

The Blue Moon Clubbers

By Bethany J Galecky!

GDE720

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MD720 Brief

Brief Outline

Our task for this modules assessment is to create a design intervention for a cultural narrative (either historical or contemporary) which has received only limited critical attention. This might be a story of a hidden subculture, an under-valued local site such as a community arts venue, or a little-known creative practitioner.

We can choose a story that is very big or very small, but we must explain how it has not garnered the attention it deserves, and we must find an intriguing and original way to tell this story to a new audience whilst expressing why it holds particular cultural significance.

Main Takeaway

With this brief and its requirements in mind, I had the idea to start my investigation by researching into the surrounding area.

The good thing about where I live (Cheltenham Spa) is that not only does the town contain a myriad of hidden historical gems, but it is also ever-growing and abundant in young talent, contemporary businesses and independent creative practitioners.

I know that Cheltenham contains so many undiscovered and amazing stories that aren't given the recognition it deserves. Furthermore, I hope to use this project as an opportunity to not only to enlighten myself and learn about something new, but to also help bring to light a story that needs to be told.

Marking Criteria

Contextualise- appraise the social, political and historical contexts in which design practice operates.

Analyse- evaluate research findings and use sound judgement informed by critical debate at the forefront of the academic discipline.

Distil- position a creative strategic insight that has been distilled and refined through an informed investigation.

Make- select and utilise relevant tools, skills and technologies in the delivery, iteration and sustainable production of an outcome.

Collaborate- demonstrate inclusive and empathetic strategies to plan and execute a project across distributed collaborative situations.

Design- realise a final solution that evidences its strategic journey and clear relationship between form and function.

Three concentric circles are centered behind the text. The innermost circle is the smallest, followed by a medium-sized circle, and the outermost is the largest. They are all drawn with thin black lines.

Discovery

720 STUDIO BRIEF. 24

A Design intervention for a cultural narrative (Historical or Contemporary) which has received limited critical attention.

- A Hidden Subculture
- An undervalued local site (community arts venue etc)
- A little-known creative practitioner.

Undervalued local sites

- The Wilson Art Gallery
- The Museum
- The Collection

IDEAS

Archives
Porline

Little known & Creative practitioner

- Independent Filmmakers - Horror
- Creatures in Cheltenham

Horror Films reflecting on real life issues and fears

Hidden Subcultures

- Hidden creative or weird cultures that clash with Cheltenham

- Punks?
- Graffiti artists
- Gangs?

Georgie?
Jack?

(Film creatures in Cheltenham)

Hardships of being a filmmaker in a small town/city such as Cheltenham.

Why do we love horror so much?

INTERESTS:

Storytelling - Storyboards



- ZINES

= OLD

ILLUSTRATION

Society Café?

• Newspaper

Horror Zine/Manifesto

Ideas

Mindmaps are my go-to method for jotting down ideas and so I started this project by listing some potential local sites, creative practitioners and hidden subcultures that could offer me a starting point.

As suggested in the brief, I tried to make sure that these ideas aligned with my own interests, values and practice, which is why there are a lot of references to horror films and filmmakers, zines and illustration.

I started to cross off ideas as I went as I felt like a lot of these subject matters either lacked substance or was just way too broad- too broad that it certainly wouldn't have had 'limited critical attention' and therefore wouldn't have sufficed for the brief.

Eventually, I found myself more drawn to the idea of basing my investigation on a hidden subculture.

Subcultures

The subject matter of subcultures has always been of interest to me; the idea that a group of people with common values, principles, interests and ideas can unite together to differentiate themselves from society's conservative norms is something I find empowering and essential for the evolution of our world.

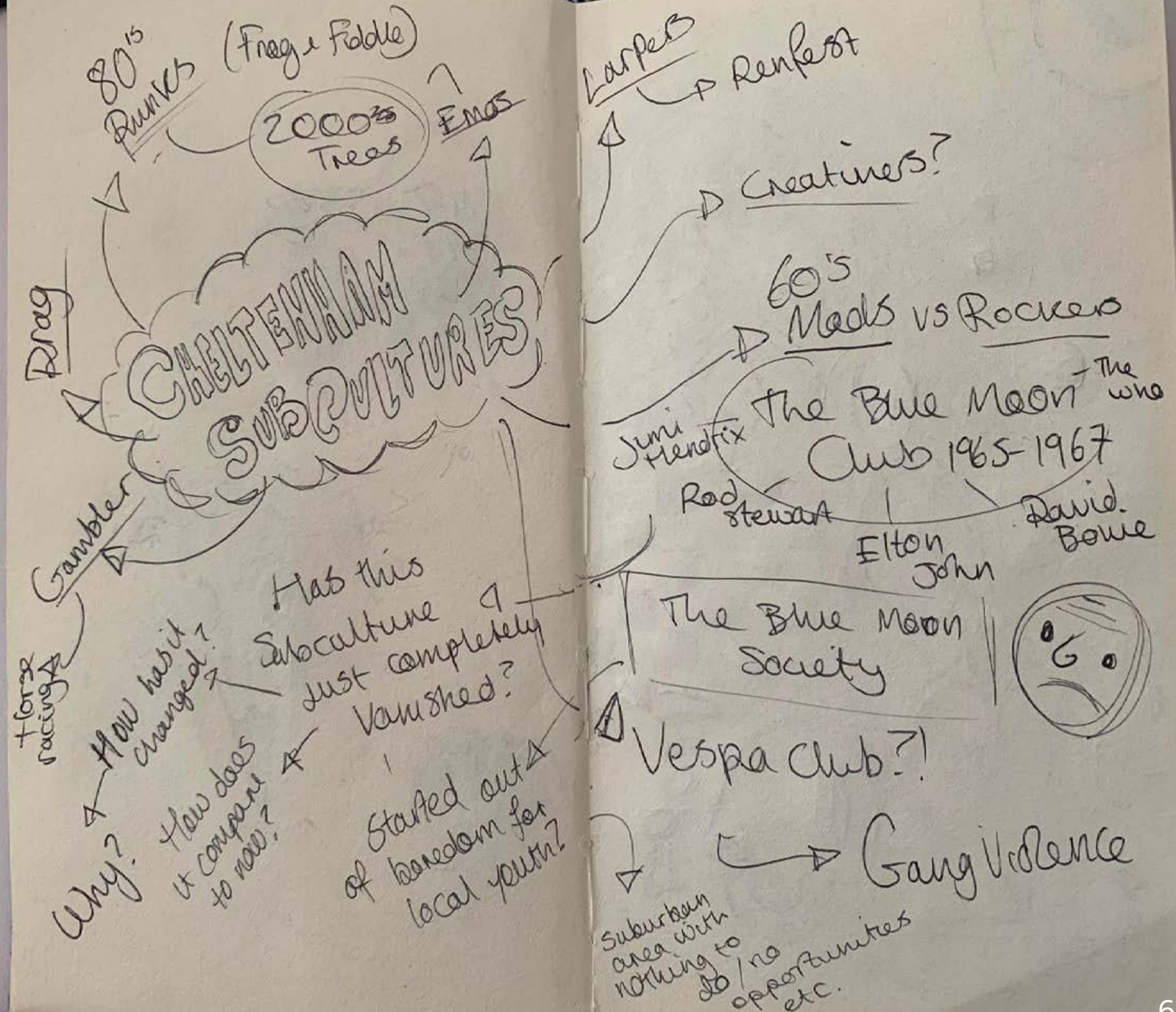
Subcultures generate movements that can allow people the opportunity to express their individuality, spread awareness and enact change in the way our world thinks and acts.

With this in mind, I really liked the idea of focusing my project on a potential hidden subculture that resides within the area of Cheltenham.

I wanted to find a subculture that was unusual, or in which juxtaposed Cheltenham's regal, conservative and traditional manner and disposition.

With this in mind, I started to consider the kind of subcultures that exist within my local area.

And it was within my research that I stumbled across something that became the catalyst for this entire project.



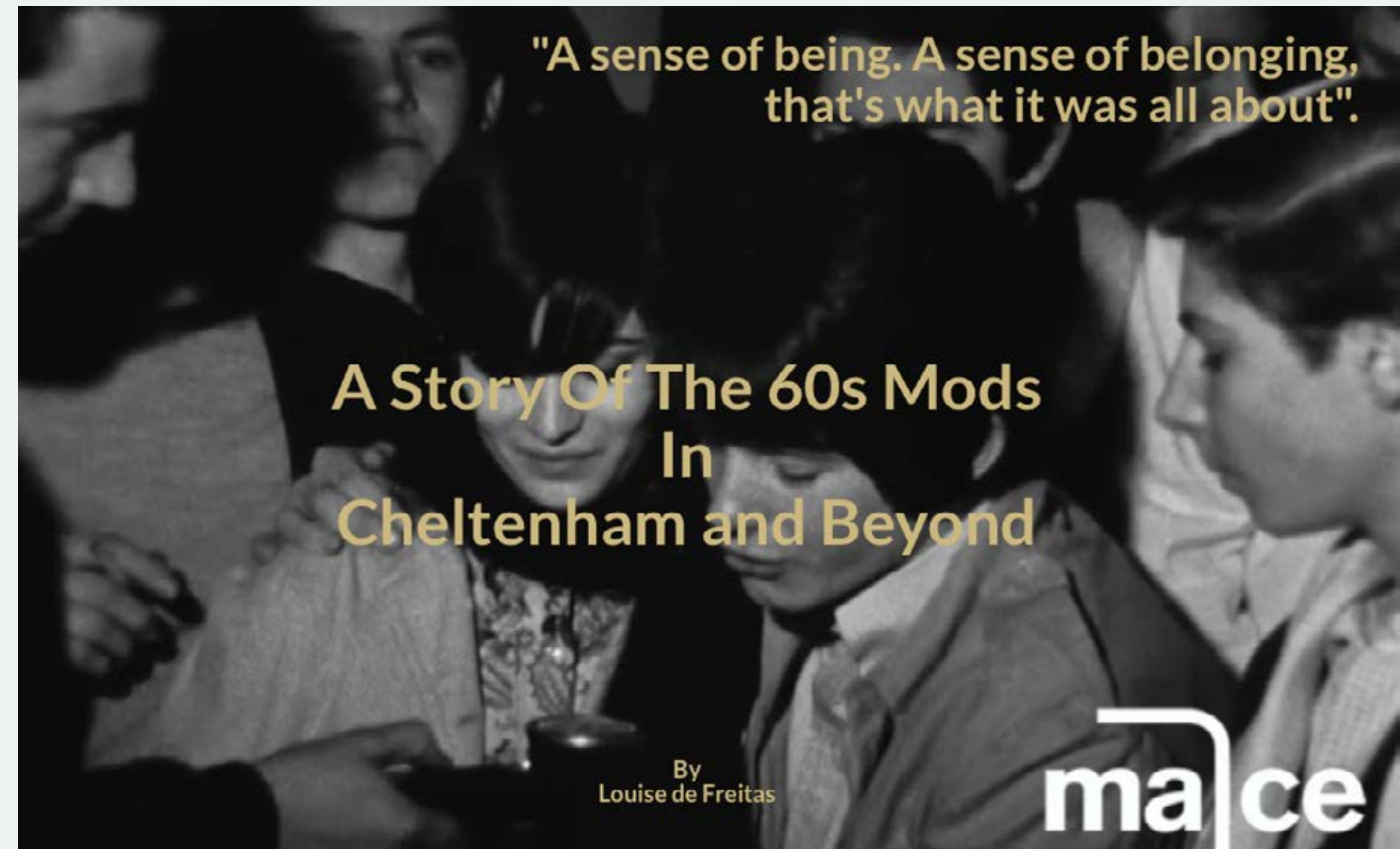
Discovery

During my initial search online, I decided to try my luck and see what I could find in regards to the 'Subcultures of Cheltenham'.

I ended up discovering this amazing journalism work created by Louise de Freitas, a Uni of Glos graduate who had based her project off of the Mod subculture and their involvement and presence within Cheltenham.

Not only did her extensive research and collection of resources inspire me to focus my theme for this project on The Blue Moon Club, it actually made me aware of the fact that there was an existing reunion group of people who used to go to club back in their youth.

This incited me to get in contact with the group myself in the hopes that I could learn more and generate some more ideas for the final outcome.



"It was the whole of Mod culture all over the country all encapsulated and condensed into one little club in Cheltenham high street".

Charles Scarrott

RESEARCH

• MODS & ROCKERS

History, clash, style, aesthetic
Music Scene - How it started
How/why it ended - did it end?
How it evolved?

• TBMC (PAST)

History of the Club

- when it started / ended - why?
- the people who started it - why?
- music that played there etc.

• PERSONAL EXPERIENCES

- ▶ Start collecting stories from people that went there (facebook groups - send post to invite people to write/talk about experiences)

• TBMC (PRESENT)

▶ CONTACT OWNER?

- The state it's in now
- what happened after it closed
- Tours (kept vacant because of nostalgia?)

DESIGN IDEAS



1 ZINE

OR GRAPHIC NOVEL

- ▶ Illustrate memories and experiences of TBMC - tell stories of the people that went there.

- ▶ Design front cover - a couple of stories - hand-drawn & photocopied like a zine.

2 EXHIBITION CONCEPT?

- ▶ With the space being vacant, it could be interesting to think of how we could utilise it / bring it to life - gallery space? Another music venue - etc.

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PLAN
THE BLUE MOON CLUB

Three concentric circles are centered behind the text. The innermost circle is the smallest, followed by a medium-sized circle, and the outermost is the largest. They are all drawn with thin black lines.

