

## The Marque of the Third Stripe: Alexandre Singh



Alexandre Singh's multilayered project *The Marque of the Third Stripe* (2007/08) appropriates its title from the ubiquitous three-stripe branding of the renowned global sportswear corporation Adidas. So far, it has taken the form of four site-specific installations, each one emerging from and responding to an intricately composed gothic tale written by Singh on the subject of Adidas' founder, Adolf Dassler.

This volume features nine essays written in the manner of Wikipedia entries musing on a variety of subjects related to the mythology of the tale, a reproduction of the original story of *The Marque of the Third Stripe*, 18 hand-tipped images of the installations and the unique inclusion of Singh's 1,080 page *A Dictionary of a Synæsthetic Language*. The dictionary details the meaning and significance of every single one of the hieroglyphs employed to translate the story from English into the synæsthetic video that forms the kernel of each physical incarnation of the project.

Texts by: Stefano Collicelli Cagol, Jonathan Griffin, Geoffrey Lee, Luca Lo Pinto, Luca Martinazzoli, Colin Perry, Filipa Ramos, Alexandre Singh, Kate Stancliffe, Alexander Waterman.

Limited Edition: 500 signed copies.  
Includes bookmark of pronunciation guide.

Hardback 1208 pages 19.5 x 14cm  
ISBN: 978-0-9821395-0-9  
£40, €45, \$57  
Editor: Ella Christopherson  
Designer: Emily Lessard  
Published November 2008 (USA)