

# **Martin Baillie takes over Edinburgh for Your Space or Mine project**

**Running alongside their Community is Kindness project, the BUILDHOLLYWOOD family of JACK, JACK ARTS and DIABOLICAL are spotlighting artists for their ongoing Your Space Or Mine project which gives artists and creatives a platform on the street.**

**They have collaborated with a new series of artists to inspire the public in different ways, whether that's through positive messaging or playful humour to help boost morale.**

**In their latest instalment of Your Space Or Mine they collaborate with 10 inspiring regional artists, including Martin Baillie from Edinburgh.**

**Martin Baillie is a graphic designer based in Edinburgh. Primarily working with organisations in the cultural and business sectors, his clients include: V&A Dundee; Scottish Album of the Year Award; Glasgow Short Film Festival; Local Heroes; Dundee Contemporary Arts; and Karen Mabon.**

**For the latest Your Space or Mine collaboration in the capital, Baillie has created a bold, typography led design displaying the simple but powerful phrase 'Ordinary People Doing Extraordinary Things' – "to honour the way in which we have all worked towards safeguarding each other during the**

pandemic.

“The poster features visual references to a few of the key jobs that people have been risking their lives to do: NHS and healthcare workers; posties and couriers; and supermarket staff. The stitching line in the top-right corner of the design is a nod to the individuals and organisations who have given their time and resources to make scrubs and PPE, as well as the wider story of people all over the country who have been doing what they can to help, whether it be through volunteering or simply doing their very best to follow guidance and keep themselves and others safe.”

Baillie’s distinctive typographic approach pairs bespoke lettering, created with geometric blocks “alluding to the idea of people from different walks of life coming together”, with a vibrant NHS-inspired blue backdrop.

The eye-catching design is now on city-wide display across Edinburgh.

He said: “Hopefully when people see the poster it’ll help to brighten up their day, and I’m sure everyone will have their own thoughts about the phrase ‘Ordinary People Doing Extraordinary Things’ and what it means to them.”

Alongside Baillie, the agency family has collaborated with other artists who have been asked to respond with inspiring messages of positivity and perseverance. Yinka Ilori has designed one poster space in Blackfriars London with the messaging “better days are coming, I promise” in support of the official charity of the Chelsea and Westminster Hospital NHS Foundation Trust: CW+ working in collaboration with [KCAW.co.uk](https://www.kcaw.co.uk). Other artists will take over their respective city streets with positive and uplifting messaging: Super Freak in Birmingham, Lois O’Hara in Brighton, Holy Moly in Bristol, #medicineonthewalls in Bristol, Suzanne Carpenter in Cardiff, Social Recluse in Glasgow, Micah Purnell in

Manchester and Beth Woollvin in Sheffield.

Khaly Nguyen, Head of Marketing Jack, Jack Arts, and Diabolical said: "These artists have diverse approaches, styles and perspectives. What they have in common is their goal of uniting and inspiring the community, not just during the crisis but every single day. We are excited to be collaborating with these extraordinary artists for our latest Your Space Or Mine project which we hope will bring some joy into peoples lives."