

THE 'BEST NORTON OWNERS T-SHIRT IN THE HISTORY OF THE WORLD' - RESULTS JUDGED BY MARCELLO OLJEMARK MINALE

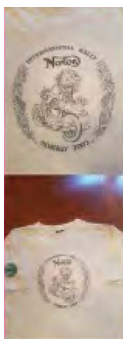


SOME OF THE OVER 180 ENTRIES ...

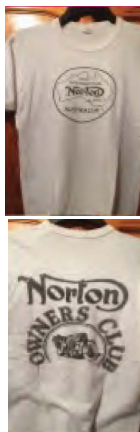


MY TOP TWENTY ...

A nice cartoon sketch combining Norse carvings with what looks like the British lion. Some originality and thinking went into this. But maybe too much ...



Not sure if this is the front and back of the same Tee. Nonetheless they should be. The actual cut of the Tee is really good. The simple no-nonsense map of Australia with 'Norton' slap in the middle is well cool.



The simplicity of the Norton Single engine with the Helvetica font (Classic '50s). 'International Rally' with the Norton logo is just perfection.



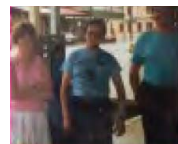
I actually really like this NOC character. Even if the treatment is quite childish, it's got balls. No doubt it represents the owner. You have to be a bit of a bruiser and stubborn to own a Norton. I think there is an understanding between Norton owners, you either get it or you don't. It's a simple honest truth - shared.



The original rock 'n roll Café Racer greaser dudes. The contemporary twist makes it fit for purpose ... even mainstream - this works!



This is from the left field - it's not even a Tee! But there is something really cool about this white button-down shirt. You can barely see the Norton logo.



Love this shot - you can tell who is the ... big boss. (The Norton rally tee maketh the man.



No fuss. Just clean and simple. A true Classic.



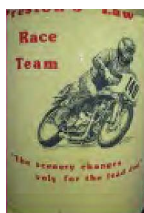
Felt this tee deserved a pass. I love the dudes look, especially the beard and the hair. Very cool - the '70s are back!



Great positioning statement! Endorsement from the highest order. I might even become a believer



Beautiful line drawing of a Norton. Pink is a nice touch. P.S. and pink is my favourite colour.



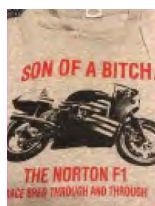
The phrase says it all! The typography is so bad it's actually good. The line spacing is terrible but it reads really well.



Great kids. Captures the essence of the Norton family. The love of Nortons was passed down to me as a kid.



It's so bad it's good. Childish treatment but with balls. Love this honest approach. It stands out and I'd gladly wear it.



Not so instantly recognisable. I like it because it's moved away from the 'Gentleman' rider image (that has crept in).



Great drawing of a Classic racer. The skill of the artist makes this a beautiful tee - very stylish.

The cartoon illustration of the Norton superimposed over the map of Brittany works well. Looks a bit 'Beano' or drawn by Robert Crumb.





The orange font reminds me of the 1988 Holland vs Russia Euro cup final.

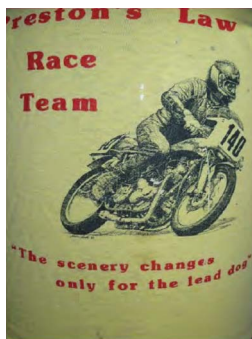


A very well done line drawing of a retro Classic. It's well executed, speaks heritage yet contemporary and has appeal. Sounds a bit 'marketing' but what isn't? I'd wear it 'cos it's got credibility.



An instantly recognisable icon! A brilliant graphic treatment to say 'Norton' without actually saying it. No need to say anything else.

MY FINAL THREE ...



The phrase says it all!



No fuss, just clean and simple. A true Classic!



An instantly recognisable icon!

AND THE WINNER IS ...



A brilliant graphic treatment to say 'Norton' without saying it. White on black (simplicity with clarity of mind. No need to add anything else. It communicates the essence of the brand with a single gesture. Perfect solution to the problem. Well done to who did this. They get it!

Lotta bottle for NOC T-shirt winner!

Robin and Lillie Robb, NOC Merchandise Officers

Nearly 200 T-shirt entries later (!), we have a winner in the 'Best Norton Owners T-shirt in the History of the World' promotion. Congratulations to Suzi Greenway in the USA!



The story of how Suzi came by her winning shirt is a near tragic one. The shirt was given to her in 2000 while she was recovering in hospital from a motorcycling accident having been hit by a deer: "Almost lost my right leg" she wrote.

Second place went to Steve Edwards, a T-shirt aficionado in Middlesex, England: "I've enjoyed wearing the (Norton) T-shirts over the years and they have lasted well - none has been ragged or binned".

And in third was Chuck Collins also from the US. Chuck informed us that the illustration on the shirt is of "Dave Bradford racing his 750cc Commando in the early 1990s with Preston's Law race team - 'he did mighty well against the foreign competition'".

So how were the winners selected? To ensure scrupulous fairness, we had an external judge – Marcello Oljemark Minale. As well as being a lifelong motorcycle rider and a big fan of Norton, Marcello is managing director of the world-wide design agency Minale Tattersfield.

When Marcello carried out the judging, he had no idea from whom or from where the T-shirts had come. In making his selections, he was guided purely by his design criteria of:

1. Relevance to Norton.
2. Uniqueness.
3. Longevity.
4. Creativity.
5. "What I would wear to a gig".

His comments for each of the top twenty shirts make for some pithy reading – "so bad it's good!" was his comment on one shirt.

Take a closer look on pages 12, 13 and 14.

What a Glorious Back Story!

The winning shirt isn't just a stunner to look at, it's got a real pedigree going back over two decades. It's the work of NCNO Vice President, Marc Bouchard, in Washington DC and he created it for the Nation's Capital Norton Owners annual rally XVIII in 2000. To this day they still produce shirts with the iconic image and the NOC appreciates greatly the consent of Marc to our reproduction of the shirt here in the homeland of Norton – thanks Marc and all at NCNO. The bike, by the way, is a 1972 750 Combat Commando still owned by NCNO member, Christian Kelleher.

Buy the shirt

NOC Clothing and Merchandise now plans to reproduce the winning T-shirt in a range of sizes and offer it for sale via the NOC Shop. Both Steve and Chuck will be awarded a free shirt in the size of their choice from the first production run, as will overall winner, Suzi to wear, no doubt, while she knocks back (!) the bottle of Swedish 'Just Gin with Dill':

(<https://justdillgin.com/>) kindly donated to the winner by Marcello Oljemark Minale.

In conclusion ...

2020 and early 2021 has not been a Vintage time for motorcycling, so if the 'Best Norton Owners



T-shirt...’ promotion has been a small distraction from otherwise grim news, or brought a smile to your face, then we at NOC Clothing and Merchandise are happy!

An added bonus is that the publicity in social media and the motorcycling press may even have attracted some new members to the Club.

So thanks again to all who sent in photos of their favourite T-shirts – everyone’s a winner!

And don’t forget to take a look at the range of good quality NOC-branded clothing and merchandise available throughout the year on-line in the NOC Shop.