Caledonian Girls: A Pictursecture

Fiona Jardine
Sophe Dyer
Maéve Redmond

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THE PERSISTENCE OF TYPE
The Allure of Africa

Anna McLauchlan

In 1995 Lynx released a new range of masculine body sprays. Rather than describing a fragrance such as ‘Spice’ or the problematic ‘Oriental’, the names of geographical areas were Africa, Alaska, Asia, Atria, Black, Cool, Deep Space, Metal, Excite, Recover, Rise. Each name in the range represented a range of male grooming products that can be organised into at least three different categories – one focused on utilisation and the controversial ‘Lynx effect’, another space exploration, and one that uses unclear Africa, Black, Cool, Metal, Recover. Despite the change of framing, what is maintained is the link to a place ‘Africa’ evoking a sense of the unknown or the exotic at the unknown. The carn’s graphics continue to understand the relationship between product and place by echoing the red, black and green Pan-African flag and its many decorative elements including the flag of Kenya.

Although the cans visibly relate to the continent, body sprays most stimulate the olfactory senses. A relatively recent phenomenon starting in the 1980s, these sprays maintain an ambition: they are a scent, but because they conceal odour, can be used to mask body odours while the wearer hasn’t had a chance to wash. Lynn describes Africa as ‘an exotic mixture’ but, as Alan Fattal’s love for the product shows, it is so pervasive as to be mundane. His spray structure bodes its persistence. Just as fresh fruit and vegetables can be difficult to buy in certain areas, there are ‘deodorant deserts’ where shop-of-little choice but constantly Africa.

The borderless horizons of many North African countries are reminded of the Continent’s curvy up by European Leaders. These borders, broken by disregard for those once resident, unravel and thus continue to shape events. These are all African countries – Botswana, Eritrea, Ethiopia, Liberia, Tanzania – connect a diversity of images and understandings. In contrast, the generic continent name, Africa, reiterates a sense of ‘unity’ and maintains an air of mystery. What does this sum up to? What is this exotic matter? Lynx has been Lynx’s best-selling body spray for over a decade – and its scent as is iconic today as it’s ever been… this classic fragrance will give you a real presence.’


The performance of a new work in two parts. Anna McLauchlan considers text, type and classification through perfor-

mance, engaging with space, the body and identity.

Biography

Anna McLauchlan studied Text-Based Art in Dundee, served on the committee of Glasgow’s Transmision Gallery and has subsequently taught in environmental and visual arts. She is currently a Lecturer in Graphic Design at the University of the West of Scotland.

Catch Phrases, Catch Images is screened Thursday 23 July 7pm – 7:30pm

From Vesalin on the Lens to Photoshop, this event will examine the politics of photographic enhancements within adver-

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