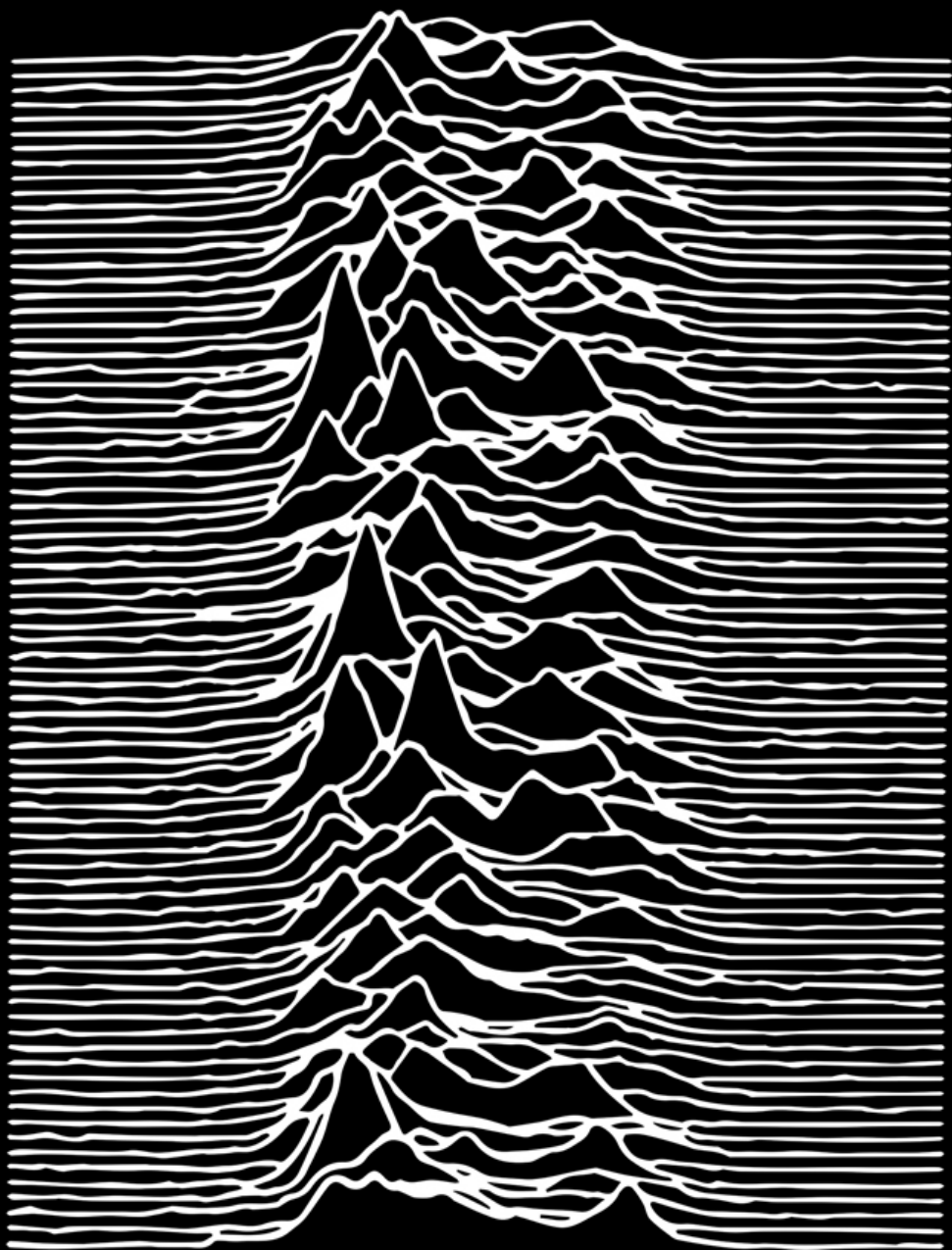


BOO-HOORAY SHORTLIST #52



UNKNOWN COMMERCE

Introduction

Unknown Pleasures is Forever Modern

- Jon Savage

The brilliant minds at Bolerium Books state with a calm and steady voice that commodification is fought with commodification, so we can't help but tap our roll-up cigarette and flip our grey mac raincoat while pondering what this relentless Debordian detournement of what was once directly lived and has now receded into a representation actually means.

From Peter Saville's sublime design, arguably his most iconic, to the bafflement we all feel over what would happen during an unknown saddle bicycle excursion, I feel that this gathering of material, some picturesque, some bizarre, a couple perhaps reaching the sublime, whisper something about our times and mores; and, what we actually feel infuses our everyday with meaning. - JK

Boo-Hooray is proud to present Unknown Commerce, our 52nd shortlist, compiling rare and vintage Joy Division records and merchandise, alongside some of the most scandalous uses and abuses of Peter Saville's *Unknown Pleasures* design in pop culture. The graphic representation of a dying star lifted from the 1977 Cambridge Encyclopedia on Astronomy (**item no. 10**) marked an early peak for Saville's collaboration with Tony Wilson in particular, and Factory Records in general. Alongside the band's often spare and moody sound, it was a manifesto of minimalism done punk.

How this formalist and moody album cover, (**item nos. 1-4**) (one that housed what is ostensibly depression propaganda), came to be printed on every conceivable cultural surface, from Mickey Mouse t-shirts (**item no. 19**) to comfortable bike seats (**item no. 21**), is a good question, one raised by Jörg Scheller in his introduction to *Vieceli & Cremers* extraordinary photo book *Division of Pleasures* (**item no. 9**).