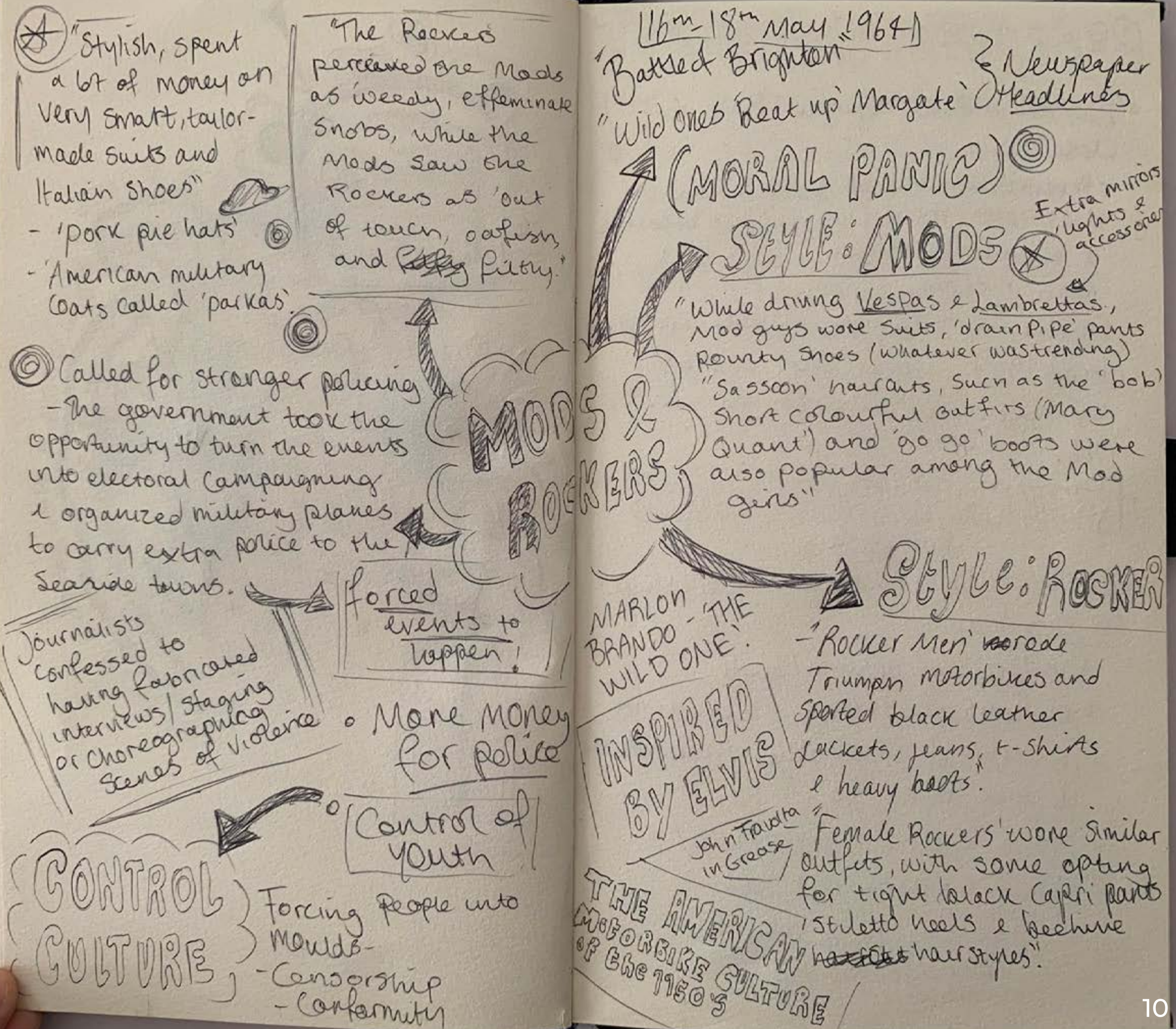
Research

Mods vs Rockers

I decided to research into the history of the Mods and Rocker subcultures as I felt like it was essential that I understood what these subcultures were about so that I could accurately depict them in my final outcome.

Hence why I decided to not only research and investigate into their overall aesthetic, style and iconography that is associated with both parties, but also the mentality of these subcultures, the issues that they had faced within society (how they were perceived and incriminated by the general public), and why these two subcultures had clashed so much.

I feel like its also important to look into the impact and significance that these subcultures had, not only with our society as a whole, but in regards to the creative industry- especially design. These aspects, icons and design choices will feature quite heavily in my final outcome.



Mods



The Mod (modernist) subculture started in London during the early 60's but can be traced back into the 50's.

"The Mods were the baby boomers of an affluent post-war Britain; they had the money to spend and chose to spend it in the best Jazz clubs and on the finest Italian slim-fit suits. The term Modernist derives from Modern Jazz – the music of choice for the early mod. The new brands of music and clothing available was representative of a changing Britain, influenced by post war immigration, particularly from the Caribbean." (Discover, John Smedley).

A mods clothes and style is the uniform that reflects upon the societal beliefs; "preaching positive changes in gender and racial equality" and using fashion and style to express their want "for independence and tolerance" (All That's Inspiring, Leah Silverman)

The uniform consisted of things like:

- Smart, sharp tailored suits (French or Italian).
- Crisp, pointed collar shirts.
- Smart shoes- (handmade winkle pickers and penny loafers).
- Fishtail parkas- for shielding expensive suits.
- Matching tops and skirts / fitted dresses (above the knee).
- Italian scooters (Vespas or Lambretta).
- Designers- Ben Sherman, John Smedley, Mary Quant, Barbara Hulanicki
- Bright colours and bold patterns





Rockers on the other hand were a variation of the American rock'n'roll bikers, drawing heavy inspiration from the 1950's American motorbike gangs, and figures like Marlon Brando in the film 'The Wild Ones', Steve McQueen, Elvis Presley and even John Travolta in the film 'Grease'.

Like Mods, they too had a love for motorcycles but would prefer more high-power British bikes like the Triumph Bonneville or BSAs, which they customised with a lot of racing accessories.

The Rocker aesthetic or style was a lot more 'practical' as it consisted of things like:

- Protective motorbike leathers
- T-shirts and jeans
- Heavy boots
- Customised jackets with studs, patches and painted designs
- Brylcreemed pompadours.



Rockers

Turn down a mod world



WRECKERS!

FIFTY NINE CLUB

Moral Panic

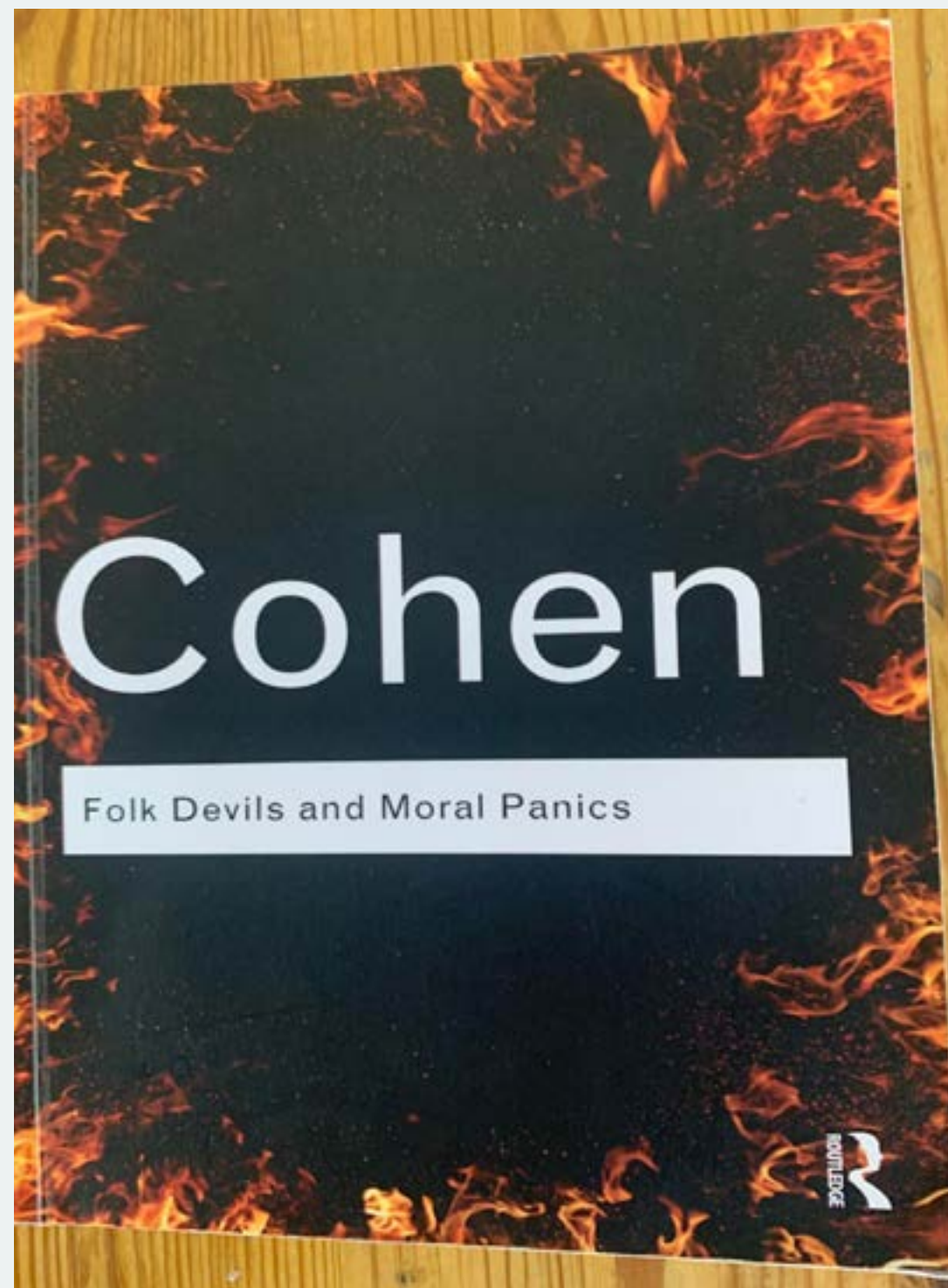
Upon researching more into the Mods and Rockers, a big subject that has consistently come up has been in regards to the issues that have occurred as a result of these two subcultures colliding.

Uproar had started after fights between the two subcultures had broken out at the seaside resort towns such as Brighton on the May bank holiday in 1964, causing what was later described as 'Moral Panic' across the nation.

'Moral Panic' is an instance of public anxiety or alarm as a response to a problem which may be perceived as a threat to the current moral standards of society.

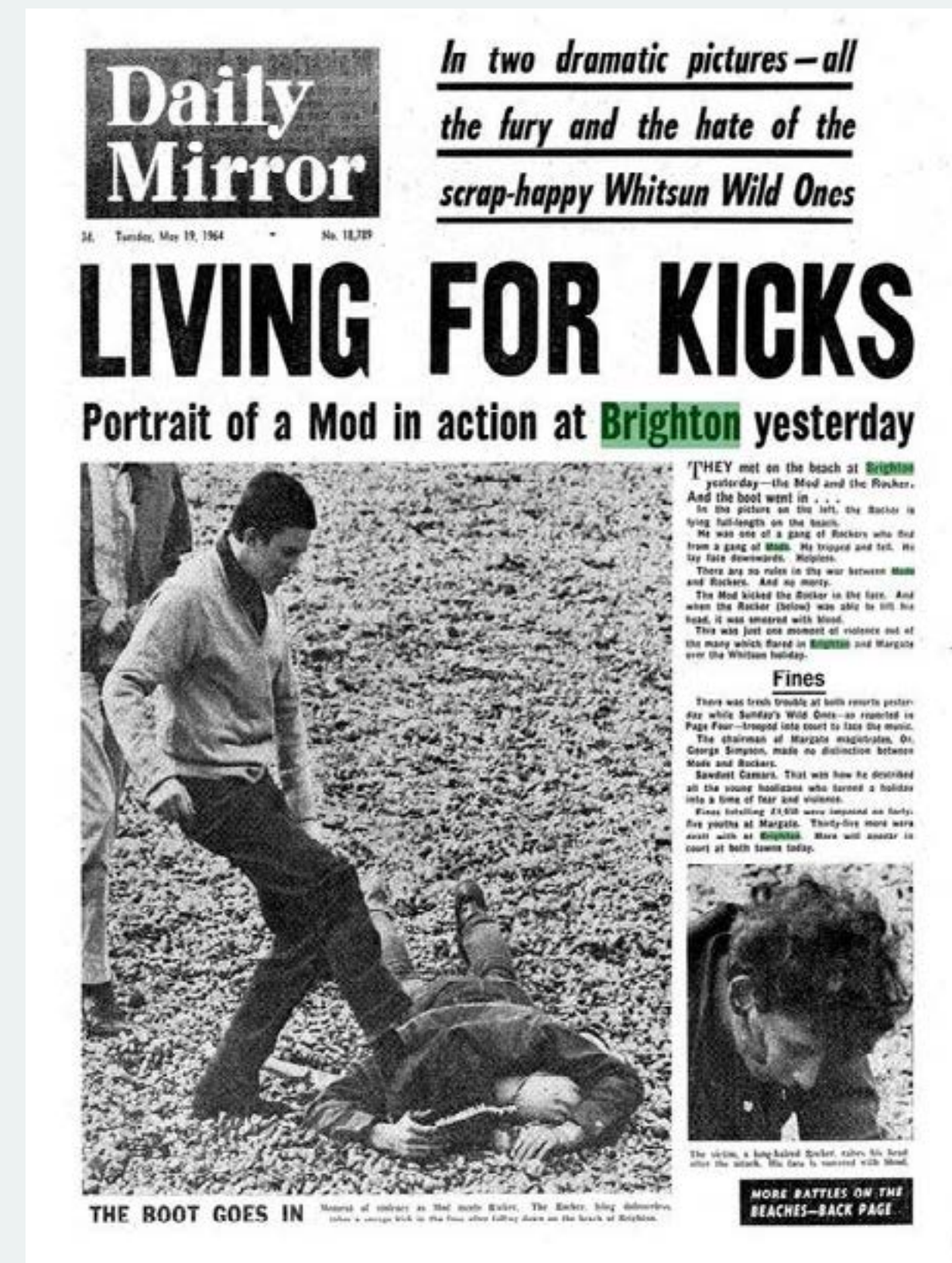
This term was first coined by the sociologist Stanley Cohen, who wrote a really interesting book on the subject titled 'Folk Devils and Moral Panics'.

He investigates and brings to light the ways in which the media, and those in a position of political or societal power, had defined a group of young people as a threat to our country's societal values and interests, before then fear-mongering the public to the point that such groups were unjustly vilified and demonised.



Mods and Rockers were perceived as violent and juvenile troublemakers and hooligans instead of people who simply wanted to express their individuality, and evolve away from the conventional and conservative norm of society at the time.

