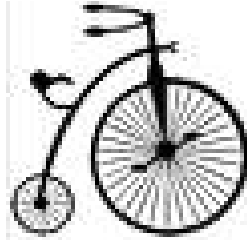


# PLACEMENT

*of the strange Village symbol*



heraldic symbol representing the Establishment, with their Victorian, die-hard, biased methods of coping with current affairs." Fortuitously, Shampan shared many of Patrick McGoochan's critical ideas on social issues, which the actor tried to express in the series.

He extended Shampan's perception of the bicycle design to say that it represented "progress" and that the added canopy denoted "security". As a bonus, the bar and rear wheel looked like a '6', mirroring the Village "be seeing you" hand salute.

It is not known when Shampan introduced the penny farthing idea to McGoochan, or upon what it first appeared. None of the art director's set design paintings show the bicycle, but the idea must have arisen well before the autumn 1966 Portmeirion shoot. In Arrival a full size penny farthing cycle is wheeled in the square and, of course, the equivalent logo is also visible on the taxis and helicopter in the opening episode.

Back at the studio, after the location shoot had wound up in the October, the Arrival set of No. 6's cottage was dressed with the full array of Village products. Even the full size metallic bicycle found its way back from Portmeirion to Borehamwood, to appear next inside the Green Dome in several episodes (but not before it had an outing at the press conference, mentioned below, before the series' TV premiere).

So central to the series' studio spirit was the penny farthing, that it featured on Shampan's special 1966 Christmas card for all the crew. Inside, a sprig of holly hung from the handlebars and a drawn label was tied to the canopy, at the rear, reading: "Christ-