Other notable items include Saville's own transformation of his design into a sculpture (**item no. 11**), the incredibly rare and accomplished bootleg compilation from 1981 *Le Terme* (**item no. 8**), and the Factory Australasia poster released to promote the release of *Unknown Pleasures* in Australia (**item no. 3**).

For over a decade, Boo-Hooray has been committed to the organization, stabilization, and preservation of cultural narratives through archival placement. Today, we continue and expand our mission through the sale of individual items and smaller collections.

Catalog prepared and photographed by Sebas Alarcon, cataloger. Please direct all inquiries to Daylon (info@boo-hooray.com).

Terms: Usual. Not onerous. All items subject to prior sale. Payment may be made via check, credit card, wire transfer or PayPal. Institutions may be billed accordingly. Shipping is additional and will be billed at cost. Returns will be accepted for any reason within a week of receipt. Please provide advance notice of the return.

Table of Contents

1. Unknown Pleasures [First Pressing]	SOLD
2. Unknown Pleasures [1981 Spain Pressing] [Nathan Strejcek The Teen Idles]	\$100
3. Unknown Pleasures Australian Release Poster	\$2500
4. Unknown Pleasures [First Australian Pressing]	\$150
5. Joy Division Unknown Pleasures T-Shirt	SOLD
6. Still [First Pressing]	\$500
7. Closer	SOLD
8. Le Terme [Bootleg] [Rob Gretton association copy].....	\$700
9. Division of Pleasures	\$75
10. The Cambridge Encyclopedia of Astronomy [Original Pulsar graph, Peter Saville source material]	SOLD
11. Unknown Pleasure	\$7500
12. Unknown Pleasures Cape by Undercover Co.	SOLD
13. Unknown Pleasures Sweater by Undercover Co.	\$850
14. Unknown Pleasures Backpack by Undercover Co.	\$950
15. Joy Division Closer T-Shirt	SOLD
16. Factory Records Bar Graph T-Shirt	SOLD
17. No Pleasures	\$150
18. Liverpool FC League Champions [Unknown Pleasures T-Shirts]	\$150
19. Mickey Mouse Unknown Pleasures T-Shirt	\$150
20. Unknown Pleasures Wall Sculpture	\$75
21. Unknown Pleasures Bike Seat	\$35
22. Joy Division Badge Collection: The Special Edition	SOLD
23. Joy Division Badge Collection: The Original Edition	\$25



1. Unknown Pleasures [First Pressing]

Joy Division

Manchester: Factory Records, 1979. 12" vinyl LP with original illustrated inner sleeve, and textured jacket. FACT 10. First pressing, matrix / runout: FACT-10-OUTSIDE I B THIS IS THE WAY A PORKY PRIME CUT S-4, FACT 10-INSIDE I A A PORKY PRIME CUT - STEP S-9. Used condition.

First pressing of Joy Division's debut record, produced by Martin Hannett, featuring the Porky "prime cut" matrix / run-out and opaque black finish of the true first pressings.

Only posthumously a depression manifesto, a suicidal haunt for teenagers who still like to dance, *Unknown Pleasures* was first produced as a series of unwitting conflicts between the punk band's initial neurotic-in-love sound and the spatial turn of producer Martin Hannett. This contradiction in planning transformed the would-be punks into catatonic orators with an emphatic back beat and bass. Coupled with Peter Saville's Pulsar detournement, *Unknown Pleasures* offers what Mark Fisher called a conceptual consistency: a slow, minimal orbit into cataleptic black holes, which however subjective and romanticist in appearance, reflect the objective descent of a uniform-wearing working youth into Thatcherite nightmare. Anti-commercial and literary sensibilities surround singer Ian Curtis' vision, who with a near-Soviet appetite for Dostoyevsky and Kafka, and an anti-american retrieval of Ballard and Burroughs, never lived to see the record become one of Britain's most successful musical and visual contributions to the coming globalized economy.

SOLD





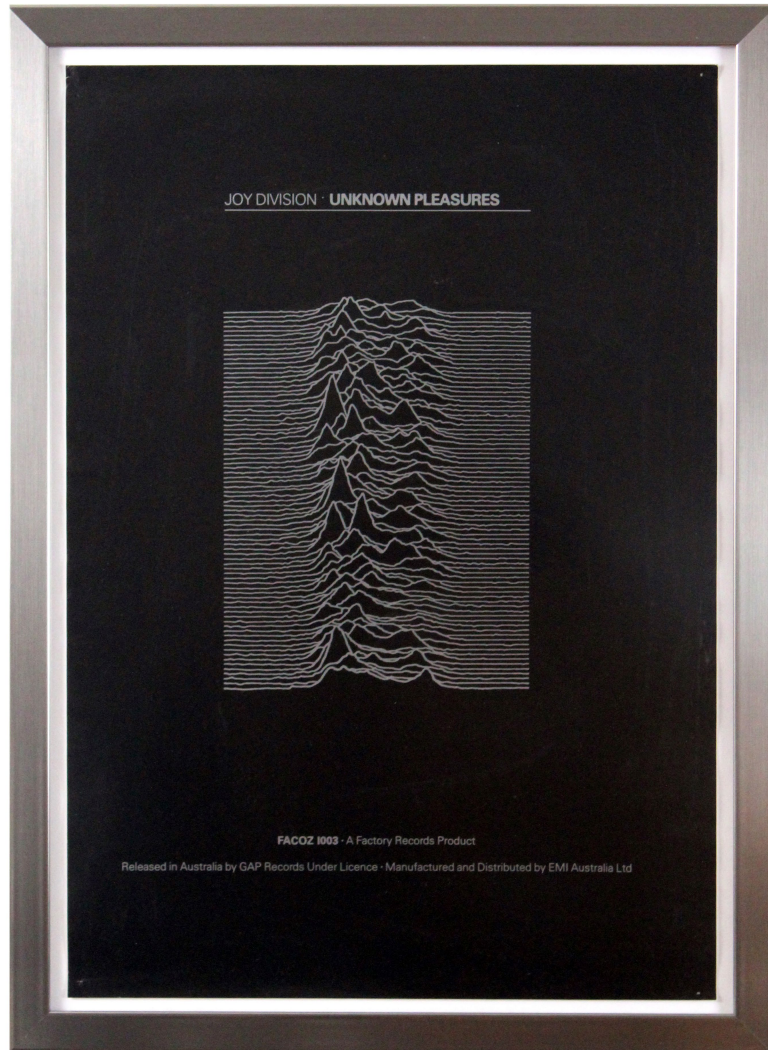
**2. Unknown Pleasures [1981 Spain Pressing] [Nathan Strejcek
The Teen Idles]**