In his analysis of the public's response to these subcultures colliding, he maintains the idea that the reaction was completely blown out of proportion. The government started to ramp up the law enforcement, the media continued to paint these groups of young people (as Mods and Rockers were usually in their teens/twenties at this point) as the 'enemies of the nation', and people were being mistreated, brutalised and arrested for quite small and benal incidents.





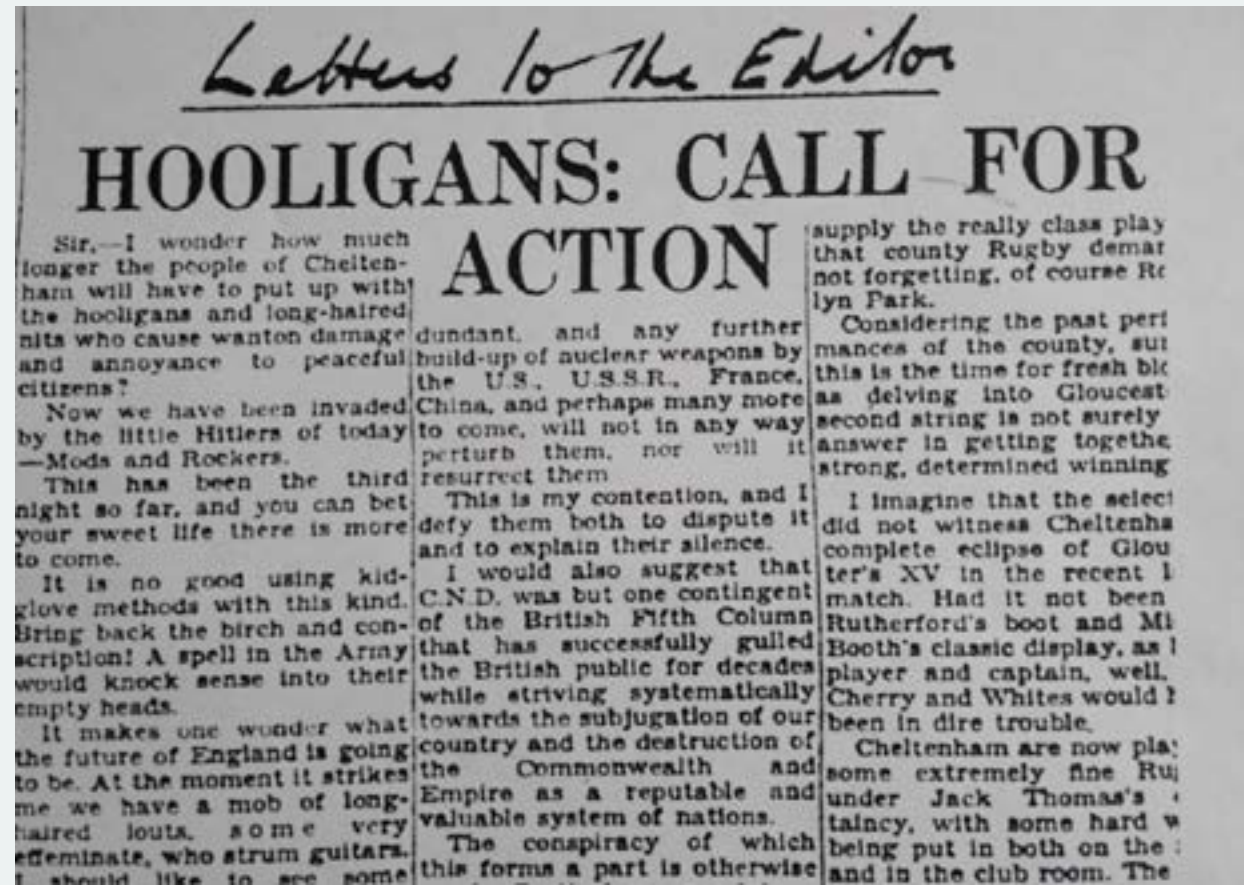
Cheltenham is well-known for a lot of things; the horse-racing, the community driven festivals throughout the year, and its history of being “the most complete regency town in England”.

It is well-known and revered for being a place of regal style, manner and neatness, taking great pride and care in being a place that coincided with the upper-middle and upper-class lifestyle. It is a place that many have gone to on luxurious holidays, have settled down in to start families and resided in after they'd retired.

Keeping this in mind, this is why it was so surprising to learn more about Cheltenham's involvement with the Mod scene during the 60's, and the fact that there was a very successful Mod club on the high street that ran for 2 years (which opened a year after the Brighton incident).



Mods in Cheltenham



It's clear to see however that the disturbances between the Mods & Rockers were causing a lot of grievance in Cheltenham, which generally makes me consider the idea that The Blue Moon's short lifespan could have partly been because of the 'Moral Panic' epidemic.

The Creation of The Blue Moon

The Blue Moon Club was a Mod club created by the London-based duo and club owners Bill Reid and Eddie Norman.

This club had existed for only two short years- from the 17th of July 1965 to the 14th of May 1967, but it was within those two years that it had gained hundreds of loyal clubbers and had hosted many incredible bands, groups and well-known musicians such as Jimi Hendrix, The Who, Rod Stewart, David Bowie, Elton John and so many more.

The Blue Moon Club was aimed at Teens and Twenties, giving the youth of Cheltenham a place to let loose and express themselves. Although the place wasn't licensed to sell alcohol, they provided coffee and coke to keep the energy going.

And although it was considered by many as a Mod club, they played a broad range of different music that attracted a multitude of demographics, welcoming people from all across the country.

THE BLUE MOON CLUB opened at 170 High Street, Cheltenham in Gloucestershire, on Saturday 17th July 1965.

It was situated up two flights of stairs, on the second floor of a building right in the centre of the town's main shopping area.

The ground floor was occupied by Burtons Tailoring/clothes shop. On the first floor, was the Savoy Billiard Club, which was, primarily, a snooker hall, and was run by an elderly grey haired man, called Perry!

Previously, the top floor was used as a dance club for the "Teddy Boy" generation of the Fifties, and was called The Egg and Bacon, and then, the Clifton Ballroom.

The owners of this new Blue Moon Club, were Eddie Norman and Bill Reid, and John Norman, as a partner. Eddie and John came to Cheltenham, after successfully running a club with the same name, in Hayes, Middlesex. Bill Reid was running a rival club, in Hayes, but they teamed up, to bring this exciting, and unique, experience for the young people of the time. Never before, had anything so ambitious, been attempted outside of London, or other big cities. Certainly, not in the quiet towns, and rural villages, of the Cotswolds in Gloucestershire!!

This was not only a vibrant new venture, but it was a club offering the teens and twenties, television, coffee bar, music, dance lounge, and a regular meeting place, for the bored youth, to rendezvous. As well as recorded music, live bands were a regular feature, though they were known as groups in those days! There were local groups, who were given their chance to perform on the club's tiny stage, and who may have been dreaming of a recording contract, and, maybe, future stardom?

The Blue Moon was to become a huge success over the period of mid July 1965 to mid May 1967, when it finally closed, after just two years! In that time, many groups, and solo artistes, appeared, some were already famous, but most, used the opportunity, to do their apprenticeship, and to go on to better things.

The owners seemed to have the ability to attract, and promote, the best artistes from both the UK. and the USA.

The opening night, featured a top London "Mod" group, The Bo Street Runners, and the admission price was just SIX SHILLINGS! These were pre-decimal times, but when decimalisation occurred in 1971, Six Shillings, would have been just Thirty Pence! Though, the Bo Street Runners, never went on to become famous, they did have a drummer, Mick Fleetwood, who went on to be an integral part of one of the biggest rock bands, in musical history, FLEETWOOD MAC!

The biggest names to grace the Blue Moon, were today's icons! JIMI HENDRIX, ELTON JOHN, DAVID BOWIE, THE WHO, ERIC CLAPTON,

ROD "THE MOD" STEWART, SMALL FACES, AND JOHN MAYALL.

Also appearing, were JEFF BECK, YARDBIRDS, CREAM, CHESSMEN, THE MOVE, THE ACTION, CHRIS FARLOWE, ALAN PRICE, JULIE DRISCOLL, LONG JOHN BALDRY, MIKE COTTON SOUND, ZOOT MONEY, GEND WASHINGTON, JIMMY CLIFF, JIMMY JAMES, THE PRETTY THINGS, AND CHICKEN SHACK (for whom Christine McVie, was a part of, before joining Fleetwood Mac!) who, Christine McVie, was a part of, before joining Fleetwood Mac!

One group to regularly play the MOON, were THE STEAMPACKET, who consisted of Rod Stewart, Long John Baldry, Julie Driscoll, and The Brian Auger Trinity. They were, in effect, the very first "supergroup".

There was huge disappointment, when WILSON PICKETT, American Soul star, of "In the Midnight Hour" fame, failed to turn up, for his gig?

Tamla Motown and Soul music was really taking off here in the UK. with the likes of The Supremes and The Four Tops, and we were going to enjoy live performances from Fontella Bass, John Lee Hooker, and Lee Dorsey, over the following months.

Much of the success of this music, can be attributed to the Blue Moon's resident deejay, DAVE BENNETT. who pioneered all these great artistes, among them were Marvin Gaye, Otis Redding, The Temptations, Smokey Robinson and The Miracles, James Brown, Doni Troy, and Martha and The Vandellas.

Dave Bennett moved on to the pirate radio stations, which were broadcasting illegally off the south east coast, and the North Sea. Radio Caroline, Radio England (where Dave worked), Radio London, Radio City, and others, were providing good music, which the BBC were not doing, until the launch of Radio One in 1967 with Tony Blackburn and co.

Dave's replacement was Ian "Rocky" Rodger, who was occasionally assisted by an American girl, Frankie Williams.

The Blue Moon was small and cramped, as it had a low ceiling, and no air conditioning. The condensation and smoke, were not pleasant for groups, or for the patrons, but we all loved the unique atmosphere. It was very dark inside, and, as there was no alcohol licence, we had to have a luminous green stamp put onto our hands, to allow us to leave the club, go outside to The Continental Bar, buy some drinks, and then return. It was also a chance to sample some of the "soft" drugs, which were around, mainly "Blues"/amphetamines, which were needed to keep us alert, and awake, especially, if we were to go on to an all-nighter disco, usually in nearby Swindon, Wiltshire. We would leave Cheltenham around midnight and go there, to a ten pin bowling alley, and on to The New Yorker Disco, often not emerging until 8AM. next morning!

The Mod scene was in its prime, and nowhere more so, than in London. The trendy places to be seen were Carnaby Street,

Wardour Street, The Kings Road, and Portobello Road markets. Among the many clubs, were The Marquee, The Flamingo, Tiles, Bago Nails, Speakeasy, 100 Club, The Crowdaddy, The Scene, and The Roundhouse.

Returning to The Blue Moon, Cheltenham, almost every night, rows of Lambretta and Vespa scooters, were to be seen parked outside, in the street. The Mods wore sharp tailored suits, with side or centre vents in the jackets, ticket pocket, waistcoats, silk handkerchiefs in the top pocket, Crombie overcoats, and long leather coats, hipster trousers, or "loon" pants, desert boots, Chelsea boots, or brogue shoes. Striped blazers, were also worn, and long "Parka" coats with a fur hood. Many of the girls wore Mary Quant, or Biba fashions, mini skirts, white tights, leather patchwork skirts, and they had the geometric cut hairstyles, or a fringe and bob. Cathy McGowan was a fashion trendsetter, and she could be seen every Friday on black and white BBC-TV. hosting the weekly mod music show, "Ready Steady, Go." Twiggy (real name Lesley Hornby) was the fashion model, who was stick thin, but helped to put "POP ART" fashions, to the fore. Jean Shrimpton was another, who became a top model!

The Blue Moon was an all too brief period for us in Cheltenham, but we embraced it, enthusiastically.

When Jimi Hendrix played there, it was said that the crowd was around 250, all packed into a small area, the average attendance was approximately 180. The admission price for Hendrix was six shillings, which is just 30 pence in today's money!! His appearance fee was said to be £60, though most artistes were paid £30. This, of course, was pre-decimal currency days, up until 1971.

When Jimi Hendrix completed his gig, Bill Reid, Co-owner of the Blue Moon, asked his friend, Mike Edwards, to run Jimi up to the railway station, to catch a train for his return to London. So, this he did, and Mike has dined out on the story, ever since!

In those days, there were no limousines, private jets etc. The artistes used to make their own way around, and their "roadies" would ferry the equipment, and instruments, in beaten-up transit vans!

Another story, was that when The Who played at The Moon, they were unhappy at their appearance fee, and so, decided to cut short their gig by thirty minutes! Mercurial drummer, Keith Moon, is said to have "let off" a fire extinguisher, and throwing it into one of the amplifiers, causing very distorted "feedback". This, then prompted lead guitarist Pete Townshend, to wreck his guitar by smashing it into another amplifier? They noticed how well this went down with the audience, and they decided to use this tactic in future shows? We don't know how accurate account, that is, but it is highly likely? The Who played in Cheltenham Twice!

* THE BLUE MOON FINALLY CLOSED ON SUNDAY 14th MAY 1967 *

one month before their Moon gig. It was an open-air gig at the town Athletic Ground, and they were support group for The Yardbirds, who boasted Eric Clapton and Jeff Beck in their line-up! Good though they were, musically, The Who "blew them away" with their loud, energetic style and stage presence.

Up to then, group members turned out in old clothes, dirty, jeans, and crumpled shirts, whereas The Who wore these "pop-art" clothes, full of colour, and design. Their trademark became the bullseye logo, and Pete Townshend's Union Jack jacket!

They were the first group (in Cheltenham anyway?) to have a light show - strobes etc. and they brought with them, their own travelling fans - Shepherd's Bush Mods.

Their dynamic musical style, coupled with stage dancers, was to become the trend, followed by many other groups, The Small Faces also pioneered a similar style, and they appeared at The Blue Moon, and were just as successful, in their own right.

