

SYMBOLIC CODES FROM PERSONAL HERALDRY TO CORPORATE LOGOS

A Society of Antiquaries Public Symposium

Monday 6 November 2017

VENUE: SOCIETY OF ANTIQUARIES OF LONDON, BURLINGTON HOUSE, PICCADILLY, LONDON WIJ 0BE









PROGRAMME

09.30-10.00: REGISTRATION

10.00-10.10: WELCOME

IO.10-11.00: CLAIRE BOUDREAU, CHIEF HERALD OF CANADA: SYMBOLS OF CANADIAN IDENTITY – PAST, PRESENT AND FUTURE

In this 150th anniversary year of the nation's confederation, this talk explores how Canada successfully integrated imperial, European, and native emblems to establish its own visual symbolic identity. It also examines the challenges facing the Canadian Heraldic Authority regarding competing forms of symbolic identity in the 21st century.

II.10-12.00: TORSTEN HILTMANN,
ASSISTANT PROFESSOR, UNIVERSITY
OF MÜNSTER: SIGN SYSTEMS AND
SYMBOLIC CODES – PROMOTING
VISIBLE IDENTITY DURING THE
MIDDLE AGES

Beginning with coats of arms in the 12th century, this talk follows the development of different sign systems during the Middle Ages and considers the increasingly important role of visual codes, whether for princes or merchants, men or women, or even different kinds of institution.

12.00-13.00: LUNCH

13.00-13.40: HEATHER ROWLAND, HEAD OF LIBRARY AND COLLEC-TIONS, SOCIETY OF ANTIQUARIES, AND LAVINIA PORTER, PUBLICATIONS MANAGER: **EXHIBITION OF**

HERALDIC MANUSCRIPTS AND SOCIETY PUBLICATIONS

I3.50-14.40: RICHARD CUST, UNIVER-SITY OF BIRMINGHAM: HERALDRY, LINEAGE AND IDENTITY IN EARLY MODERN ENGLAND

This talk seeks to demonstrate how the nobility and gentry of late Tudor and early Stuart England sought to establish and represent the longevity and prestige of their lineage using heraldic decoration and thereby promote their status and reputation within the very competitive world of gentry honour.

I4.50-I5.40: TIMOTHY NOAD,
HERALDIC PAINTER, COLLEGE OF
ARMS: ON THE MONEY – SYMBOLISING NATIONAL IDENTITY IN
THE DESIGN OF UK COINS

This talk from a leading heraldic artist and coin designer will examine the ways in which the United Kingdom and the four nations that form it have been portrayed and symbolised on recent coin designs.

I5.50-16.45: ROUND TABLE DISCUSSION: BRANDING OR BLAZON?
THE FUTURE OF HERALDRY IN A WORLD OF LOGOS AND TRADEMARKS

Elizabeth Roads, Snawdoun Herald and Lyon Clerk at the Court of the Lord Lyon: Heraldry and Logos – Can There be a Meeting of Minds?

Daniel McCabe, Senior Lecturer in Graphic Design at Portsmouth University: From FedEx to Federer – The Constructs and Contexts of Logo Design

17.00-17.45: RECEPTION

COST: £15 (INCLUDES CATERING)

Full details and booking instructions are available online: www.sal.org.uk/events

The organisers are grateful to The Heraldry Society for its sponsorship of this event.

ORGANISERS:

Adrian Ailes (Bristol University)
Clive Cheesman (Richmond Herald)
Marcus Meer (Durham University)
Fiona Robertson (Durham University)