Joy Division. Barcelona: EDIGSA, 1981. 12" vinyl LP, missing original inner sleeve, with holograph annotations on labels in the hand of Nathan Strejcek. Used condition, with worn price sticker on sleeve verso.

1981 Spanish pressing of Joy Division's debut record from the collection of Nathan Strejcek of The Teen Idles, the seminal proto-harcore band that Ian MacKaye founded in 1979 before moving on to form Minor Threat.

\$100





3. Unknown Pleasures Australian Release Poster

Designed by Andrew Penhallow. Sydney: Factory Records, [1980]. Offset printed poster. 19 ¼ x 28 in. framed to 23 x 31 ½ in. Used condition.

Extremely rare poster promoting the Australian release of Unknown Pleasures (FAC0Z 1003), an album which would vastly change the course of punk music in Australia.

The poster was designed by Andrew Penhallow, who Factory Records names the “head honcho” of Factory Australasia, having licensed the Factory Records catalog from money loaned by his wife’s ex-husband, a brain surgeon.

\$2500



4. Unknown Pleasures [First Australian Pressing]

Joy Division. Sydney: Factory Records, [1980]. 12" viny, as issued in sleeves. FACOZ 1003. Used condition.

First Australian pressing of Joy Division's debut record, featuring the early editions' textured sleeve.

\$150

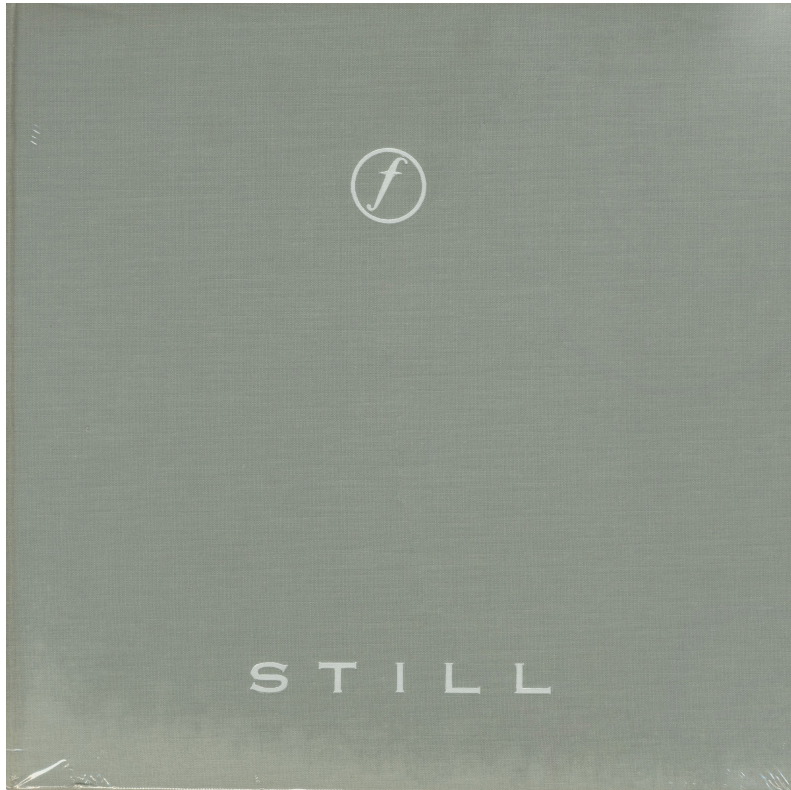


5. Joy Division Unknown Pleasures T-Shirt

Np: np, [ca. 1980s]. Cotton t-shirt. U.S. Size L. Very good, with minor loss of fabric on right shoulder and under the left armhole.

Bootleg Unknown Pleasures t-shirt. Based on fabric and printing quality, we estimate this shirt to be from the 1980s, making it an early testament to the the band's lasting influence and popularity.