The Mod movement started in London, but soon spread to Manchester, and "The Twisted Wheel" nightclub, and to Birmingham at "The Heartbeat" club, situated in the Silver Blades ice rink, part of The Bullring Shopping Centre. The Greater London area was also an integral part of the Mod scene, clubs like The original Blue Moon, in Hayes, and The Crowdaddy in Richmond, were the catalyst for the whole MOD culture. This culture swept the country, even the seaside resorts, where gangs of motorbikers, with their oily clothes (or "greasers", as they were also known, along with the tag, "Rokers!") fought with Mods on their scooters, on the seafronts of Brighton, Margate, Bognor Regis and Southend, among others. The resort of Bognor had a club called "The Shoreline". There was the Dreamland amusement arcade at Margate, and even St. Ives in Cornwall, had a club called "Mr. Peggotty's". This club was run by The Blue Moon, Norman Brothers.

All good things come to an end, and Cheltenham's Blue Moon closed in May 1967, but re-invented itself as The Spa Lounge.

THE BLUE MOON closed 14th MAY 1967

It re-opened as THE SPA LOUNGE

followed by THE OVAL

then THE NIGHT OWL.

One Blue Moon clubber and one of the admins of the The Blue Moon reunion group, Mike Williams had actually hand-written the full origin story of The Blue Moon Club.

It's fascinating to see just how many little details he had remembered from that time - a true testament to just how significant this place was.

BLUE MOON

170 HIGH STREET, CHELTENHAM

Eddie Norman and Bill Reid

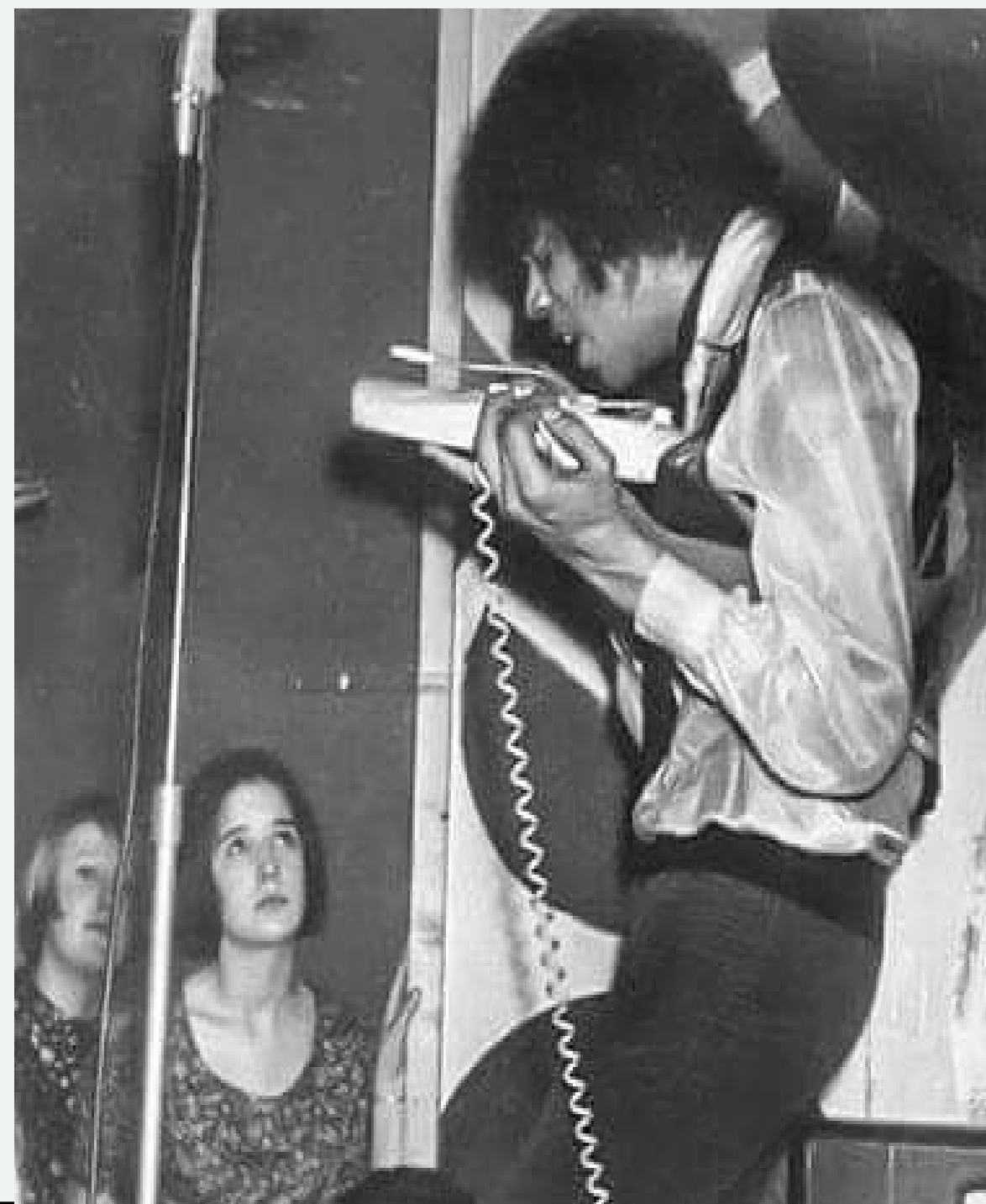
SATURDAY, 11TH FEBRUARY 1967
7.30.-11.30

HEY JOE - TOP TEN HIT
**JIMI HENDRIX
EXPERIENCE**

DISCOTHEQUE FRIDAY AND SUNDAY
FEATURING FRANKIE AND ROCKY
YOUR D.J.'S AND THE MOON GO-GO GIRLS

NEXT SATURDAY - THE ACTION

Coming Soon - GENO WASHINGTON



THE BLUE MOON CLUB • DISCOTHEQUE

170, HIGH STREET CHELTENHAM • TEL: 56645/6

• EDDIE NORMAN & BILL REID •

LICENSED FOR MUSIC AND DANCING BY G.C.C.

OPENED 17TH JULY 1965 • CLOSED 14TH MAY 1967

DEEJAYS

DAVE BENNETT • IAN "ROCKY" RODGER • FRANKIE WILLIAMS

1 JIMI HENDRIX • THE WHO • DAVID BOWIE • ELTON JOHN
ROD "THE MOD" STEWART • ERIC CLAPTON • CREAM • THE MOVE
JOHN MAYALL'S BLUESBREAKERS • STEVE WINWOOD • THE YARDBIRDS

2 THE STEAM PACKET • SMALL FACES • CHRIS FARLOWE • ZOOT MONEY
GENO WASHINGTON AND THE RAM JAM BAND • JOHN LEE HOOKER

LEE DORSEY • FONTELLA BASS • JIMMY JAMES AND THE VAGABONDS

ALAN PRICE SET • ALEX HARVEY • RONNIE JONES • PRETTY THINGS

3 GARY FARR AND THE T-BONES • GRAHAM BOND ORGANISATION • DORIS TROY

BO STREET RUNNERS • KEITH POWELL • BILLIE DAVIS • MICKEY FINN

TONY KNIGHT'S CHESSMEN • BLUESOLOGY • DAVY JONES AND THE LOWER THIRD

JIMMY CLIFF • ARTWOODS • LOU JOHNSON • MIKE COTTON SOUND •

ALVIN ROBINSON • SHOTGUN EXPRESS • THE HELLIONS • ALAN BOWN SET •

4 JOHN LEE AND THE GROUNDHOGS • THE SILENCE • CARNABY • THE BIRDS •

GOOD GOODS • ADVOCATES • THE SHEVELLES • DOWNLINERS SECT •

ALAN WALKER • UPS 'N' DOWNS • JOHN L. WATSON AND THE WEBB •

THE INVITATIONS • HEDGEHOPPERS ANONYMOUS • DAVE ANTHONY'S MOODS •

FARIES • DEEP FEELING • FALLING LEAVES • SOUL SISTERS • AYSHEA •

SONS OF FRED • THE STATESIDES • THE LONDON CROWD • THE DUAL •

SHAKEDOWN SOUNDS • JIMMY BROWN SOUND • THE STARTS • THE TYRANTS •

BOZ AND THE BOZ PEOPLE • SUBTERRANEANS • SCHOOL • BLUE HOUNDS •

JAMES ROYAL AND THE HAWKS • ROSS BROWN COMBO • NEPENTHE •

THE ACTION • THE KOOBAS •

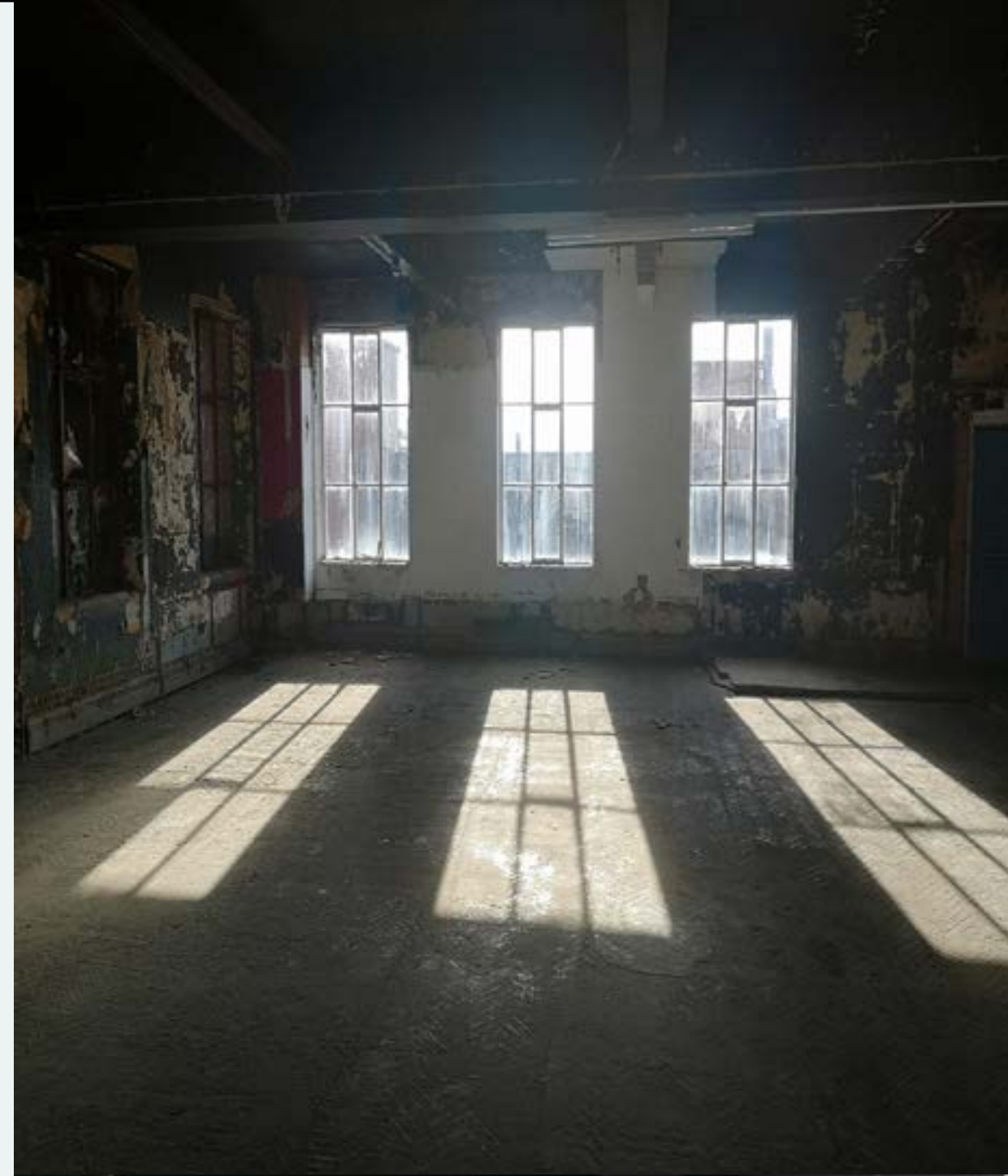
* THE STEAM PACKET WERE LONG JOHN BALDRY ROD "THE MOD" STEWART
JULIE DRISCOLL AND THE BRIAN AUGUR TRINITY !

* DAVY JONES AND THE LOWER THIRD WAS DAVID BOWIE !

* ELTON JOHN WAS IN BLUESOLOGY !

The Blue Moon Now

The Blue Moon had been transformed into a number of different clubs after it had closed, such as The Spa Lounge, The Oval and then The Night Owl. However, after The Night Owl had closed, the space it had once occupied has since been left barren and unused for years. The Blue Moon clubbers go back to revisit the space every once in a while, reminiscing a time and a place that had meant so much to them.



The Blue Moon Cheltenham.Teen & Twenty Rendezvous

Private group · 531 members



Beth Galeckyj
February 14 · 🌐

...

Hi all! I'm currently working on a graphic design project for my MA course and I decided to base the project on The Blue Moon Club! From what I've seen and heard so far, the club sounded like an incredible place and I would absolutely love to hear more about it (especially any favourite memories that people might have) 😊

👍 23

💬 6 comments

👍 Like

💬 Comment

➦ Send

Top comments ▾

Kevin Turfrey · Top Contributor
Hi Beth, if you give us your contact details someone will get in touch. Rest assured we are always ready to tell the story.

9w · Like · Reply

Charles Scarrott
Where would we start trying to tell such a story. The venue the music the people all iconic and unforgettable. 59 years later and we are all still involved.

9w · Like · Reply

Ian Rodger
Certainly an interesting project and there are plenty of stories to be told.

9w · Like · Reply

Alan Wright
This is how real History gets passed onto the next generation. Good luck Beth whilst "living history" is still alive.

9w · Like · Reply

Hi Beth, I think the story and it is quite a story needs to be shared first hand it's to much to be passed by messages etc. I have spoken to a couple of our committee members and they would love to meet with you and tell the tale. If that suits please let me know and we can arrange to meet. Kevin.

The Blue Moon Clubbers

I managed to find a group on facebook that was dedicated to preserving the memory of The Blue Moon club. Members of the club would post pictures onto the page, they would meet up regularly and do events where they would raise money for charity.

