

THE WHEELBARROW LOGO

The wheelbarrow logo that appears on all of my weekly event posters and some t-shirts is an evolution of a logo that was on my gardening business cards. That logo was a wheelbarrow my dad built for me that I used when starting that business. It was remarkably handy, if not exactly practical for moving heavy loads. That design has plants and tools in the barrow.

Early on, as I got more “into” Movie Monday, I reloaded the barrow logo with a video camera, popcorn, a butter saucepan, film and film reels, art brushes and VHS cassettes (tumbling out the back indicating the haste I was usually in keeping up with it all).

I felt that these two parallel endeavours worked together in my life while I was doing both. I'd start my week days, usually with an hour or two of keeping up with MM details; calls and emails, getting posters designed and printed etc, breakfast and then hit the road with my station wagon and trailer looking after gardens - householders and several condos and a couple of church gardens around the city. Along the way I'd be renewing posters and dropping in to radio stations or housing providers to promote MM. It was quite an integrated thing.

On Mondays I'd down tools around 4pm, head home and gather the popcorn, butter and MM box with the film, cash box and other supplies for the evening event and set up. I'd then drop home again, have a shower eat a quick dinner. Luckily I lived blocks away from the venue. Then, with my wife Laurel, I'd head up for 6pm to run the show with the other volunteers.

The gardening provided a reasonable living and constructive, outdoor, active day-job with lots of physicality. MM was more of a social and intellectual exercise. The two complimented each other. MM didn't have to pay well or be my only activity so it gave me independence.

Replaced by a more practical barrow in my day-job, the original barrow took on a ceremonial role as the “float” in the community Oak Bay Tea Party parade each year.

