



PRISONER PRODUCT

Roger Langley conducts a sweeping survey



The Village's use of a single 'brand logo' is the perfect device to confuse and disorientate No. 6. When he first visits the local store, in Arrival, in place of the expected usual product range, he is faced with an array of items all bearing Village markings. He has already seen the penny farthing bicycle symbol on the telephone kiosk, but is now beholding it on a range of shop goods.

The Prisoner art department and production team ensured a high level of attention to detail in the episodes, with many different products created or labelled throughout the series.

In addition the emblem of the penny farthing on its own appeared across the Village, on anything from vehicles, aircraft, a postbox, or even a community flag.

As consumers, we become used to store and marketing brands and so tend to distrust unfamiliar packaging. In this way, on a larger scale, No. 6 is given the unsettling impression of a closed society with its exclusive home-grown products. In the apartment in which he awakes, he opens his kitchen cupboards to find no regular items on view, only sinister tins and packets, all bearing the same name.

The use of the Village's own internal brand places the closed community apart from the outside world. The markings are ubiquitous, covering seemingly everything: maps, musical records, milk bottles, ice cream and even sewing needles. The numbered badges may face left or right, or be a black version of the more common white emblem.

The penny farthing logo was art director Jack Shampan's own design, which he described as "... an