

PATTERNITY

PRESS RELEASE, 14 September 2017

INFECTIOUS PATTERN: designing for disease

PATTERNITY X Wellcome

PATTERNITY creative studio has spent eight years uncovering the patterns in everything from the folds of a flower to the cracks in the pavement, exploring the positive power of pattern to change our behaviour and, with it, the world. Now, in its collaboration with **Wellcome**, **PATTERNITY** examines the patterns behind one of humanity's biggest threats: infectious disease.

Through an innovative multi-platform campaign spanning window displays, film and creative workshops, **PATTERNITY** is working with the pioneering global charitable foundation to increase public awareness of the patterns underpinning the structure, spread and societal impact of infectious disease – and the critical work of **Wellcome** in eliminating it.



Photography by David C Bishop / Wellcome.

Launching on **23 September**, **INFECTIOUS PATTERN** sees the four 12-foot windows of **Wellcome**'s buildings on the corner of Gower Street and Euston Road transformed with bold graphic surface designs, 3D shapes, graphic optical effects and storytelling typography.

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Through repetitive patterns inspired by the intricate microscopic structure of bacteria and viruses, each window tells a chapter in the story of disease: from the genesis and spread of infection and the disruption caused to the body and society, to the power that **Wellcome**'s research has to combat it. The centrepiece is an animated film created by **PATTERNITY** that interweaves fact, playful pattern animation and case study to explore the history of infectious diseases and the progress made by **Wellcome** in tackling them.



Photography by David C Bishop / Wellcome.

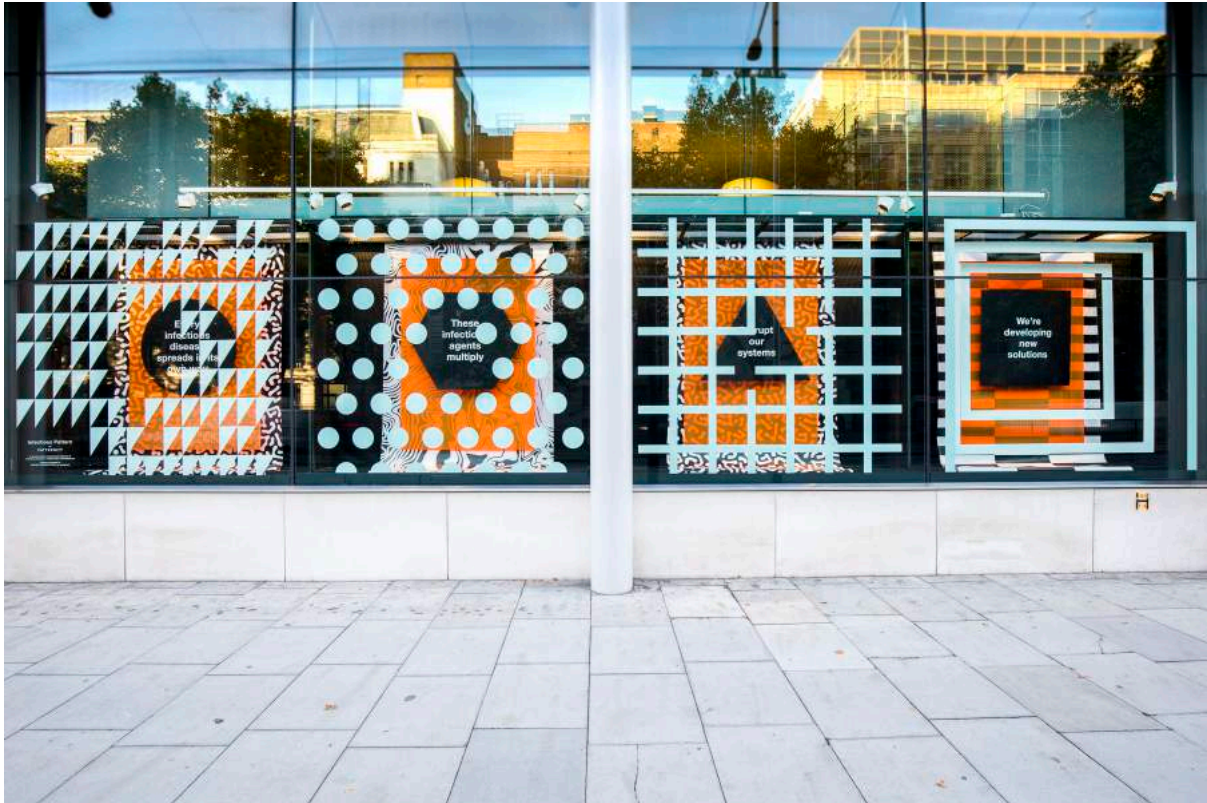
Every day, more than 5,000 people walk by these windows, making them the ideal platform for raising awareness of one of **Wellcome**'s biggest areas of research, and one of the biggest threats to global civilisation today. Epidemics such as Flu, Ebola and HIV have claimed thousands of lives in recent years; devastating communities and causing health and economic repercussions that can still be felt long afterwards. At the same time, over-dependence on antibiotics has led to an explosion in drug-resistant pathogens. According to current projections, these will kill 10 million people a year by 2050.

'As a global leader in biomedical research and policy, Wellcome is well placed to bring about the changes that are needed to tackle infectious diseases. This creative collaboration with PATTERNITY is a great way to show how diseases spread, and some of the ways we can fight them. I hope it will bring people passing by our windows closer to the heart of the research we fund, which is working to address some of the biggest threats to health worldwide.'

– **Mike Turner**, Head of Infection & Immunobiology, Wellcome

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Photography by David C Bishop / Wellcome.

