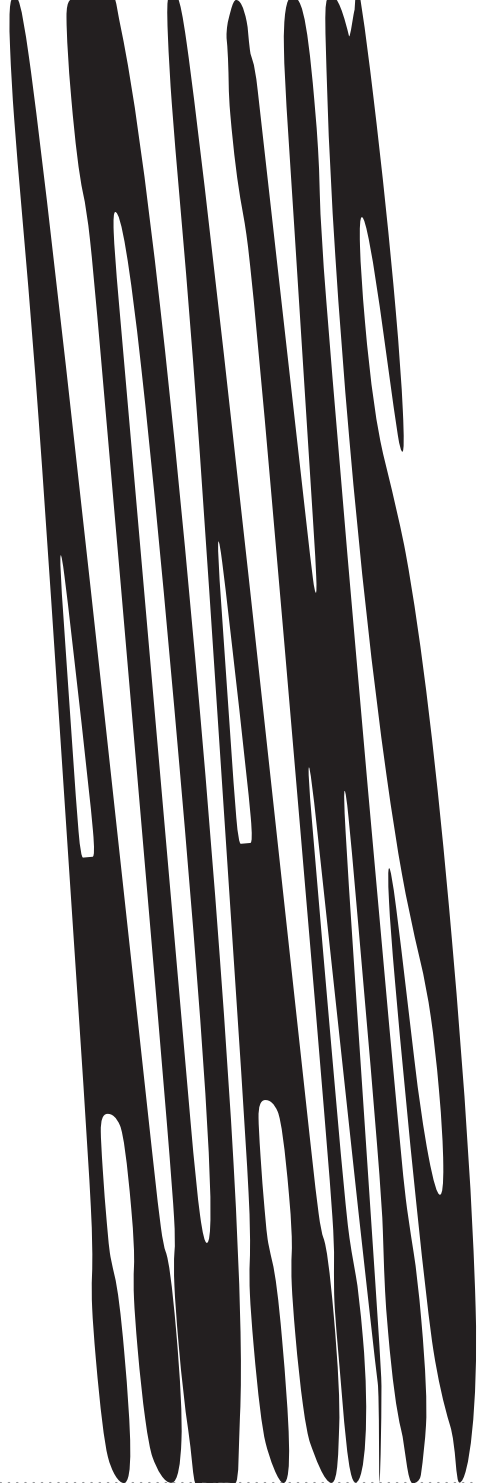


An alphabet of 'Against the grainers'  
Not a definitive listing, but an eclectic mix  
of people who, over the last 100 years or so,  
have changed the way we think, live and  
behave, for good or ill

at abrahams at the V&A

25 May 2010

Mike Abrahams / Tereza Oslacova /  
Christine Hoffmeyer / Myra Murtagh /  
Claire Okolo / friends of at abrahams /  
with thanks to Wikipedia



**Thomas Adams**

Scientist 1818 -1905

After failing to make rubber tyres using a Mexican chewing plant called chicle, he added sugar and created Chiclets chewing gum, still available today except in Singapore where it is banned.

أوسام بن لادن

**Osama Bin Laden**

Activist 1957-

Established the business management model described as 'centralisation of decision and decentralisation of execution' in contrast to contemporary 'command and control'.

# CZERNY

**Vincenz Czerny**

Surgeon 1842 - 1916

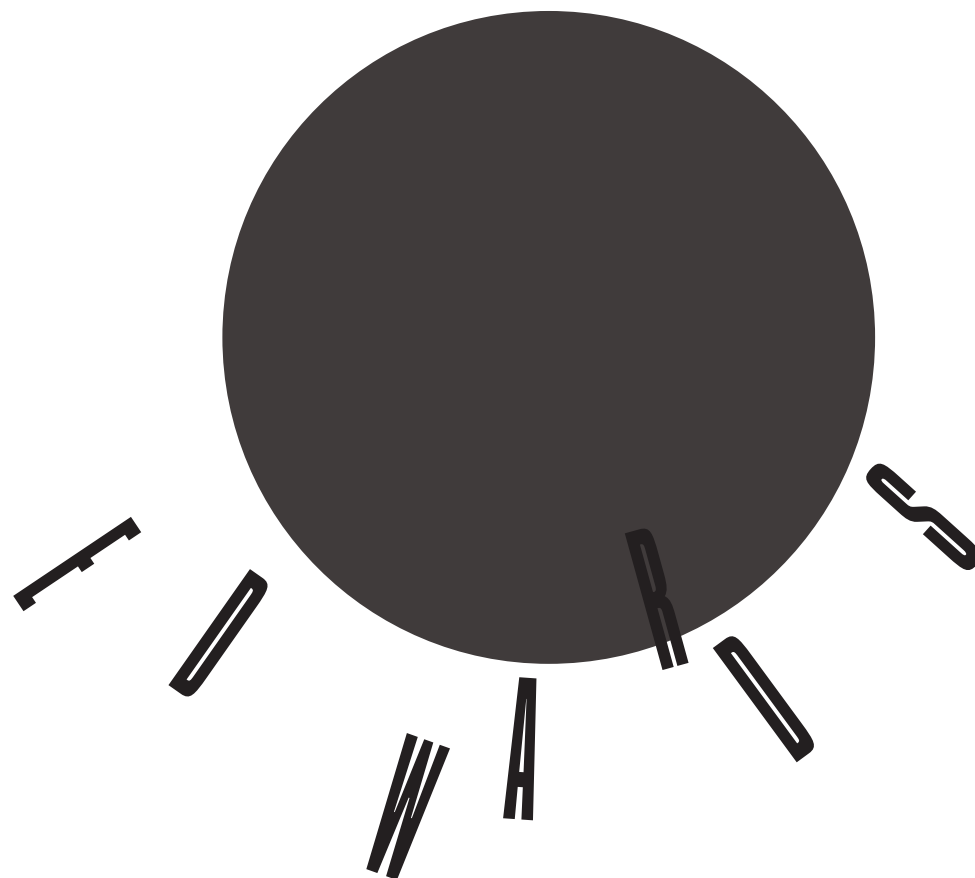
Performed the first breast implant operation. Without him there would be no Katie Price (Jordan) who stood in the 2001 general election promising free breast implants. She got 713 votes.