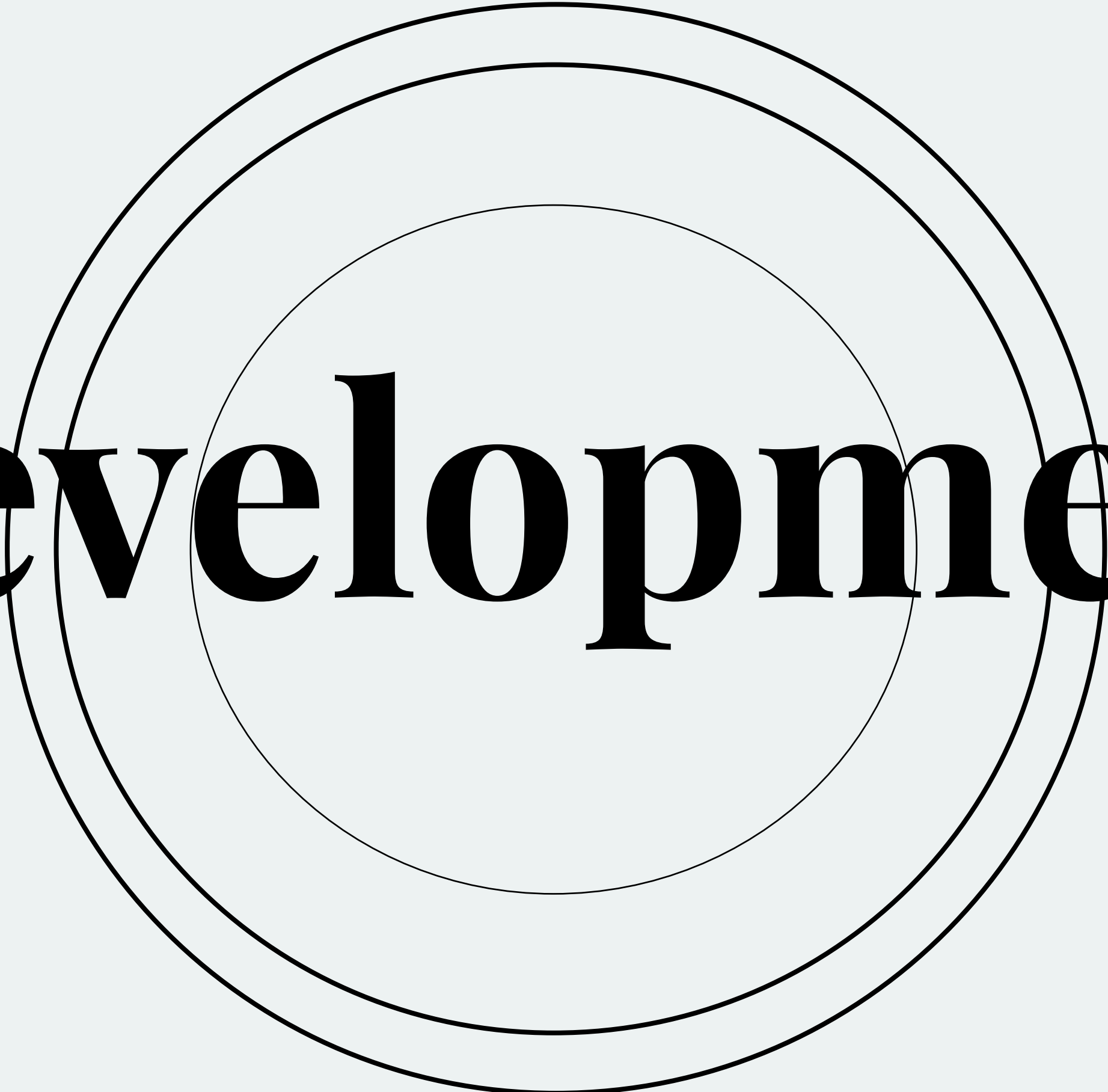
I decided to reach out to this club, wanting to see if anyone was interested in talking about their experiences and memories of The Blue Moon. As a result, my post was met with a lot of postive feedback and soon one of the members, Kevin Turfrey got in touch and asked if I wanted to meet up in person.

Initially, I wanted to do a more formal interview, but I felt like as this was the first time I'd be meeting him, I wanted to use this opportunity to establish a connection with him should I want this project to keep going even after the module is finished.

I ended up meeting him at a cafe and recorded the audio of our informal chat together which gave me a lot of food for thought.

[Click to Listen to Audio >](#)



Three concentric circles are centered behind the text. The innermost circle is the smallest, the middle circle is medium-sized, and the outermost circle is the largest. They are all drawn with thin black lines.

Development

Idea 1

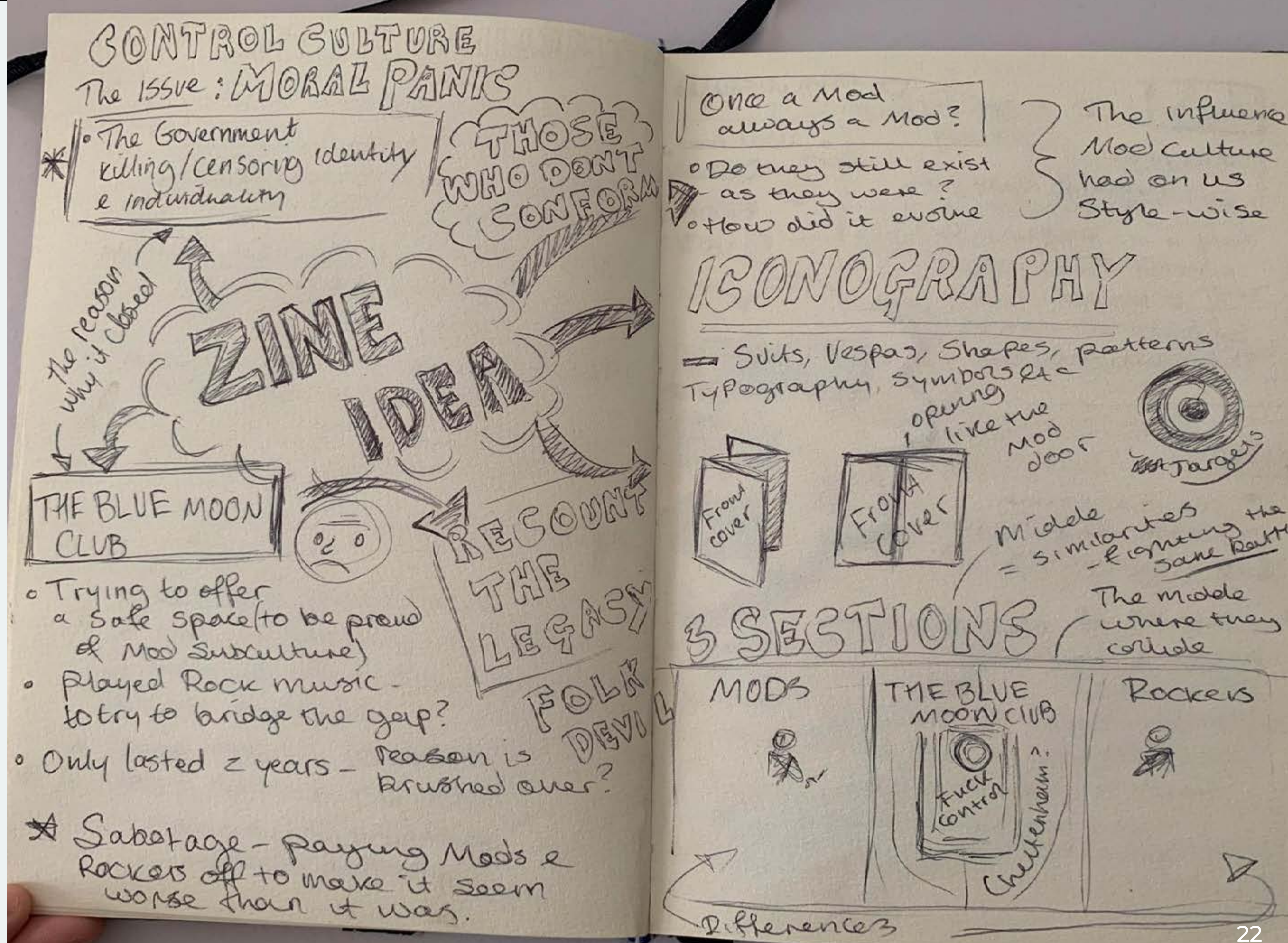
Zine

The first idea I had for the final outcome was to create a zine.

I have become increasingly more interested in zines throughout my practice as not only do I like the hand-made aspect of them, but I like how they have historically been used as a way for people to express their thoughts and feelings about certain societal issues.

One of the ideas was to use this zine as a way to express my thoughts on the issue of Moral Panic, or to show the conflict between the subcultures and bring forward the idea that The Blue Moon was a place where these subcultures came together.

But overall, after the chat I had with Kevin, and the stories I had heard, I decided to shift my focus and base the final outcome on the people that went to The Blue Moon, the ex-clubbers that had experienced it first hand, the Mods that were the reason why it was so significant.



Idea 2

Short Documentary

The next idea I had was to create a short documentary film, which in theory would have been great as it would have allowed me the opportunity to collate all sorts of different content, such as archive footage, interviews, footage of the clubbers on meetups etc.

At this point however, we were already a good half way through the module, and I felt like this idea was just too ambitious for the time I had left to create anything of merit.

Audio

- Interview
 - ↳ members talking about their experiences
 - ↳ Their voices
 - ↳ maybe some snippets of atmos)
 - The club/music

Transcribe

- Will need
 - Quiet room/place
 - Decent mic
 - Questions

audio after
highlight significant parts.

How much
this place
meant

Steer the
Video

- What
is a Mad
- Tell me
about TBMC

- Experiences
- Why it closed

DOCUMENTARY
- IDEA

- Collect archive
footage?

- Illustrate certain
parts/images

- Footage of them?
 - Make sure they
want/consent to
be filmed!

- Access to the
vacant club?
 - Film the
walls - little
scraps of
memories

TBMC logo

- Parts/aspects
/rooms of
TBMC

- (The Door,
The stairs
etc

Visual

- Me drawing
these experiences?
 - ↳ physically? *
- Visuals of memorabilia
 - Archive footage?
 - Pictures
 - Refer back to Ikea Ad
 - if theres a lot of
photos/memorabilia
 - photograph them
in aesthetic ways

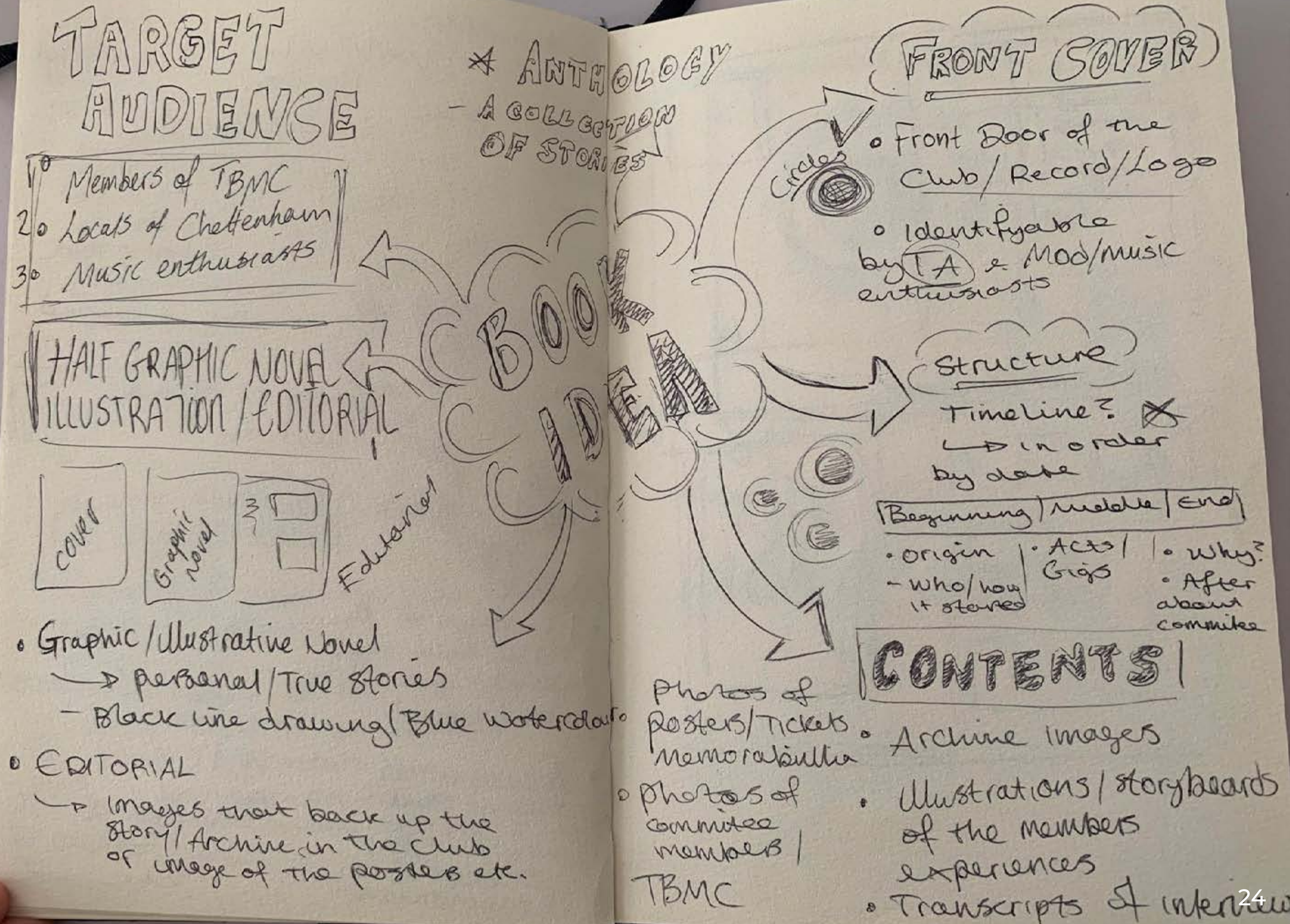
Idea 3

Book

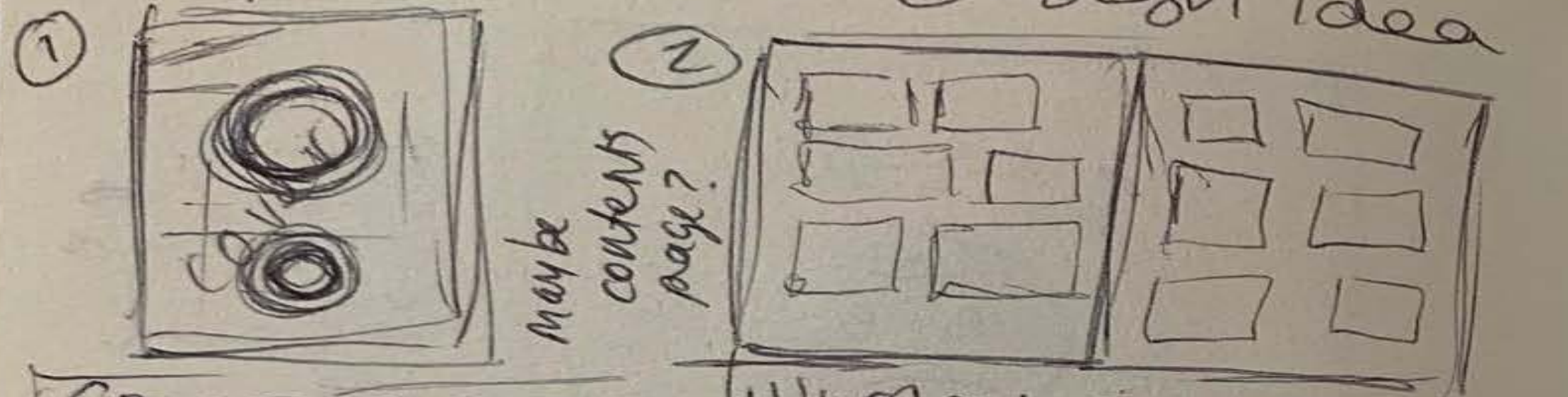
The final idea I had for the final outcome was an idea for a book. Initially my idea was to merge two elements together, the illustrative style of a graphic novel and the editorial style of a design/history book.

