

Lemons and bananas are yellow, the yellow press entertains you before visiting your dentist, the Beatles and their 'Yellow submarine's song', the sun, the Simpsons's family, New York City taxis, cheese, butter, young chickens, *Psychology of colour* by Eva Heller...

*Sunflowers* by Vicent Van Gogh.

The colour yellow is considered unlucky by actors because the French playwright Moliere died representing his play, *The Imaginary Invalid*, precisely dressed in this colour. But if you think about *Yellow Bird Project*, where is bad luck?

Some years ago, in the summer of 2006, Matthew Stotland and Casey Cohen created this 'yellow project' in Montreal (Canada). They were two close friends who had just graduated in Computer Science and Philosophy respectively. Despite the fact that they were young and still inexperienced, they had a few ideas that were going through their minds. So, why waste time? They very very soon began to implement its project. Therefore, these two typical guys who are always in T-shirt and like indie rock music, made his hobby his business. Nowadays, they sell T-shirts designed by international bands from different cities around the world. Sometimes, the designs are made by the artists themselves, at other times, by famous illustrators. In any case, Yellow Bird is a platform to sell online different design products that benefit an array of charities, each chosen by the artists who collaborate.

If we look back, the beginnings were difficult, they wrote many of their favorite bands, but they didn't got responses. The first one who accepted to work with them was Devendra Banhart. In fact, he designed his T-shirt personally. Actually, he had begun Fine Arts in San Francisco in the past to leave it immediately. There is no doubt about his style and on the other hand he suggested that he would set aside all his profits to *The Teenage Cancer Trust*. From here, more bands decided to participate, such as: Andrew Bird, Au Revoir Simone, Beach House, Bloc Party, Clap Your Hands Say Yeah, Dry the River, Editors, Grizzly Bear, Little Boots, Metric, Rilo Kiley, Tegan and Sara, The Decemberists and The National among others.

As a result, they have an important feedback with their followers. Through the *Yellow Bird Project's* web and it's social networks, they have created a community that is growing more and more. These fans suggest bands and send photos where they are wearing YBP T-shirts. There is a gallery of images on the web you can visit.

Finally, I would like to describe 'The Indie Rock Poster Book', since they offer more products than T-shirts and this one is very special. There are several reasons. First of all, it not only is an object aesthetically attractive, but also it is a portable exhibition. Do you know Marcel Duchamp? He was a French artist whose art is often associated with the Dadaist and Surrealist movements, considered by some to be one of the most important artist of the 20th century. His most famous piece is an urinal which is called *Fountain* (1917). In addition to this, he has a piece that works as a 'portable museum'. It is a box-suitcase with miniature reproduction of what he considered most relevant to his work. So, in the same way as Duchamp, 'The Indie Rock Poster Book' can be taken apart. It means that you can remove some of the posters or all if you prefer. The possibilities you have to assemble the illustrations on your wall or another location are infinite. These pictures were designed by a selection of illustrators, some well known worldwide and another emergent artist as well: Andy J. Miller, Deanne Cheuk, Emy Storey, Estudio Bosque, Gemma Correll, Jeremyville, Mark Weaver, Mike Perry and Toby Triumph as example. Moreover, each poster is associated with a indie rock band. Definitely, it is an object to collect.

Dreams can come true! Who knows! We just have to think about two university friends and several ideas in common. Yellow fried eggs, yellow blonde hair, yellow, yellow, yellow... Good luck!