# Disney

**Walt Disney**

Film maker 1901 - 1966

An innovator of animation and entrepreneur who developed the earliest superbrands by exploiting his iconic cartoon characters.



**Robert Edwards**

Physiologist 1925 -

Along with Patrick Steptoe, they pioneered IVF leading to the birth of the world's first test-tube baby Louise Brown in 1978.

# F O S B U R Y

## **Richard Douglas Fosbury**

Athlete 1947 -

Revolutionized the high jump using a back-first technique, winning gold at the 1968 Olympics. This technique is now called the Fosbury Flop.



**Francis Galton**

Polymath 1822 - 1911

Half-cousin of Darwin, a pioneer of eugenics, he coining the expression "nature vs nurture".

Devised a system for classifying fingerprints useful in forensics.



HEFNER 

**Hugh Marston Hefner**

Publisher 1926 -

Playboy founder and chief creative officer.

Commercialised soft porn.

ICKES

**Harold LeClair Ickes**

Administrator, politician 1874 - 1952  
Responsible for implementing Roosevelt's  
'New Deal', creating growth in the US  
economy following the 'Great Depression' .

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**Howard Deering Johnson**

Entrepreneur 1897 - 1972

Teamed up with Reginald Sprague and created the first modern restaurant franchise. The rest as they say, is history.

JOHNSON



**Richard 'Jock' Kinneir**

Typographer, graphic designer 1917 - 1994  
With Margaret Calvert, he designed  
the British road signs system now almost  
universally adopted.



**Frederick Alfred Laker**

Entrepreneur, 1922 - 2006

Established Laker Airways in 1966 as one of the first 'no-frills' businesses. Bankrupt in 1982, it opened up air travel for the masses.

**MOL**

**Johannes Hendrikus Hubert de Mol**  
Media tycoon 1947 -  
Brought 'reality' tv to our screens in the guise  
of Big Brother.

•  
Nissen

**George P. Nissen**

Gymnast, inventor, 1914 - 2010  
Created the trampoline.

# OFFICER

**Charles Officer**

Scientist 1940 -

Coined the phrase 'plate tectonics' to explain the concept of continental drift, ridiculed when first proposed in 1912 by Alfred Wegener.



# PARKER

**Randolph Severn Parker III**

Animator, screenwriter 1969 -

Together with Matt Stone, 'Trey' created South Park, 'politically incorrect and shockingly profane' yet hugely successful.



**Mary Quant**

Fashion designer 1934 - 2010

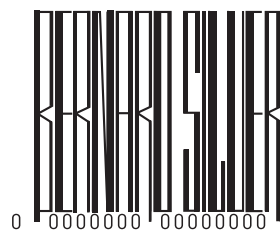
She considered shorter skirts 'to be practical and liberating, allowing women the ability to run for a bus'. She named the miniskirt after her favourite car, the 60s icon, the Mini.

ROSEDALE

**Philip Rosedale**

Entrepreneur 1968 -

Created the metaverse or virtual world called Second Life, the future for us all?



**Bernard Silver**

Scientist d1963

He overheard a conversation in a food store about automated product identification, which inspired him and Norman Joseph Woodland to develop the bar code.



**Hunter S Thompson**

Journalist, author 1937 - 2005

Creator of Gonzo, a style of journalism,  
where reporters involve themselves  
in the action.

WARRY

**Lewis Frederick Urry**

Engineer 1927 - 2004

Tasked by Eveready to extend the life of regular zinc-carbon batteries, he invented alkaline and lithium batteries as a more effective solution.

# SID VICIOUS

**John Simon Ritchie**

Musician, 1957 - 1979

Basist of the 'Sex Pistols', Manager Malcolm McLaren once claimed "if Johnny Rotten is the voice of punk, then Vicious is the attitude."

W W I I L L M M U U T T

**Ian Wilmut**

Embryologist 1944 -

He led the team that in 1996 created the first cloned mammal from an adult cell – Dolly, a Finnish Dorset lamb.





**Malcolm Little aka  
El-Hajj Malik El-Shabazz**

Political activist 1925 - 1965

Advocate for the rights of African Americans, indicted white America for its crimes against black Americans. Detractors accused him of racism, black supremacy, antisemitism, and violence.

YUNUS \$

**Muhammad Yunus**

Banker, economist 1940 -

Developed the financial innovation of microcredit – very small loans to those in poverty to spur entrepreneurship, encourage self-employment and the generation of income-building wealth and exiting poverty.



**Niklas Zennström**

Entrepreneur 1966 -

Founder, with Janus Friis, of several high-profile online ventures including Skype, a telephony company based on peer-to-peer principles.