I really liked the idea of taking memories and personal experiences from the clubbers and illustrating them into little comic strips and storyboards- bringing these moments into fruition to give outsiders an idea as to what it was like and why it was so significant.

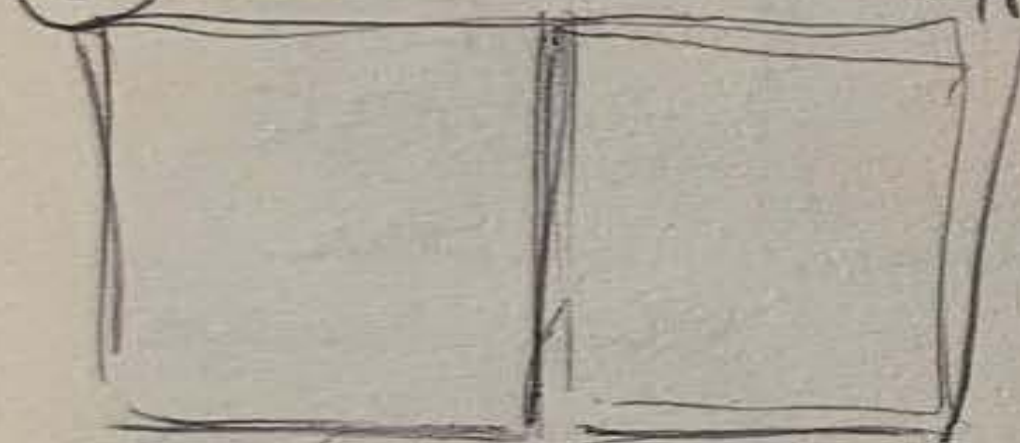
Eventually however, I decided that I wanted to focus more so on the graphic novel aspect, as not only did I think it would be an effective way of recreating these personal experiences and memories, but I felt like it aligned with my own practice and would allow me the chance to work on my own personal illustrative style.



Final Outcome Design Idea



Cover - Entrance to TBMC - Illustrative drawing of Porthole John / Eddie Norman
 Editorial - typeface 1 - 2 Pages



Editorial - Archive images / Club / 60's High Street, poster of the launch date etc
 1 - 2 Pages

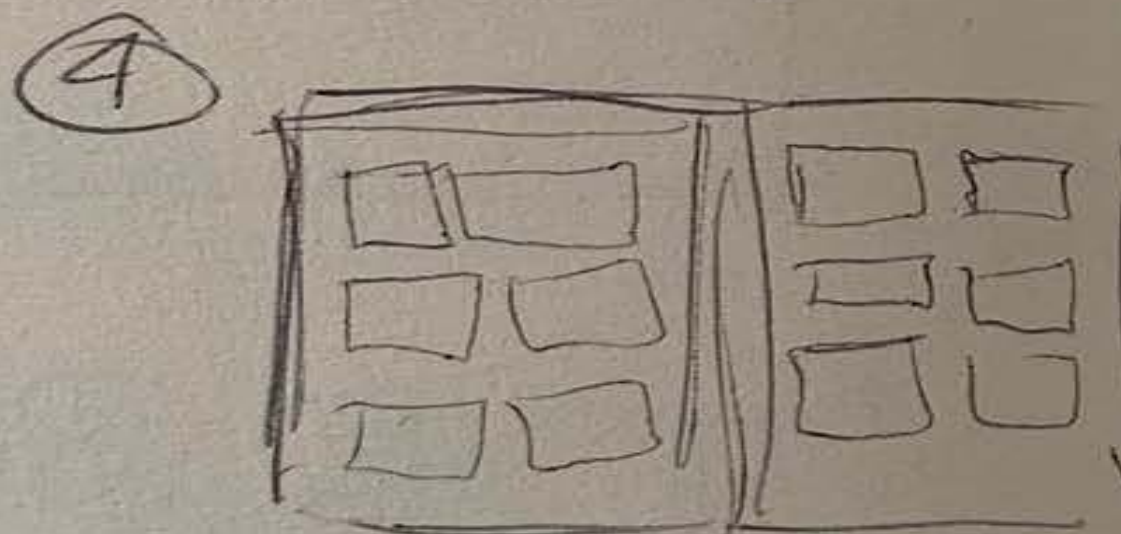
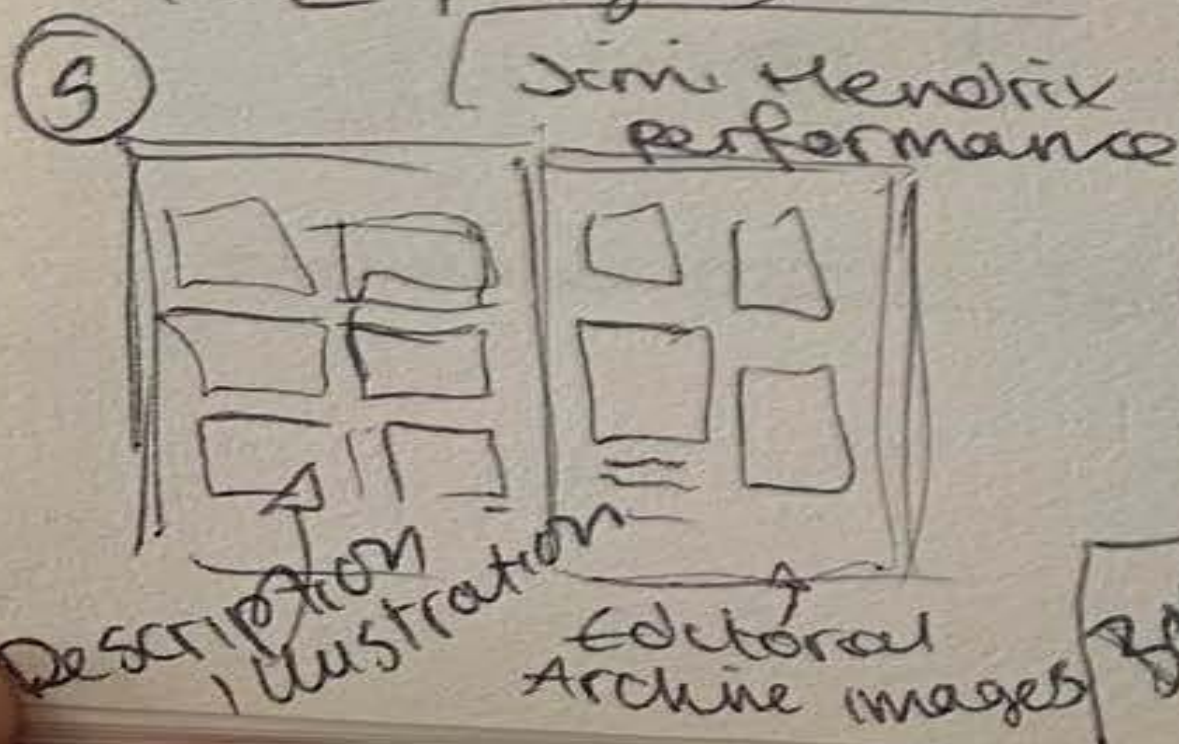
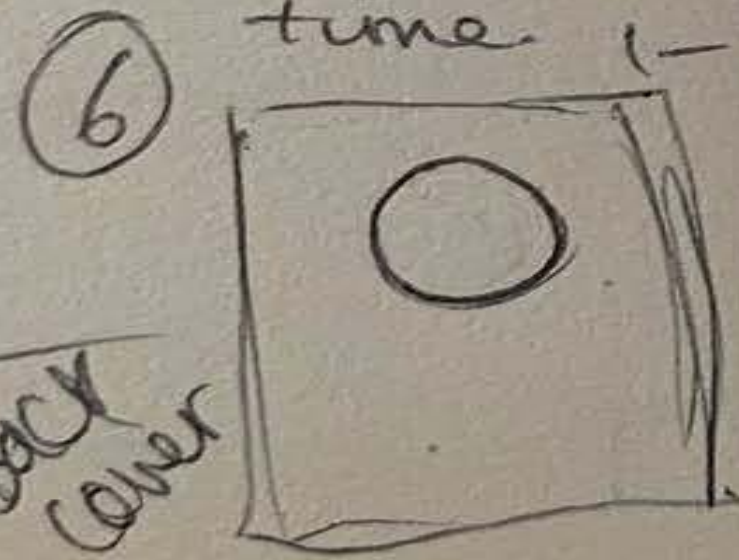


Illustration Kevin's story - becoming a mod / going to TBMC for the first time 1 - 2 pages?



Notes / Ideas

- Reflective of the branding / advertising that was used - newspaper / print
- Similar typefaces - (mixture of serif / sans serif)?
- Newspaper comic strips
- Layout / Structure?
- Beige / paper / Black line / ink Grey
- Use of logo in the corner
 - iconic / recognised by primary target audience
- Old and new merging
 - reflective on what Cheltenham raw strines to achieve.
- ▷ Different Sized boxes
 - Speech bubbles?
 - Him narrating from the interview
- Who - TBMC Clubbers
- What - Anthology of stories about TBMC
- Why - to bring their stories / memories back to life
- To celebrate a piece of forgotten history

Inspiration

I was inspired by the way in which The Blue Moon Club was advertised- through printed posters, newspapers and flyers with inky/typewriter typefaces. And so, for the illustration style, I decided to go a step further and take inspiration from old-styled newspaper cartoon strips.

This style of illustration is also something I have gravitated to with my own style over the years, and so I decided that I wanted to use this project as an opportunity to start developing further on my own unique technique and motif.



BO-STREET RUNNERS
Admission only 6/-. including Free Membership to Atmosphere and Luxury at the WEST COUNTRY'S MOST LUXURIOUS TEEN AND TWENTY RENDEZVOUS

★ Spacious Dance Lounge ★ Comfortable Coffee Bar
★ Television ★ Top London Groups ★ Latest Records in Stereo ★ Low Admission ★ Real Value.

AT LAST !! SOMEWHERE REALLY NICE TO GO !!

The Blue Moon sessions include:
★ SATURDAYS ★ SUNDAY CLUB NIGHT
★ WEDNESDAYS ★ FRIDAYS

Free Membership will be given to all these sessions during the opening week of the Blue Moon - 17th JULY to 24th JULY.

★ ORTHODOX DRESS SHOULD BE WORN
SO MAKE NEXT WEEK - 'YOUR TRIP TO THE MOON !!