SOLD



6. Still [First Pressing]

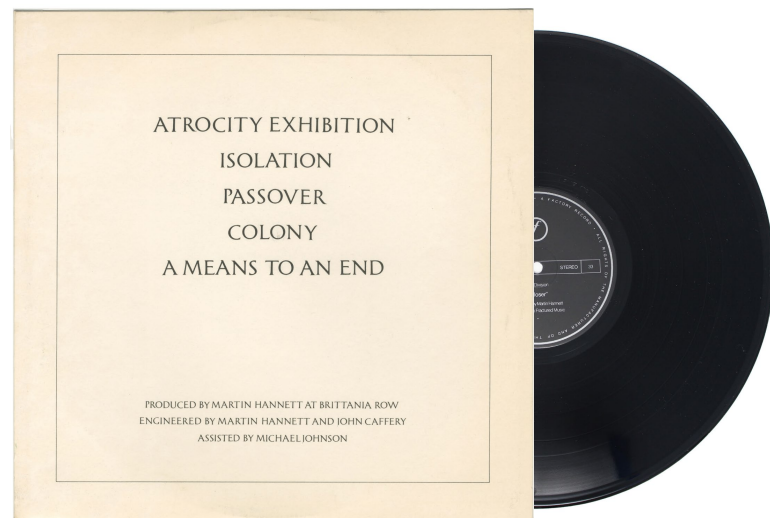
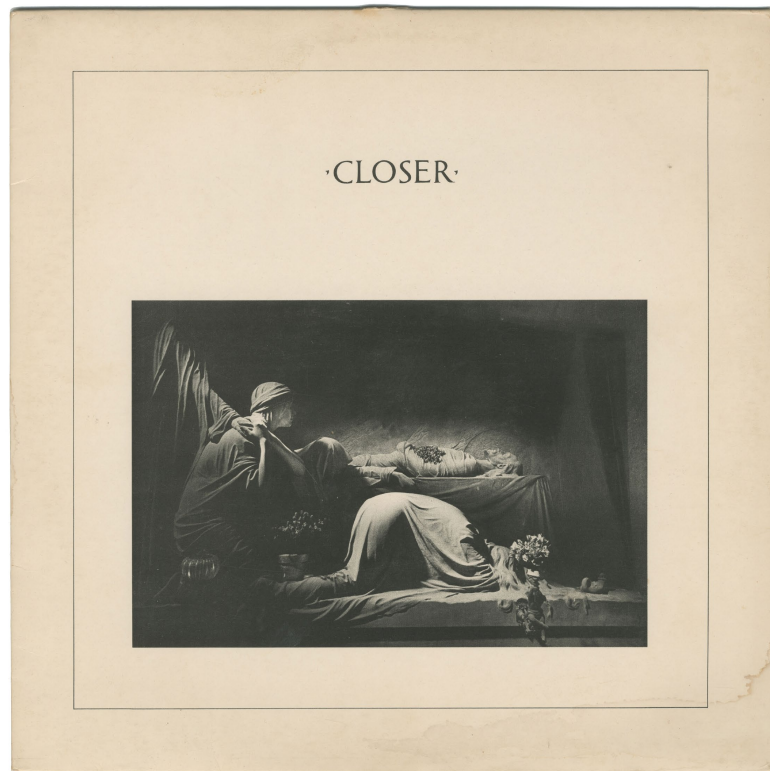
Joy Division

Manchester: Factory Records. 1981. Double LP, in hessian gatefold boards with debossed lettering and a ribbon wrapped around the spine; with die-cut cardboard inner sleeves. Shrink-wrapped indicating initial U.S. import. Used condition.

First pressing of Joy Division's double LP compilation *Still*, released the year after Curtis' death, only a month before the remaining members of the band issued the album *Movement* as New Order. This record compiles previously unreleased tracks from the band's various recording sessions in one disc, along with a set of live recordings from Joy Division's seminal show at Birmingham University's High Hall. These songs include some of Joy Division's finest, such as *Dead Souls*, a punk song turned rage-seance wherein Curtis is continually called up by the dead. The compilation's seance-pop, however, is cushioned by Joy Division's live homage cover of the Velvet Underground's *Sister Ray*, which becomes the band's most vulgar entry as they repeat Lou Reed's celebration of trans-and-homo-sexuals copulating and shooting up heroin.

On the other hand, this compilation marks the completion of Tony Wilson's project to canonize the band as the martyred vanguard of the Factory scene; that is, to make it the substantial or spiritual core of the Factory Records catalog. The band's name and fame thus continued to grow long after this compilation carefully wrapped up the Joy Division oeuvre as a completed concept: depressed, mystical, suicidal, energizing in its romanticism—Factory Records not un-impressive submission into high or literary art.

\$500



7. Closer

Joy Division

Manchester: Factory Records, 1980. 12" vinyl LP, with later straight-edge inner sleeve and smooth jacket. First pressing, matrix / run-out: FACT 25 A1 AT OLD BLUE?, B-1 BG, housed however in sleeve of later editions . FACT 25. Used condition.

First pressing of Joy Division's second and last record *Closer*, in transitional housing from later editions' sleeves.

Ostensibly the band's epitaph, *Closer* is one of post punk's highest achievements. This second entry is somehow more deathly and dancing than its predecessor, featuring experimentally accomplished tracks such as *Isolation* that pioneered synth use in punk and squarely anticipated New Order. It is also no less of a total art-work: while *Unknown Pleasures* broached new ground for both punk music and design, *Closer* features a tomb on its cover, irrevocably associated with Curtis' death two months before the release of the record.

