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By METRO REPORTER - 19th June, 2012

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## Behind the idea: Telephone booths get creative makeover with BT ArtBoxes

BT ArtBoxes: The iconic, Gilbert Scott-designed red telephone booth gets a makeover by leading creatives.

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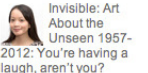
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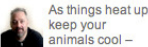
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Following the new London bus designed by Heatherwick studio and the Keep Calm And Carry On merchandise, BT ArtBox is the latest creative experiment to celebrate Britain's design legacy. A host of individuals have refashioned the classic K6 kiosk and an open-air exhibition, which opened on Monday, has taken over London's streets, featuring more than 80 of the new designs.

The original 1936 Gilbert Scott phone booth was introduced to commemorate King George V's silver jubilee. With the diamond jubilee celebrations in full swing, BT chose 2012 as the year to call on artists, architects, sculptors and fashion designers to put their mark on the structure.

Nick Gilbert Scott, the grandson of the creator, has supported the project, saying his grandfather loved playing with ideas and theories, and would be only too eager to see how artists of today might find ways of reinvigorating his design.

Acclaimed graphic designer Malcolm Garrett, patron of the project, was involved in the painstaking task of choosing which designs made the cut.

'The K6 phone box represents the democratisation of technology for the benefit of the whole community,' he says. 'The phone box



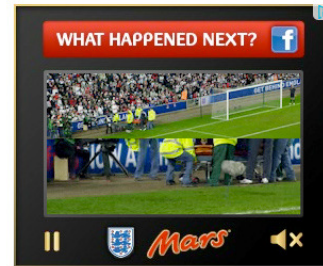
back to The Clash's iconic album, while Peekaboo and Padded Cell Phone Box consider the more serious themes of childhood loneliness and neglect.

Among the designers involved is Central St Martins graduate Benjamin Shine, whose phone box features a giraffe bursting out of the top. Rather than being at home in London Zoo, Shine's Metro-sponsored ArtBox will be in busy Leicester Square.

'My design very much plays with the London backdrop, which provides the necessary juxtaposition for the giraffe to appear so out of context,' he says. 'It needed to be right in the middle of a bustling city location.'

BT ArtBoxes are available to buy online via eBay in aid of ChildLine's 25th anniversary. To find out more about the project see [www.btartbox.com](http://www.btartbox.com)

PICTURES: [More pictures of the BT ArtBoxes](#)



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