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By Fred Attewill - 14th June, 2012

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BT celebrates 25 years of Childline as artists redesign British telephone box

The classic British telephone box has been given an artistic makeover as BT celebrates a quarter of a century of Childline.



This telephone box has been transformed into a quirky sofa for the project (Picture: ArtBox/Steven Dray)

These pictures show how some of Britain's leading creative talents have transformed the classic red phone box.

More than 80 artists have put their mark on the iconic K6 kiosk - and some are on show in Trafalgar Square tomorrow.

Among the most striking designs is a phone box 'couch' designed by Central St Martins graduate Benjamin Shine.

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This design was inspired by the Old Vic Tunnels (Picture: ArtBox/Steven Dray)

Fashion designer Julien Macdonald painted his booth white and covered it in pink butterflies while Ted Baker's team sprayed theirs gold and called it a Ding A Bling Box.

David Mach created T For Telephone by having an Atlas-style figure lift a box above his head and underground artists from the Old Vic Tunnels decorated their kiosk with lips and eyes.



Ted Baker's design is called Ted's Ding A Bling Box (Picture: ArtBox/Steven Dray)

The ArtBox project was launched by BT to mark 25 years of ChildLine. A selection of the boxes will be auctioned by Sotheby's at the National Portrait Gallery on July 18.

For a full list of locations, visit www.blartbox.com

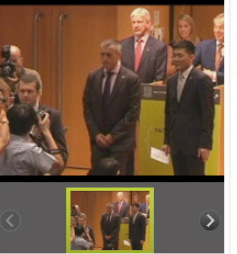
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