'By working with visual patterns (in this case bold window graphics and moving images) we can visualise the unseen patterns of infectious diseases – how they spread both within the body and in society at large. We have taken our understanding of pattern, texture and shape and used it to translate complex factual information into a window display and experiential project that we hope will bring a lightness and playfulness that will inspire people to find out more.'

– Grace Winteringham, co-founder, PATTERNITY

One way or another, disease affects everyone and, by extension, so does the work of **Wellcome**. **PATTERNITY**'s aim is to share that work with as many people as possible, translating the battle against global disease into striking, accessible visuals that turn heads, capture imaginations and broaden minds.

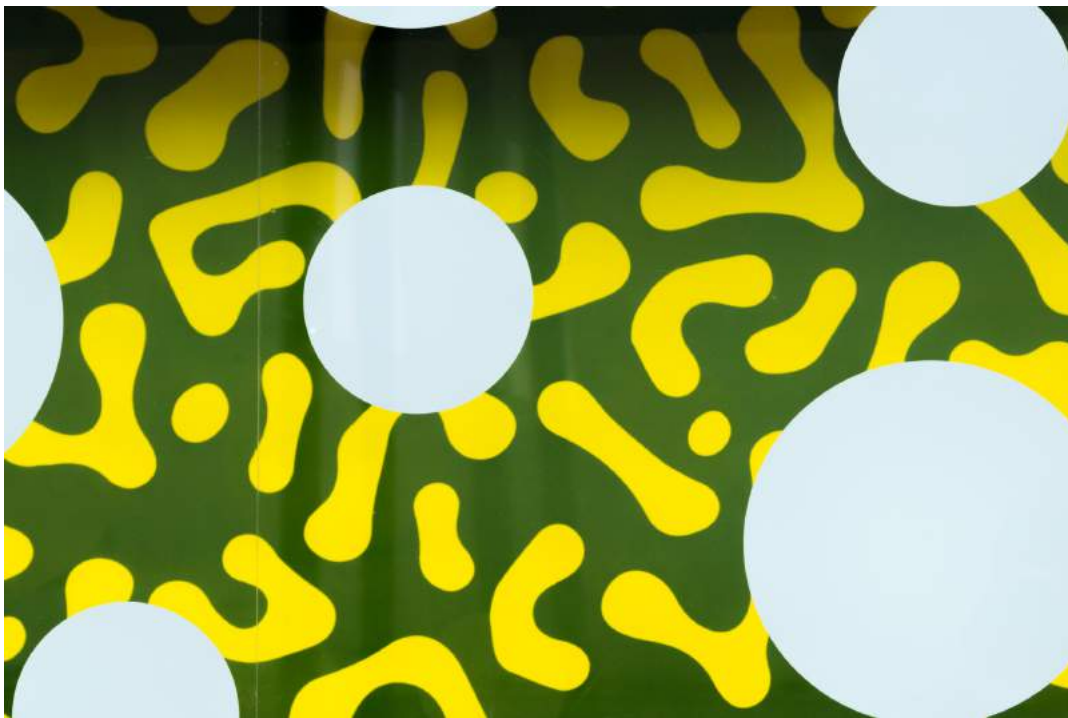
To extend the reach of the display, **PATTERNITY** is masterminding an accompanying online campaign that will disseminate **#INFECTIOUSPATTERN** virally, using animations and imagery to bring the **Wellcome** message to thousands of people via **PATTERNITY'S** web and social platforms.

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'The window design, moving image and hands-on public events all help to support each other in communicating the story. We only have a few seconds to explain the work Wellcome does as people walk past the window display, so other aspects of the campaign help people to dig beneath the surface and find out more. We love the idea of this project spreading virally, creating a pattern of awareness in all it reaches.'

– Anna Murray, co-founder, PATTERNITY



Photography by Ellie Hemsley / Wellcome.

The campaign begins on **23 September 2017**, and will run for the following six months.

To find out more about **INFECTIOUS PATTERN** and **PATTERNITY**, contact Jodi Moss at jodi@zetteler.co.uk or on +44 (0)7910 705147

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Notes for Editors

About PATTERNITY

Since 2009, Anna Murray and Grace Winteringham have been decoding the visual rhythms and cycles of everyday life. Inspired by a deep-seated belief in the power of pattern to positively change the world and expand our minds, they created the world's leading online archive of pattern imagery, both man-made and natural. From its Hackney base, PATTERNITY swiftly grew from a repository of mesmerising imagery to become a fully fledged interdisciplinary creative studio, with a programme of events and educational initiatives dedicated to encouraging and enhancing our appreciation and understanding of pattern in the world around us. Anna and Grace's expertise, creativity and unique perspective have been sought by the likes of Apple, Bompas & Parr, the BBC, the Barbican Centre, Céline, Clarks Originals, Diageo, the Foreign and Commonwealth Office, Getty Images, Granta, Levi's, Nike, Selfridges, the School Of Life and the V&A. PATTERNITY-designed product ranges are sold in major museums and luxury independent retailers worldwide. The first book, *A New Way of Seeing*, was published in 2015, followed in 2017 by *Be Great, Be Grateful*, a gratitude journal and guidebook to inspire people to incorporate patterns of positive thinking and behavior into everyday life.

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PATTERNITY founders, Anna Murray (left) and Grace Winteringham (right).

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About Wellcome

Wellcome exists to improve health for everyone by helping great ideas to thrive. It is a global charitable foundation, both politically and financially independent, which supports scientists and researchers, takes on big problems, fuels imaginations and sparks debate.

wellcome.ac.uk

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