A final statement, *Closer's* sepulchral disco is animated by what Mark Fisher described as "the exclusion of eros".

SOLD



8. Le Terme [Joy Division Bootleg] [Rob Gretton association copy]

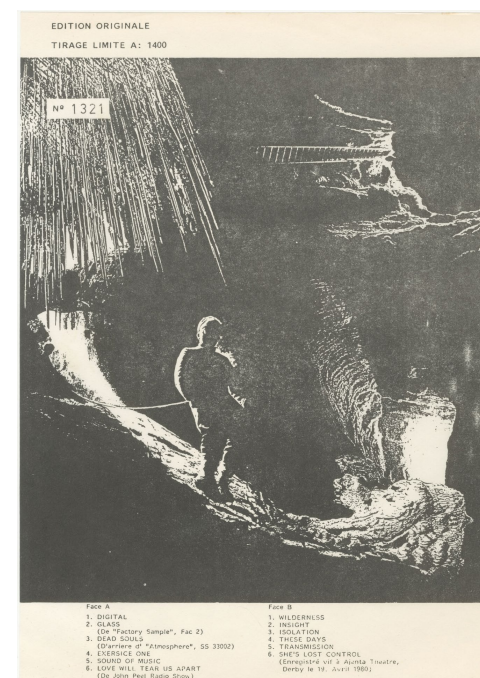
Joy Division. Sweden: Fabrique Disques, 1981. Vinyl LP, with 8 x 11 3/4 in. offset printed track sheet. No. 1321/1400, from Joy Division / New Order manager Rob Gretton's personal collection. Used condition.

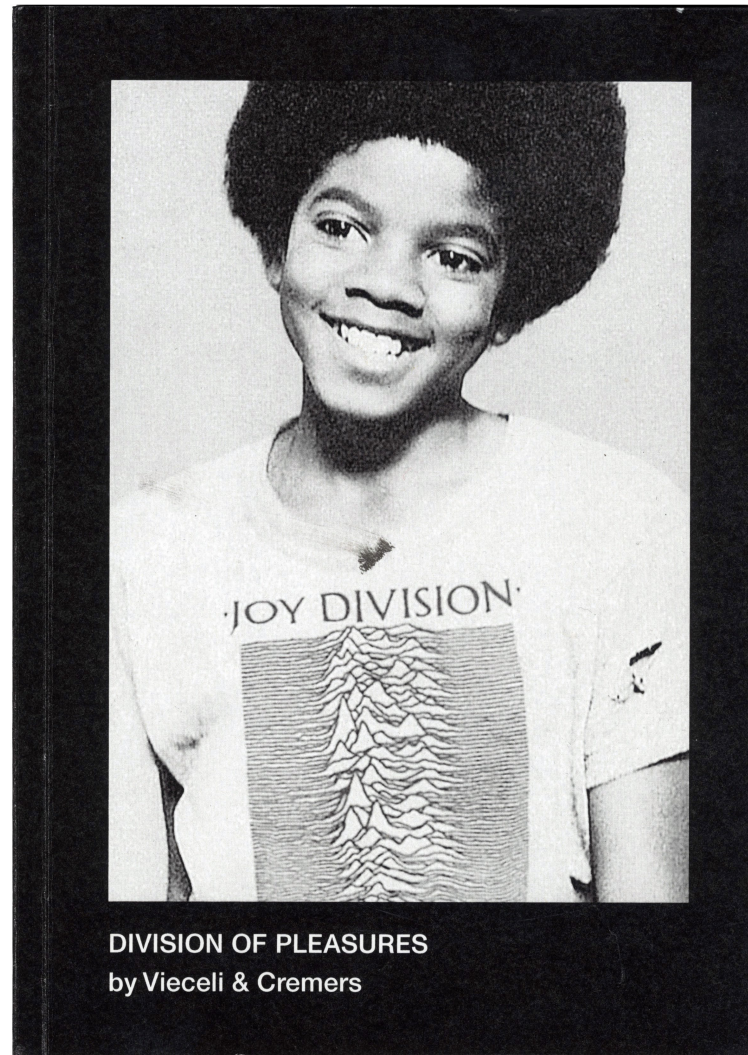
Bootleg LP of the two Joy Division singles from A Factory Sample, Dead Souls from the Licht und Blindheit single, and songs drawn from live performances and the first and second Peel sessions.

A sort of underground counterpart to the *Still* compilation, *Le Terme* is remarkable for bringing together Joy Division singles and otherwise rare tracks and recordings, including the famous Peel session from 1980. Further, its consistency in design with official Joy Division entries speaks to the accessible and collective character of the band's dark neo-romantic sensibility.

This copy originally belonged to Joy Division and New Order manager Rob Gretton.

