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Press release

The Workplatform Collection by goalsoul



Workplatform was formed 4 years ago and are specialists in the supply of new and used Genie access platforms and material lifts. With over 30 years joint-experience working for Genie, the dedicated Workplatform team strive to ensure continual excellence in all aspects of sales and service, and are driven by a firm and whole hearted belief in Genie products and the brand. Since their invention in the 1960s, access platforms are now globally recognised as essential tools to get overhead and lifting jobs done safely and efficiently, and Workplatform supply and service customers throughout the UK, Europe and beyond.

To celebrate their continued association with, and dedication to the industry, Workplatform commissioned goalsoul (www.goalsoul.net), Sheffield-based designers and suppliers of stylish, original, high-quality casual football apparel, to produce a collection of stunning t-shirts. As fans of goalsoul's work within the global context of football, Workplatform have utilised their creative methodology to create, produce and deliver a suite of t-shirts that draw on the historical and cultural aspects that lie within the fabric of the industry, with the aim of appealing to the specialist market of aerial work platforms and soliciting increased awareness of both the Workplatform brand and the industry as a whole.

The first three designs in the Workplatform Collection by goalsoul, look at the origins and foundation of the industry in the 1960s, and the cultural backdrop and climate into which the work access platform was born.

This is just the beginning... there's another 1960s design scheduled for release in the Autumn, followed by one shirt per quarter covering all subsequent decades upto and including the present one.

We will be giving one of these highly original and collectable t-shirts away with each order. They will also be available to buy from www.workplatformltd.co.uk

Design 1

Moon - Reaching New Heights

In the 1960's, the decade that spawned the hydraulic telescopic crane boom and the modern-day aerial work platform, industry commentators were coining phrases such as 'Workstation in the Sky' and 'Putting People in the Sky' to describe these pioneering engineering technologies. Construction and maintenance workers now had seemingly unlimited working access, and were now able to operate safely and efficiently at ever-



increasing new heights. Set against the backdrop of the 'cold war', at the sharp-end of which was the globally-captivating space race that culminated in the 1969 US Moon landing, it is likely that the powered-access industry was experiencing similar feelings of 'elevation' and 'exciting new horizons' to those who put the first man on the moon.

This design illustrates, and playfully celebrates the brave new frontier of work platforms, now championed and supplied by Workplatform.

Design 2

1966 - Preserving the Spirit

The English national football team's victory over Germany at Wembley in the 1966 FIFA World Cup final provided a massive lift for the nation, and is widely regarded as the country's finest and biggest sporting achievement. In the same year, nearly 5,000 miles away in the north western US city of Seattle, Bud Bushnell was making a bit of history of his own. He acquired the manufacturing rights to a material lift that operated on compressed air, and Genie Industries was born. Customers were impressed with the 'magic in the bottle' that was used to raise and lower the hoist, hence the name 'Genie'. Demand quickly grew and operations expanded. New markets for work lifts and platforms were established globally.

Drawing on the notion of travel across continents and global reach, this design links two important events in a year in which work access platforms become a torch bearer for a bright new industry, and illustrates Workplatform's continuing preservation of both the spirit of innovation in Seattle and the spirit of Wembley in those glory days of '66.

Design 3

In the Sky with Diamonds

The 1960's was a decade at odds with itself. It was a glorious mess. Chaos, disorder, conflict, tension, creativity, originality, love, freedom and excess – all existing, clashing and occasionally harmonising on a global crosscurrent. The Beatles had exploded onto the scene in the early part of the decade, and over the following years, were the catalyst for a 'seismic shift' in the direction of popular music.

The counter-culture revolution, which stood against the establishment and extolled the virtues of the 'free spirit', had risen in full technicolour out of San Francisco, California. Fiercely opposed to the conflict raging in Vietnam at the time, they stood for peace, love and freedom, and the ideas quickly spread through western culture. The Beatles were not immune to its lure, and dove headfirst into the 'experience'... with a little help from a few hallucinogenic friends. Always looking to evolve musically and push boundaries and possibilities, they produced their landmark album 'Sgt Pepper's Lonely Hearts Club Band' featuring the stone-psychedelic pop classic 'Lucy in the Sky with Diamonds'.

At the same time, the work access platform industry was beginning to really develop and find new and innovative ways to elevate and move people. In later years, as a result of years of continued innovation within the industry, the revolutionary scissor lift platform was born. Creating a very distinct 'diamond' effect when extended, this design draws on that defining characteristic and marries it with a typically psychedelic backdrop to reflect the song, the times and the culture into which the industry was born.