Inspiration

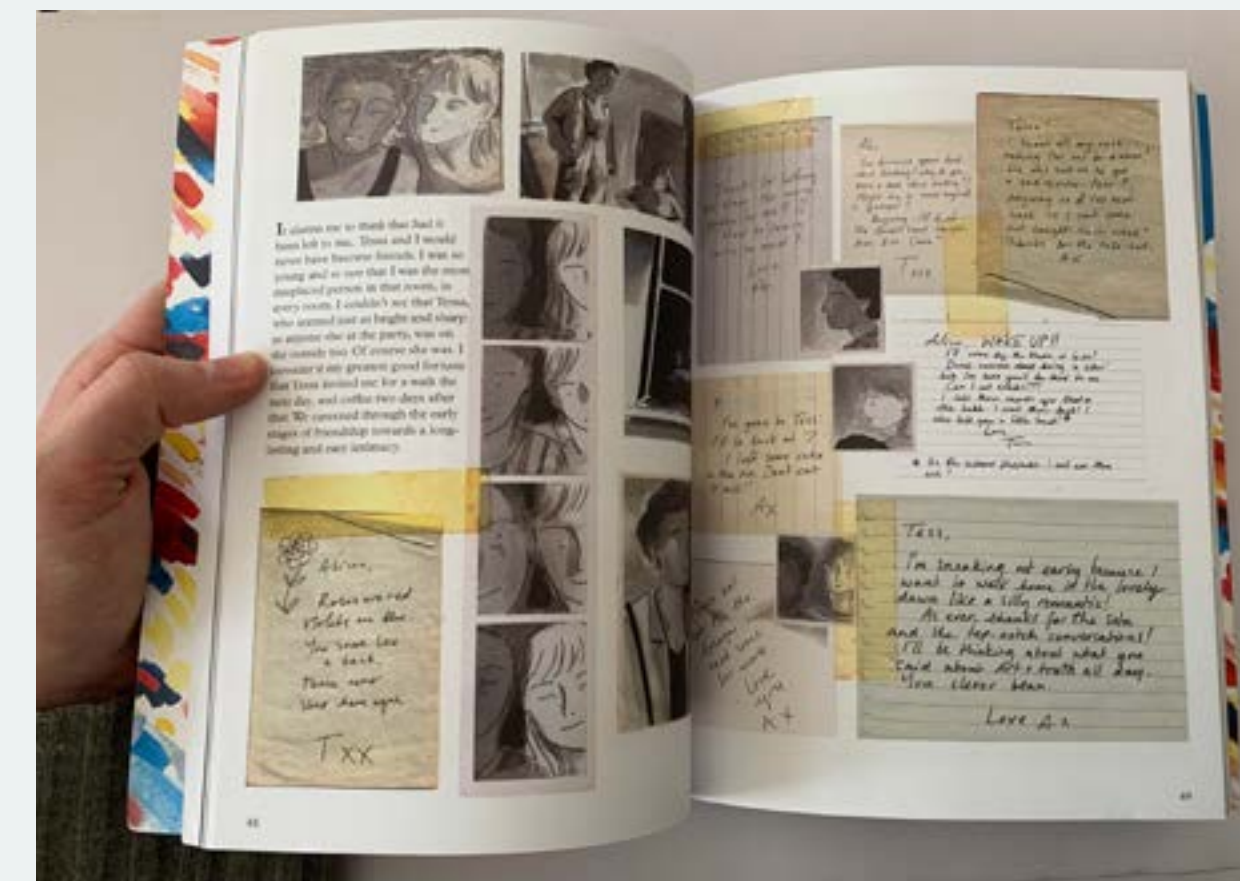
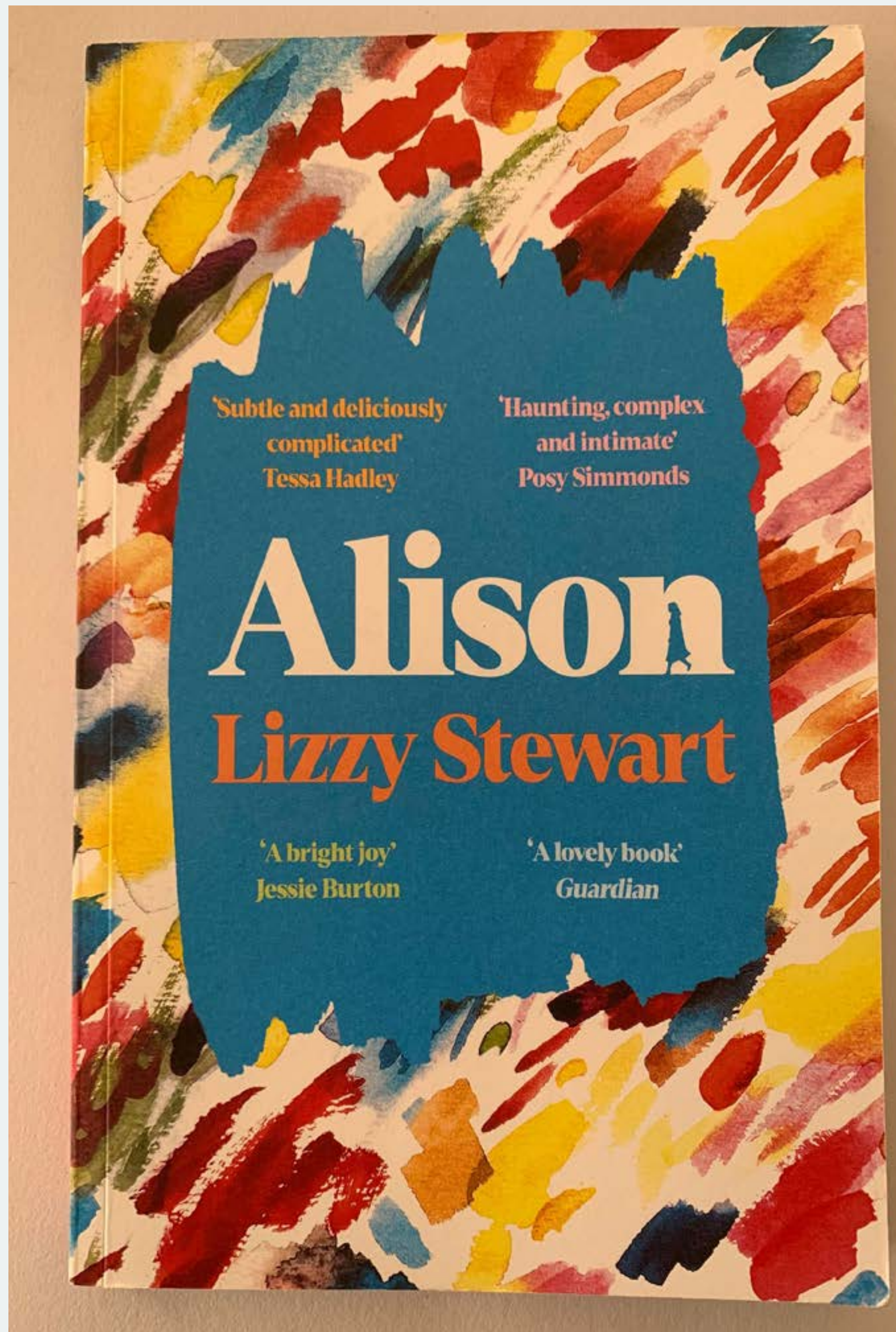


I decided to look around in book shops for some inspiration and stumbled across this really amazing graphic novelist called Lizzy Stewart.

What drew me in about her book was not only her illustration style- the simplistic, moody, inky, black line drawings, but also the structure of the work.

I loved how she incorporated different media, design and elements of storytelling into her novel- letters, little post-it-notes, little photographs etc.

I decided to draw inspiration from some aspects of her work, such as the size of the book, the boarder, the layout of the panels, and use them to my advantage for my final outcome.

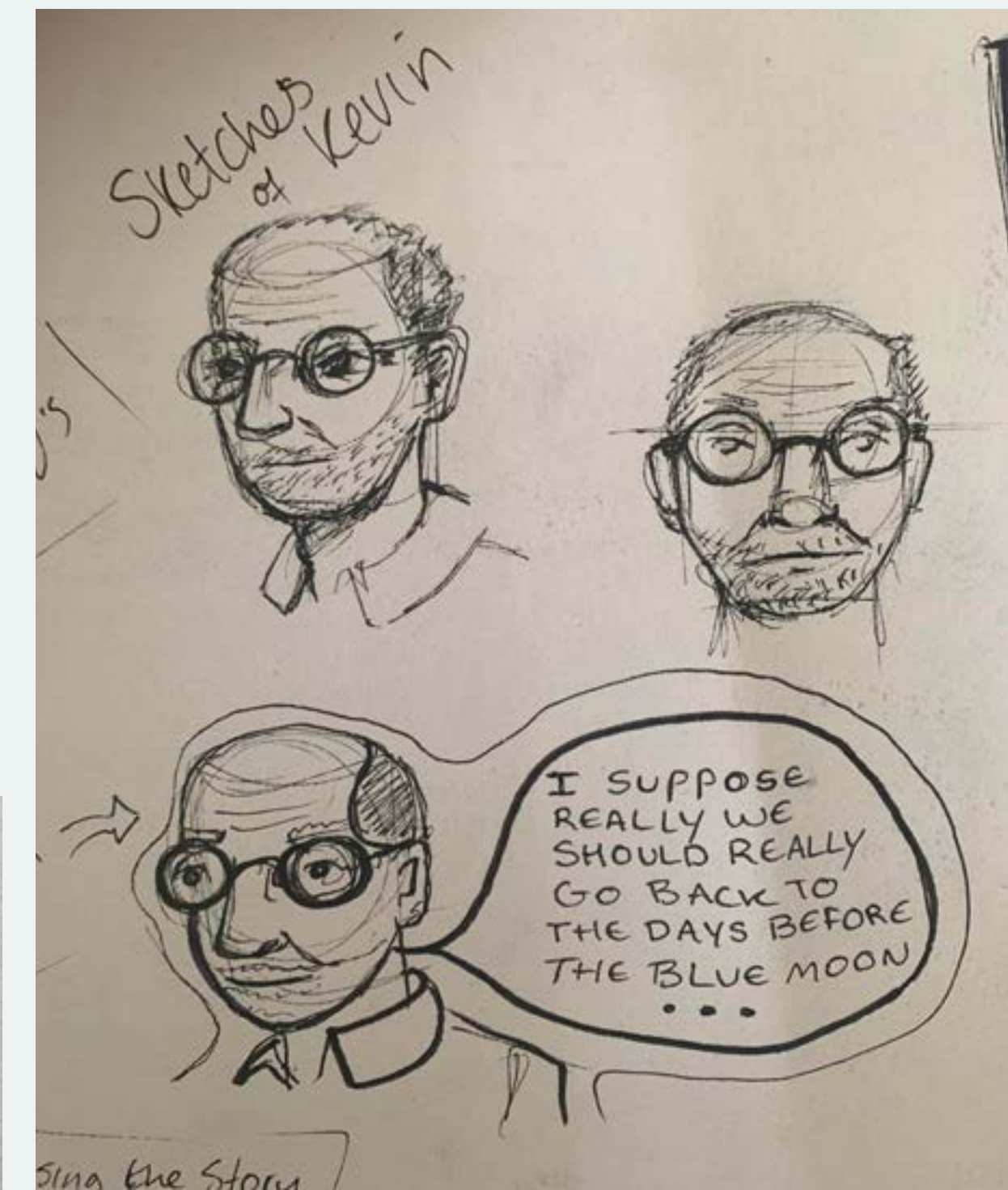




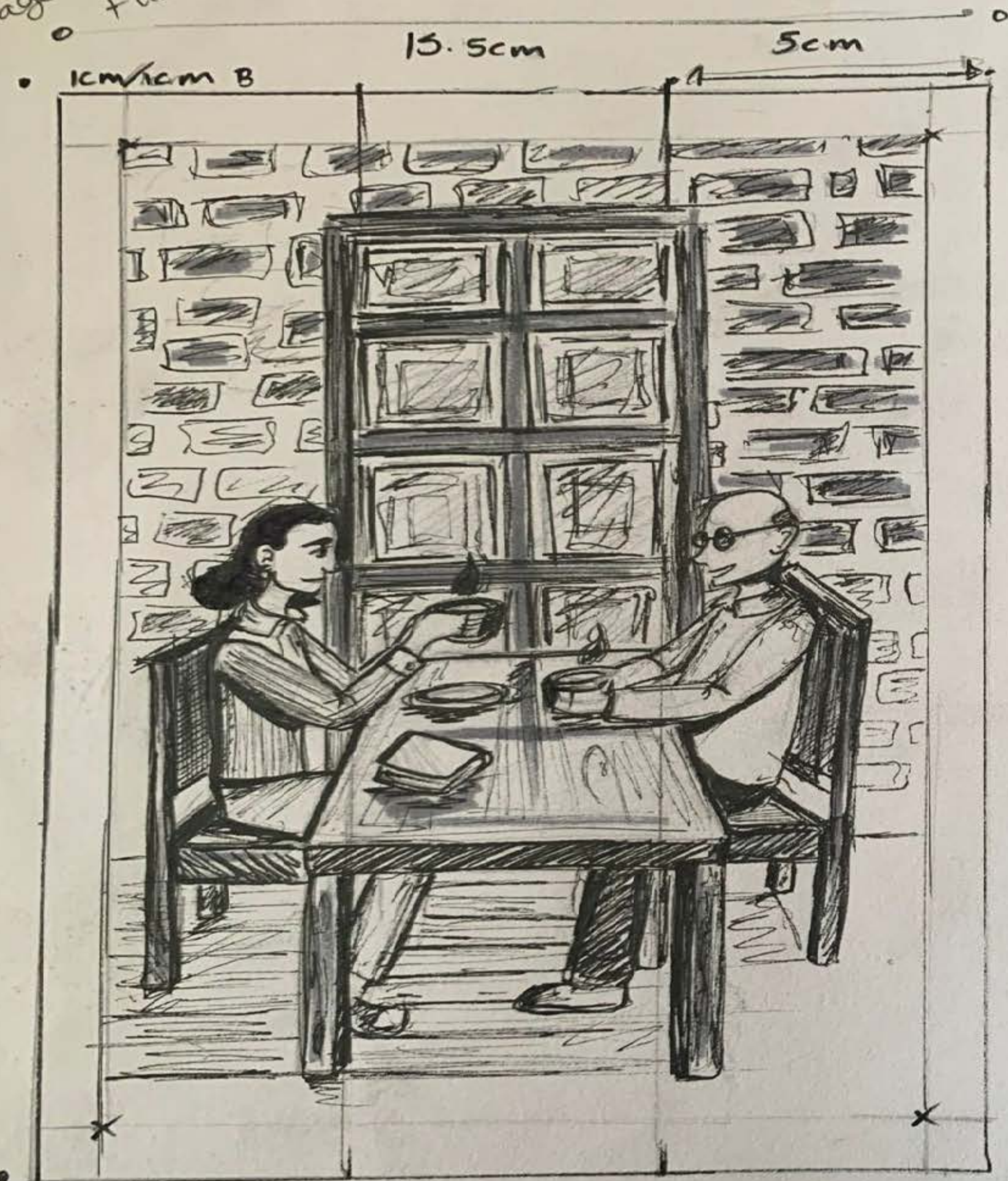
Sketches

Drawing inspiration from my chat with Kevin, I liked the idea of starting off the novel in the present day as we are talking in a cafe. My idea with this was that I wanted to emphasise this idea of the story of the Blue Moon being carried on and passed on to the next generation.

My idea was that the next page would then juxtapose it, as it would go into the origin story of how The Blue Moon came to be- Bill Reid and Eddie Norman sat in the cafe and coming across the advertisement for the space in the Melody Maker.



page 1 Full spread



With this in mind, I started to draw out an idea in regards to the size of the book, the boarder, the layout I would use and the way I would section it. In the end I settled on 17cm by 22cm with a 1cm boarder.