\$700





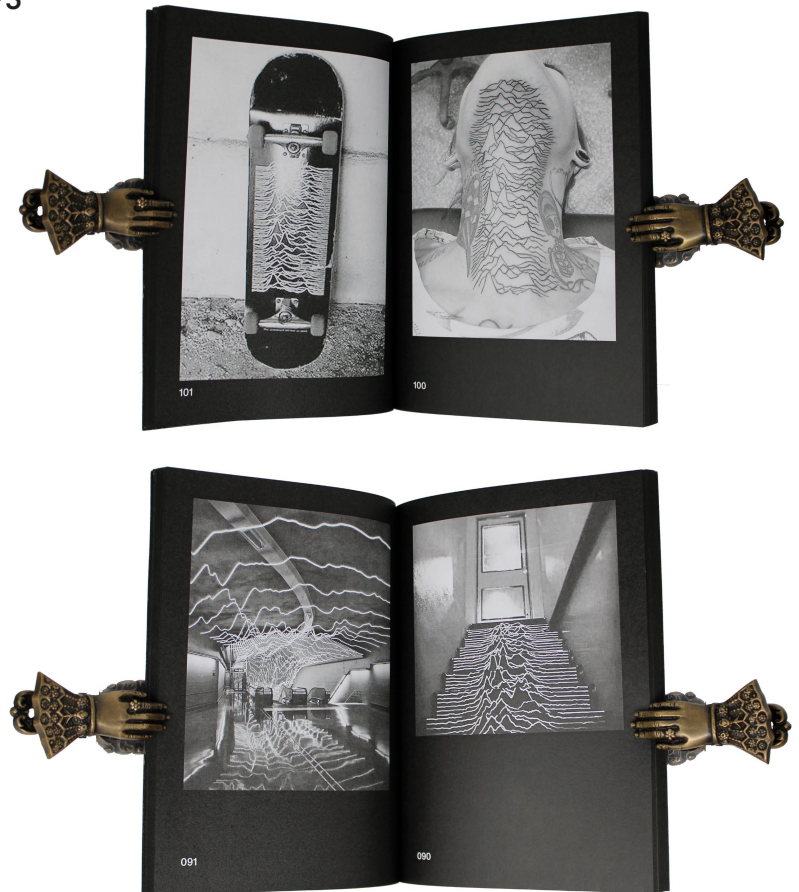
9. Division of Pleasures

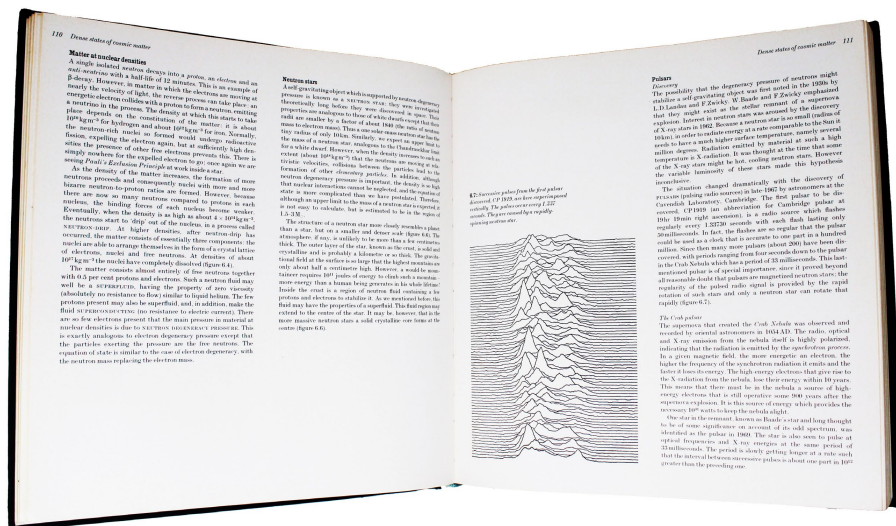
Vieceli & Cremers; intro by Jörg Scheller.

Zurich: Vieceli & Cremers, 2019. Offset, in wraps. 136pp. 5 13/16 x 8 1/4 in. Very good.

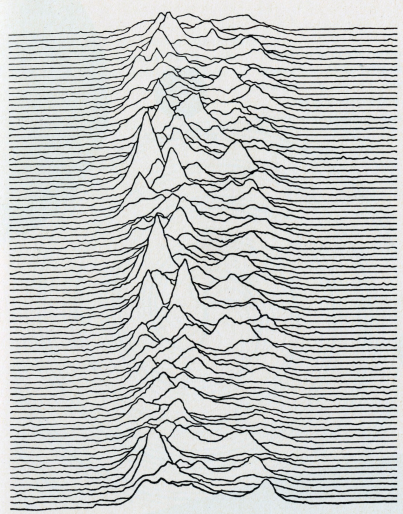
An homage to Peter Saville's ubiquitous Unknown Pleasures pulsar graph 40 years after it pressed the covers of Joy Division's debut record, *Division of Pleasures* catalogs its relentless repetition in pop-culture, fashion, clothes, pre-digital memes, installations, modifications, replications, and more. The introduction by Jörg Scheller presents a deceptively simple theory on the popularity of Saville's design.

\$75





6.7: Successive pulses from the first pulsar discovered, CP 1919, are here superimposed vertically. The pulses occur every 1.337 seconds. They are caused by a rapidly spinning neutron star.



10. The Cambridge Encyclopedia of Astronomy [Original Pulsar graph, Peter Saville source material]

Editor-in-Chief, Simon Mitton; foreword by Sir Martin Ryle FRS. London: Book Club Associates London, 1977. Offset, in black cloth boards, missing dust jacket. 495pp. 10 x 10 ¼ in. Very good, with light wear and boards slightly detached from binding at title page.

Comprehensive 1977 encyclopedia of astronomical study, with contributions from various physicists, filled with rich illustrations. From these, Peter Saville drew the vertically superimposed sequential radio pulses from the pulsar CP 1919 and refashioned it into what's become the timeless and pervasive artwork for *Unknown Pleasures*.

