The Clash)
Warren Mitchell (Aif Garnett)

ICONIC AUSTRALIAN FOODS YOU MIGHT LIKE TO TASTE

ANZAC biscuit
barramundi
fairy bread
kangaroo steak
lamingtons
macadamia nuts
pavlova
yabbies

ICONIC AUSTRALIAN FOODS YOU MIGHT WANT TO GIVE A MISS

Cheesybite
Chicken Twisties
Chiko Roll
crocodile steak
damper
pie floater
witchetty grubs

MOST REQUESTED FOODS AUSTRALIANS OVERSEAS ASK MUM TO SEND THEM

Cherry Ripe
Sambo Chips
Freddo Frogs
Tim Tams
Twisties
Vegemite
Violet Crumble

ICONIC AUSTRALIAN FOOD BRANDS THAT ARE NOT ACTUALLY AUSTRALIAN

Aeroplane (McCormacks, USA)
Arnotts (Campbell, USA)
Bushells (Unilever, USA)
Cottee's (Cadbury, UK)
Rosella (Unilever, USA)
Twisties (PepsiCo, USA)
Vegemite (Kraft, USA)

A LITTLE SOMETHING TO PONDER ON

Australia is the second country in the world to grant women the vote. Today, women's wages are 82% of men's and Australia is one of only 2 developed countries without paid maternity leave laws.



BIG MACADAMIA
Nambour QLD

DISTANCE FROM BRISBANE: 102 kilometres
TRAVEL TIME: 1 hour 50 mins
STATS: 5m x 10m



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ABOUT THE FLAT WHITE: SURELY IT'S NOT THAT HARD, IT IS JUST A CAPPUCCINO WITHOUT THE FROTH AND CHOCOLATE SPRINKLES

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Come to Australia. It's nice here. You'll like it.