HACKNEY WFC

X DAPHNE SCOTTO DI CARLO

X

Image of my great, great grandmother a British actress, in costume as Queen Elizabeth, getting her cigarette lit after a performance.

My designs looked at Hackney as a whole: corner stores, football pitches, and even rubbish bins. When I moved to London, Hackney Marshes playing fields always offered me comfort. My weekly Sunday pickup matches gave me a sense of community, which I struggled to find when I first moved. To me, that represents Hackney perfectly: a place where many different walks of life are united by similar interests, whether that is football, food, nightlife, or even theatre (shoutout Hackney Empire Theatre). This sense of community became a key part of my design process and what I wanted the kits to represent.

Secondly, my designs took inspiration from old playbills and tickets, specifically their typography and graphics. These were some of the most prevalent aspects of my work and really helped me develop a strong design narrative. When I researched the playbills further, I came across the name Belle Davis and learned about her story. Her fight for equality in the industry was inspirational, and it was surprisingly difficult to find information about her. Her accomplishments seem to have gone largely unknown by much of the world, including me before this project. Because of this, I decided I wanted to honour her on the jerseys with her portrait.

Being a woman in football, the most important part of the kits for me was confidence. I wanted to make design choices that would help players feel confident and powerful. I did this through colour and the placement of prints and graphics. While my initial designs were white, I quickly changed them when I remembered the dread I felt whenever my coach told us to put on our white away kits, especially in the rain. I changed to black and red after noticing that many images on the club's Instagram featured red kits, and in those photos the players looked empowered and confident. This led me to a black kit with red accents, allowing the colour to stand out even more.

HACKNEY EMPIRE

MARE STREET, HACKNEY

H★A★C★K★N★E★Y★ W★F★C★

VENUE :-

HACKNEY EMPIRE
291, Mare Street
London E8 1EJ

Tel: 081-985-2424

Ticket Price - £6.50
Doors open - 7.0pm
Curtain up - 8.0pm

Buy 10 tickets - get one FREE

MATCH DAY PLAYBILL

LINE UP

1

HACKNEY

2

GRAPHICS

3

STAR

4

PLAYBILLS

5

TICKETS

6

HACKNEY WFC

7

SEAT NUMBERS

8

FAMILY

HACKNEY LOGO

Living in East London, this logo is iconic and everywhere. It did not feel right to not include it.

WOMEN'S FACE

This particular image was printed so many times in the late 1930s playbills that it was hard to miss. To me this image reflects the ideals of the flapper girl and their fight for independence through glamorous attire. It celebrates a generation that challenged traditional expectations and helped shape new opportunities for women both on and off the stage.

table way of telling stories that he gets over every time.

He made his first entry into the profession as an entertainer in a Concert Party at Morecambe. A good many equally famous comedians have used the same medium but perhaps none of them arrived at such success as George.

In the supporting cast are **Stanley Damerell, Will Beanland, Maurice Turner, Mollie Milne, Eddie Jaye, Agnes Verity** and **Betty** [illegible] clever low comedienne, who contri- [illegible] deal to the success of this show. [illegible] staged with some fine music. [illegible] which in these days of revues

[illegible] at the Marlow Printing Works, and Published by the Stoll Companies [illegible] Head Office, Coliseum Buildings, London W.C.2.

STAR

an ode to growing up on the West Coast of the United States, frequently visiting LA and seeing the iconic Hollywood stars

OLD PLAYBILLS

typography and graphics in many of these caught my eye; particularly the ones shown below:

British Music Hall Society with Jester Productions

TRADITIONAL BRITISH

V·A·R·I·E·T·Y

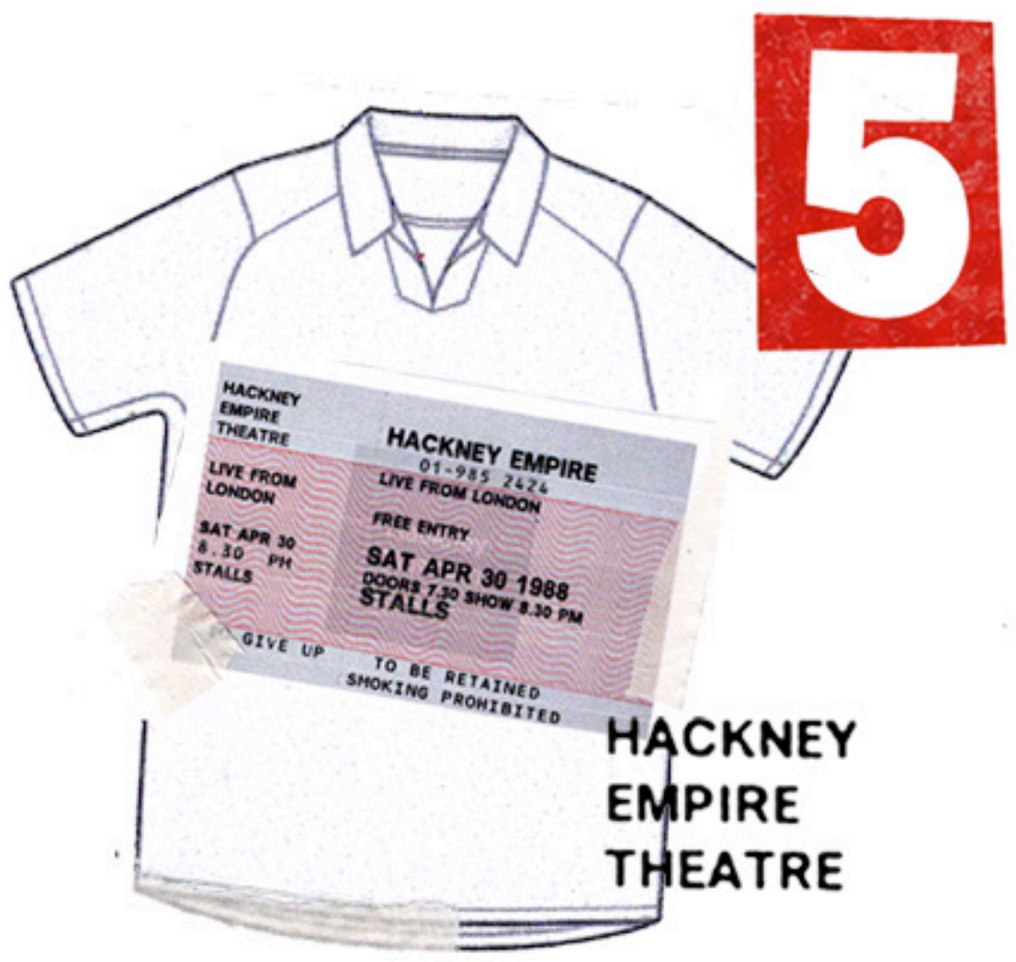
FOR THE BENEFIT OF THE THEATRE PURCHASE FUND

H·A·C·K·N·E·Y· W·F·C·

HACKNEY WFC

OLD TICKETS

The red print on the ticket and typing was used loads in the kit design



HACKNEY
EMPIRE
THEATRE

LIVE FROM
LONDON

SAT APR 30
8.30 PM
STALLS

HACKNEY EMPIRE
01-985 2424
LIVE FROM LONDON

FREE ENTRY

SAT APR 30 1988
DOORS 7.30 SHOW 8.30 PM
STALLS

TO GIVE UP

TO BE RETAINED
SMOKING PROHIBITED

HACKNEY
EMPIRE
THEATRE

LIVE FROM
LONDON

SAT APR 30
8.30 PM
STALLS

HACKNEY EMPIRE
01-985 2424
LIVE FROM LONDON

FREE ENTRY

SAT APR 30 1988
DOORS 7.30 SHOW 8.30 PM
STALLS

TO GIVE UP

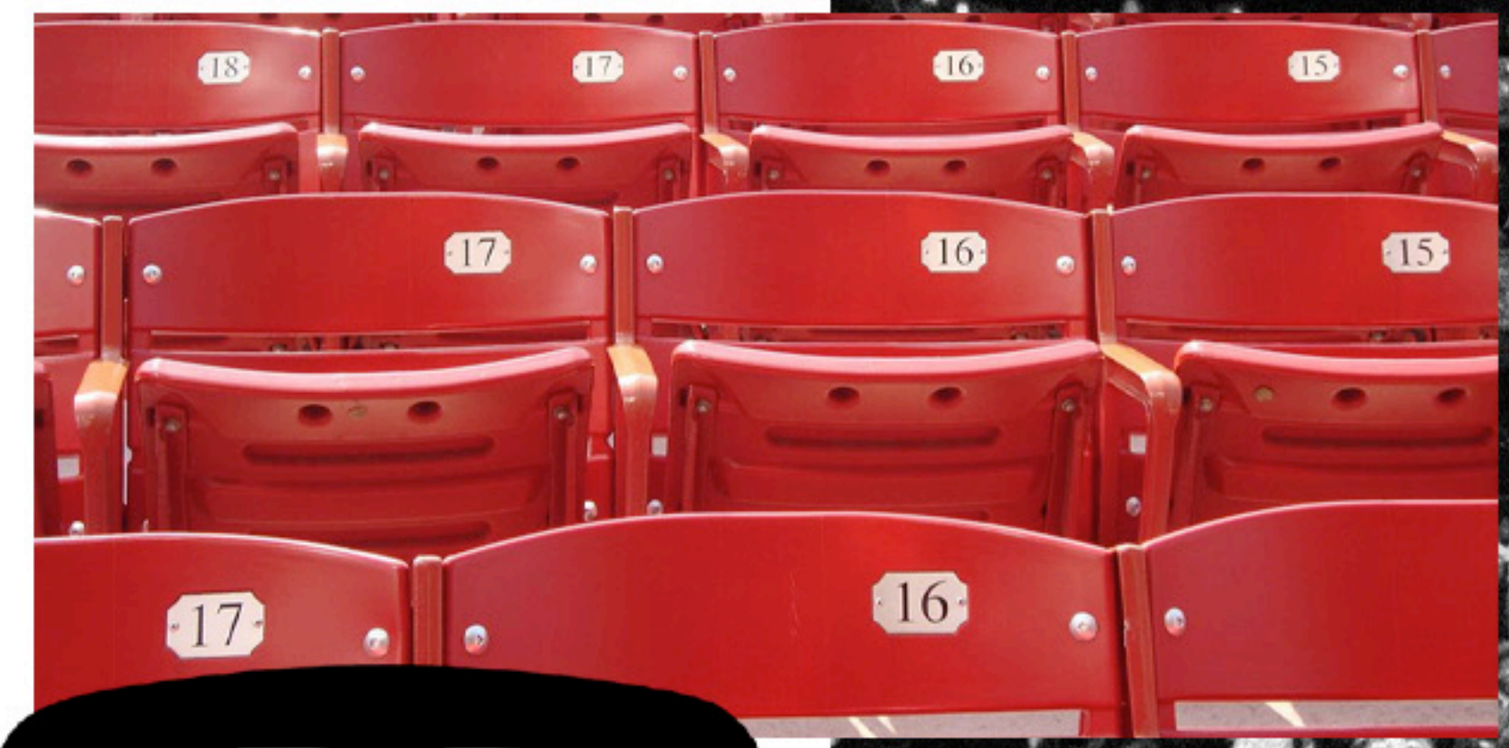
TO BE RETAINED
SMOKING PROHIBITED

HACKNEY WFC

As a lifelong footballer, I understand the importance of confidence and identity on the pitch. The team shaped every aspect of the kit's design, from colour to logo placement, to ensure a look that reflects the club and empowers players every time they step onto the field.

SEAT NUMBERS

Football and Theatre share the idea of numbered seating. I used this connection: both provide seating for communities to come together and watch a performance of sorts



FAMILY

A huge source of inspiration. My mother has played football her whole life, and she still does. My family has been involved in theatre for as long as we can trace. My great-great-grandmother, Olga Brough, was a British actress, and my sister is now studying acting in New York. For me, this competition is embedded in my family's identity.

Image of Olga in costume as Queen Elizabeth, getting her cigarette lit after a performance.