Though now England's most famous designer, Peter Saville was then a 23 year old wunderkind inspired by Tschichold's New Typography who met Tony Wilson at a Patti Smith gig. The two quickly developed a strong collaborative relationship that materialized itself in Factory Records' distinct visual language.

SOLD

11. Unknown Pleasure

Peter Saville

[London:] Peter Saville, 2006. Fast cast resin and polyurethane paint, housed in flight case from Peter Saville's studio. 12 x 12 x 4 3/4 in. Near fine.

A three-dimensional manifestation of the famous Unknown Pleasures record cover from the artist who had designed the original twenty six years earlier. Early in a series of sculptures, each unique. Cast in spectrum black, this sculpture is the only one in a series of sculptures that matches the coloring of the original record cover. The sculpture is packaged in a fit-to-size flight case crafted in Peter Saville's studio for the sculpture series.

A sculpture testament to the life of symbols.

\$7500





12. Unknown Pleasures Cape by Undercover Co.

Japan: Undercover Co., 2009. Wool, nylon, cashmere blend blanket in drawstring carrying case. 53 x 63 in. Near fine.

Double-sided cape featuring Joy Division's iconic Unknown Pleasures album cover artwork designed by Peter Saville. This limited-edition item was part of Undercover Co.'s Autumn/Winter 2009 collection titled "Earmuff Maniac", which rekindled the fashion world's fixation on the seminal 1979 post-punk release's album artwork. A graphic representation of the dying pulsar star CP1919, Saville's repurposing of the graph is woven in this cape in white on black, and on verso black on grey.

Jun Takahashi launched Undercover Co., a high-end streetwear label, in 1993. This scarce piece is perhaps the most iconic of the collection, marrying Takahashi's innovative design perspective with the ubiquitous Joy Division design.

SOLD





13. Unknown Pleasures Sweater by Undercover Co.

Japan: Undercover Co., [2009]. 100% wool sweater. Size 4 (Japan), approximately size L (U.S.). 27 in. length, 20 in. wide across chest. Very good.

Undercover Co. wool sweater featuring the Unknown Pleasures album cover artwork designed by Peter Saville.

\$850





14. Unknown Pleasures Backpack by Undercover Co.

Japan: Undercover Co., [2009]. Nylon backpack. 18 ½ x 19 ½ x 3 in. (empty). Very good.

Fabricating out of NASA-style technical fabrics, Jun Takahashi again takes the Unknown Pleasures album artwork into a backpack featuring oversized compartments and intricate zip and buckle closures.

\$950



15. Joy Division Closer T-Shirt

Bowling Green: Screen Stars, [ca. 1985]. 50% cotton / 50% polyester t-shirt. U.S. size L. Very good.

Vintage Screen Stars t-shirt of Joy Division's final record Closer. Screen Stars are a classic vintage American t-shirt brand renowned for making pop t-shirts of enduring legacies.

SOLD



16. Factory Records Bar Graph T-Shirt

India: Pavilion, nd. 100% cotton t-shirt. Size L. Very good.

T-shirt featuring an iconic Factory Records bar graph design.

SOLD



17. No Pleasures

Stugazi

NYC: Stugazi, [ca. 2017]. Custom made towel, from Custom Woven Towels. 32 ½ x 60 in. Near fine.

Beach or bathing towel made by the contemporary New York City artist Stugazi, taking on the iconic Unknown Pleasures black and white design and literally flattening it into straight lines: no pleasures.

\$150



18. Liverpool FC League Champions [Unknown Pleasures T-Shirts]

Liverpool: The Anfield Wrap, [ca. 2020]. Cotton t-shirt. U.K. Size M. Near fine.

The Anfield Wrap's t-shirt celebrating Liverpool FC's Premier League 2019-2020 title win, super-imposing previous title victories into the shape of the Unknown Pleasures pulsar graph.

For reds.

\$150



19. Mickey Mouse Unknown Pleasures T-Shirt

Burbank, California: Disney, [2012]. 100% cotton t-shirt. U.S. size S. Very good.

Mickey Mouse Unknown Pleasures t-shirt that appeared early in January 2012 and was quickly discontinued later in the month.

Perhaps the piece of merch that finally divorced the pulsar radio diagram from the allegiances it originally connoted (isolation, depression, modernism, romanticism, etc). Writer Jenn Pelly managed in brief time to write an ironic protest only two days before then covering Disney's decision to pull it:

"Does Disney know that the singer hanged himself?! Do they know where the name "Joy Division" comes from?! Do they know how stupid this guy looks wearing this T-shirt?"

\$150



20. Unknown Pleasures Wall Sculpture

Np: np, [ca. 2000s.] Plastic sculpture with hole on verso for hanging. 9 ¼ x 12 x 1 in. Near fine.

3D sculpture of the Unknown Pleasures pulsar design in all black. Unpretentious, perfect for dorm rooms or recording studios.

\$75





21. Unknown Pleasures Bike Seat

Dorset: Stolen Brand, [2020]. Leather bike seat, with original label attached, as issued in plastic bag. 5 ½ x 9 ½ x 2 ¼ in. Near fine.

Stolen Brand bike seat in homage to Joy Division's *Unknown Pleasures*.

An incredibly well-built and comfortable bike seat featuring the Saville's pulsar diagram on the cushion where the rider will sit on. The item can thus raise a few questions of the slightly conceptual variety. What, for instance, is the demonological desire to print this design on every kind of imaginable "cultural" (or as in this case not cultural) object? How has this image become so thoroughly divorced from its original context? Why? Why must we sit on it?

