

# PROJECT KINGDOM

## TEE WITH THE KING – PROJECT INFORMATION

'Never Mind The Bollocks Home Rule For Hay' is the first of two Tee Shirt designs in the **Tee With The King** series available now from the Flaming Lady of Hay Arthouse and online Gallery Shop [www.flaminglady.com](http://www.flaminglady.com). Tee with the King is a 'accessible archive project' celebrating the life and legacy of King Richard Booth and promoting 'Wearable Art For Change'. With start up support from the Ashley Family Foundation and the Community Foundation of Wales.

100% of the profits from sales go to the Kingdom Project to help bring high calibre arts programs and events to Hay-On-Wye and other rural areas both in the UK and Internationally.

LONG LIVE THE KING!

## KEEPING COMMUNITY STORIES ALIVE

We hope all wearers will be proud to support and be a part of the project, knowing that they are helping keep the legacy of Hay-On-Wye's own King alive. In the 70's Richard Booth set up the World's largest second-hand bookshop in Hay & made it the 'World's first book town'. Riding through Hay on his horse – the 'Prime Minister' – he declared himself King and Hay an Independent Kingdom and in 1976 was Rural Wales' biggest tourist attraction.



Tee For The King is a Kingdom Project, produced in the UK by RAW Projects CIC with production by Lavish Design Ltd.  
Contact: E: [ami@lavish-design.com](mailto:ami@lavish-design.com) T: 0845 128 4199 A: RAW Projects CIC, 20 Castle Street, Hay On Wye, HR3 5DF  
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The tee designs are by Brighton based Punk Archivist & Author of the Sex Pistols book 'Satellite' Paul Burgess. Paul has worked as a photographer & graphic designer with the likes of the Sex Pistols, Jarvis Cocker, Pulp, Wrangler and Creep Show.

Paul was a principle lecturer at Brighton University and contributes regularly to various music and design publications as well as being one of the Kingdom Project curators.

The Kingdom Project is built on the foundation of Richard Booths legacy, we were tasked by him before his death to keep his story alive and to maintain a centre of art and rebellion in Hay-On-Wye. We salute his energy and sheer genius in reinventing a small border town in order to turn around its economic fortune putting it firmly on the International map as well as making it a place of inspiration for all those that pass through — as it remains today.

All Tee With The King tee-shirts are printed locally by an independent printer and are 100% organic, ethical and sustainable. Design two in the series below, 'God Save the King' - will be coming later this year along with some 'Never Mind The Bollocks Home Rule For Hay' tote bags!



DESIGN - PAUL BURGESS

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