



'The Walthamstow Tapestry'
by Grayson Perry, seen November 2009
at Victoria Miro Gallery, London

HAS BRANDING SINNED?

My recent close encounter with the above vast tapestry, depicting life to death as a meandering stream of blood framed by mostly incidental brands, eminently highlights that brands are "obscure gods and beliefs". There even is a "ship of fools" surrounded by notorious big bank brands having failed. The downfall of Dubai is the latest indication that we need a deep review of our economic beliefs in the god of growth, that the current pretensions that all will return to normal are fatal. Branding has lost its innocence and must now begin to truly inspire companies to deliver a **renaissance of their deeper qualities**.

Tapestry
detail