A striking bike-seat, both speculative and useful to riders.

\$35



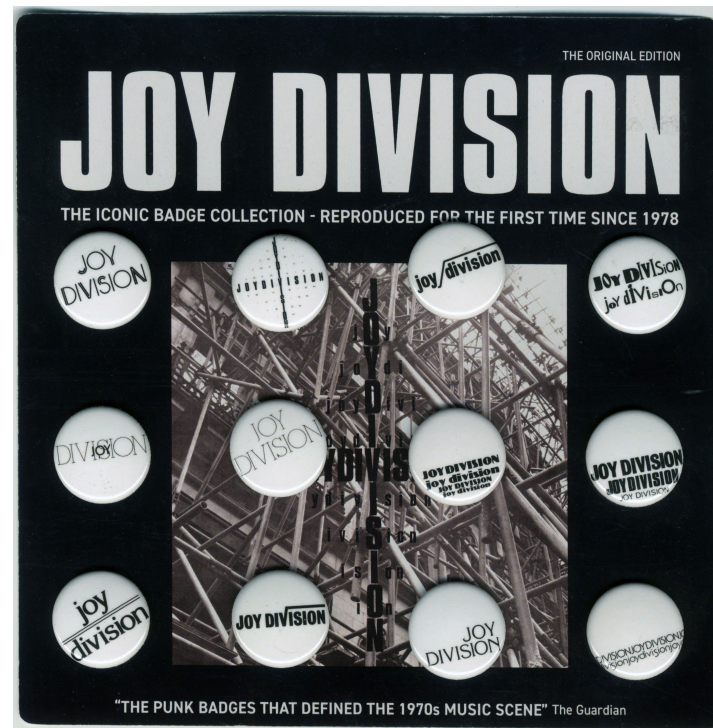
22. Joy Division Badge Collection: The Special Edition

California: Steve McGarry, 2022. Twelve pinback buttons on a carton board. $\frac{3}{4}$ in. diameter. Very good, with bumping to top left corner.

Reissued set of twelve Joy Division pins designed by Steve McGarry in 1978.

McGarry is the artist who designed the notorious Hitler Youth sleeve for Joy Division's debut release "An Ideal For Living." To promote the record, McGarry designed this set of 12 black on white badges produced by the punk badge publisher Better Badges. Exclusively for band use, however, McGarry commissioned a set with inverted colors: white on black. In 2022, the set was reissued and finally made available for the public.

SOLD

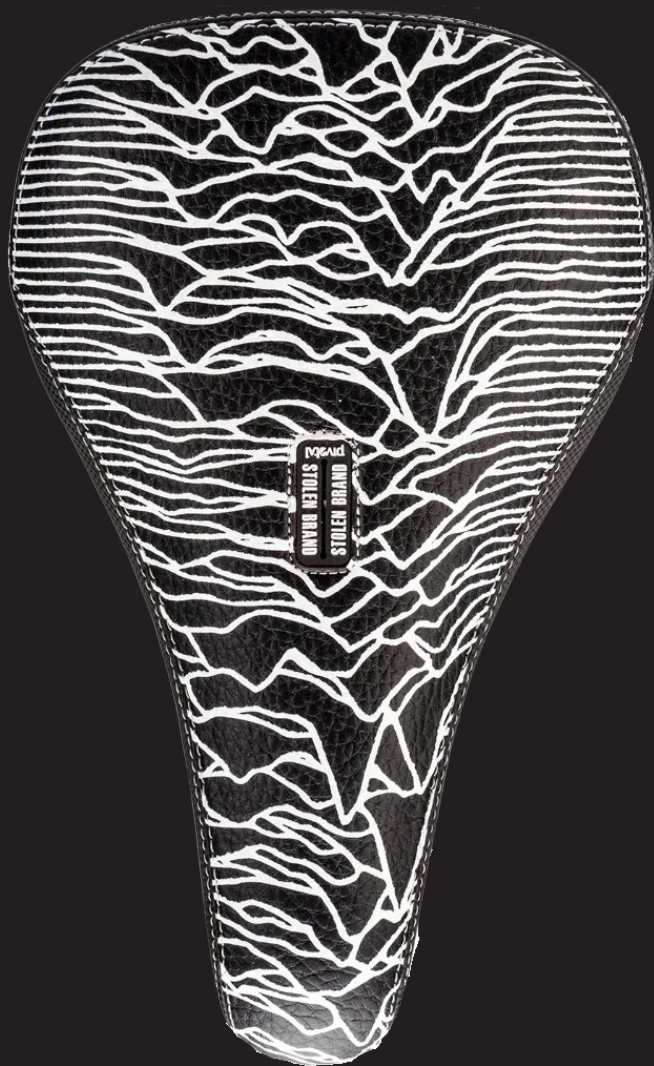


23. Joy Division Badge Collection: The Original Edition

California: Steve McGarry, 2022. Twelve pinback buttons on a carton board. $\frac{3}{4}$ in. diameter. Very good, with bumping to top left corner.

Reissued set of twelve Joy Division pins designed by Steve McGarry in 1978. McGarry is the artist who designed the notorious Hitler Youth sleeve for Joy Division's debut release "An Ideal For Living." To promote the record, McGarry designed this set of 12 black on white badges produced by the punk badge publisher Better Badges, reissued for the first time in 2022.

\$25



THIS IS THE WAY
SHOP INSIDE