I SUPPOSE
WE SHOULD REALLY
GO BACK TO THE DAYS
BEFORE
THE BLUE MOON.

Three concentric circles are centered behind the text. The innermost circle is the smallest, the middle circle is medium-sized, and the outermost circle is the largest. They are all drawn with thin black lines.

Final Outcome

Front & Back Cover Idea

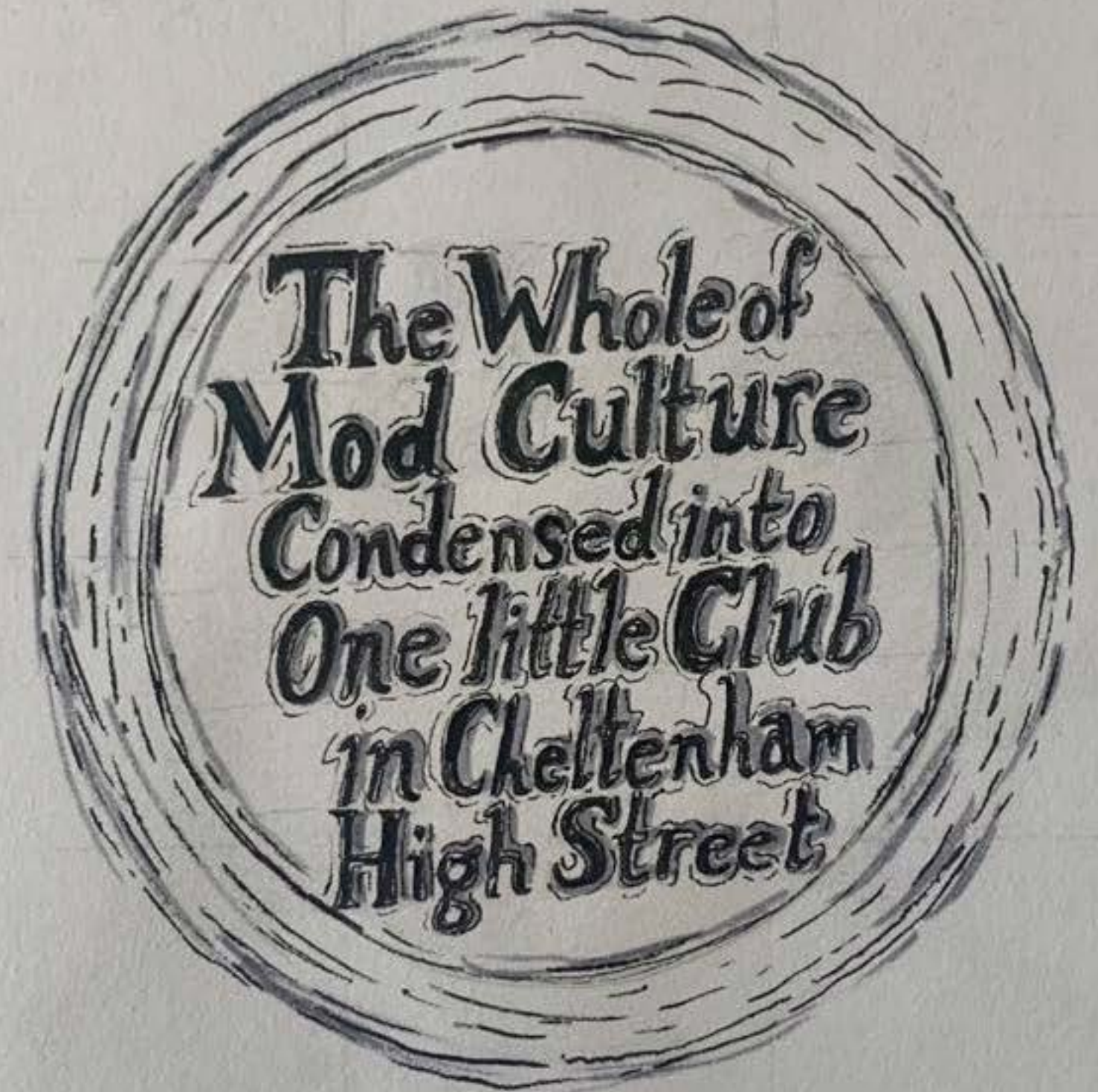
My idea for the front and back cover of the book was quite simple as I knew that I needed to incorporate the logo and branding of The Blue Moon Club.

My immediate idea was to draw the porthole that could be seen on the front door of the club and then put the iconic sad face in the middle.

For the back cover, I wanted to mirror the front, but instead I wanted to include a short quote that I believed summarised what The Blue Moon was.

“The Whole of Mod Culture Condensed into one little club in Cheltenham High Street”

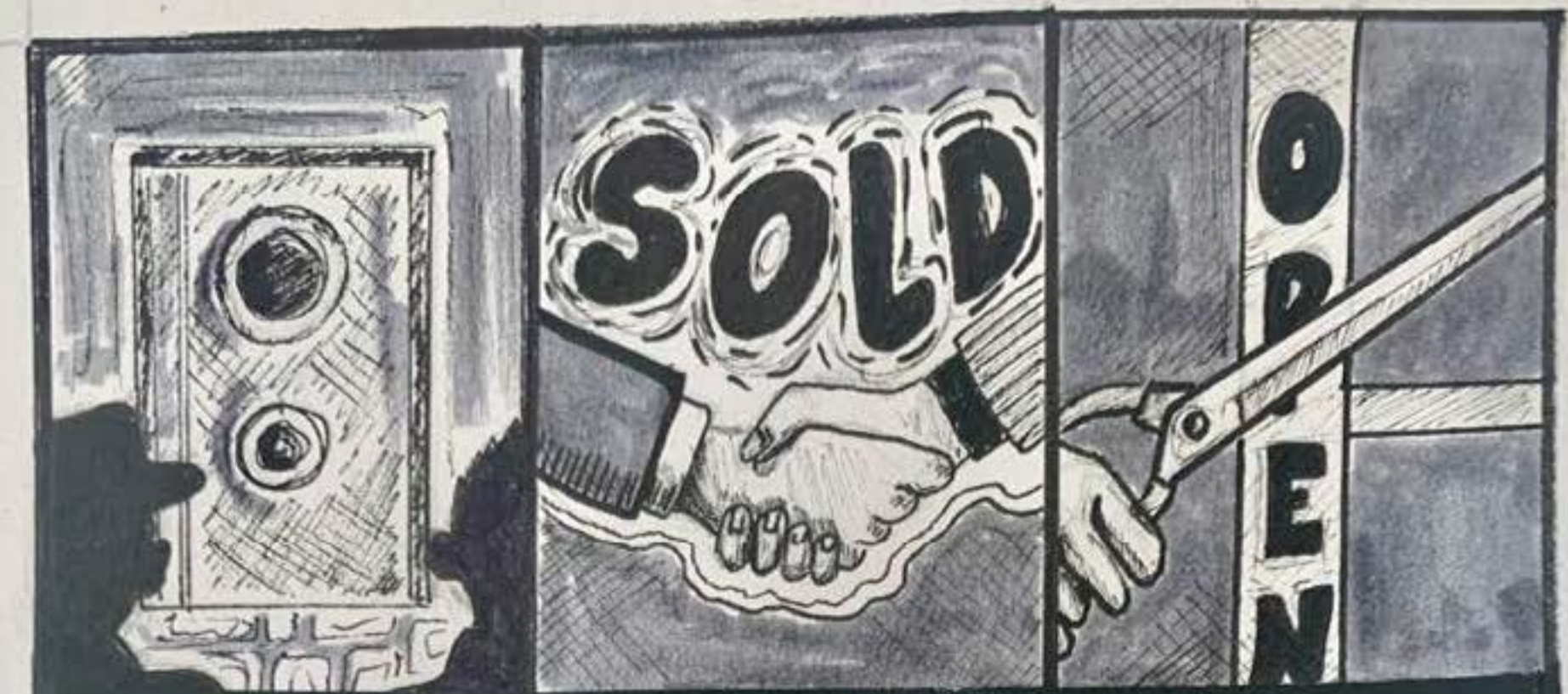
I also tried to recreate the typeface that was commonly used in the advertisement posters.





I Suppose
We Should Go
Back to the Days
Before
The Blue Moon

...



THE BLUE MOON

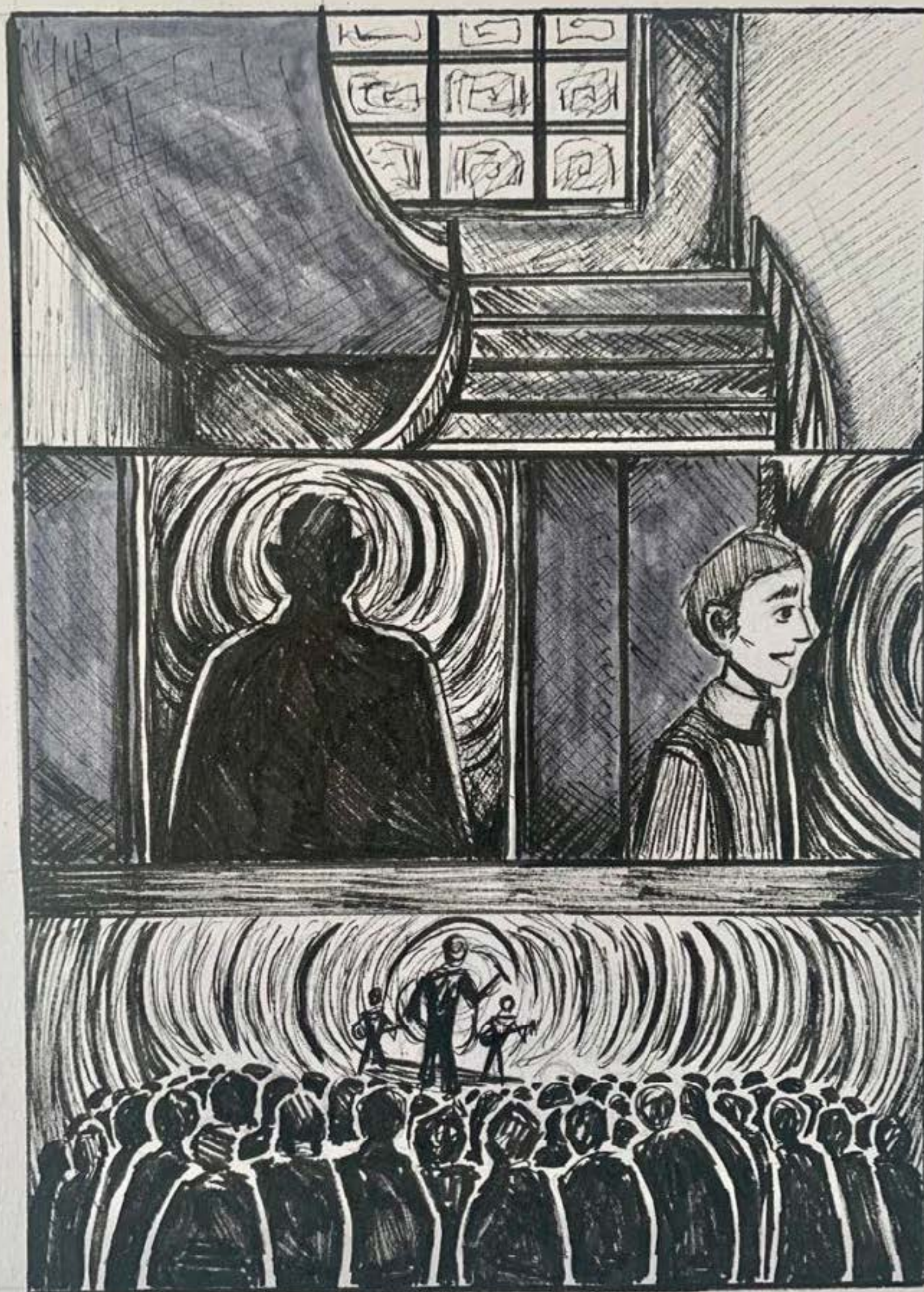
(Above Burtons)

170, HIGH STREET, CHELTENHAM

Grand Opening Night

SATURDAY, 17th JULY 7.30-11.30 p.m.





I was hit
by the noise
the dark,
the lack of light,
the low ceiling,
the Condensation.
There are life
defining moments.
That was
one.

There was a quote that stuck with me during my chat with Kevin. He was describing the first time he went to The Blue Moon.

"I was hit by the noise, the dark, the lack of light, the low ceiling, the condensation. There are life defining moments. That was one".

I felt like it was a really impactful statement and I wanted to try my hand at drawing it, just to give an idea as to how I could go about recreating these memories.

Conclusion

What went well

For one thing, I felt like I did my fair share of research into the subject, investigating into the surrounding topics of the subject and going as far as contacting some of the Blue Moon reunion group members to get some more in-depth insight into their own personal experiences and memories. As a result, this allowed me the chance to come up with a final outcome that was much more personal and meaningful.

I was a considerate in terms of the development of the graphic novel itself, taking into account the illustration style I wanted to implement, as well as drawing inspiration from other work for the structure and layout. This made me more mindful of the composition and how it could effect the aesthetic and readability of the novel.

Playing around with the illustration style and lettering was definitely something I enjoyed as it came as quite the challenge- especially as It was all handdrawn. My goal at the start of this module was to try and implement and develop upon my own personal illustration style within this project. As a result, I feel like this has given me a good start to understanding how my illustration style is unique, and what I could do next to develop it even further.

What to improve

There were a few things that I wish I had done better or a few things I wish I had considered more before committing to the final outcome. One of the issues I came across was the timing. The late correspondence between the club members and i definitely hindered the process a little which meant that everything was then done within quite a tight deadline.

I should have definitely been more proactive at this point and cemented my illustration style, layout and ideas for the novel in advance- prior to the interview with Kevin. Because of this, although the idea itself is quite strong, I felt like the final outcome itself had fallen a little flat as I wasn't able to complete everything I had set out to do.

In terms of the final outcome, there are definitely some elements I would like to work on and improve in the future, such as the lettering, as well as the layout and composition of the different panels on the pages- just to make it that bit neater, clearer and unqiue (and conducive to the narrative).