



In the first 13 games of the season, each Premier League team had 143 starting berths – at **Wigan**, only eight were English (Opta)

UPFRONT

It's a football shirt, Jim, but not as we know it...

Why bother with that retro England top when you can don a blood-soaked meat cleaver?

Disillusioned by the state of modern football and a T-shirt market saturated with soulless offerings, a crack team of designers have set about reinventing the football tee.

The GoalSoul quartet of Cristian Bustamante, Ricky Elderkin, Rudi Boutinaud and Martin Durkan locked themselves away in a dark room in Sheffield to create a unique collection: 19 T-shirts celebrating the beautiful game's most memorable incidents and iconic characters. So don't expect Chris Kamara's face slapped across the front with "Unbelievable Jeff!" scrawled underneath.

No, GoalSoul have brought to life the spine-chilling tackles of Andoni Goikoetxea with a meat cleaver, Sir Alex Ferguson's famous temper with the image of a hairdryer and Johan Cruyff's artistic precision with a geometric collage.

"We want our T-shirts to capture a bygone era where players were characters on and off the field," says project manager Bustamante.



"The game has become too commercialised and now players are just too media trained. There are no mavericks."

The GoalSoul team kickstarted their mission to re-invent football T-shirts after growing tired of the same old formula fading faster than the shirts themselves. The self-proclaimed football purists wanted to craft a magic eye of clothing: at first glance it's a piece

of graphic design, but break down the layers and you'll find a story.

"We research a player or moment and look for a hook we can tell a story about. Then we start creating a design to underpin the narrative," said Bustamante.

"We thought there were some great one-liners out there, but there was something missing – in our designs there are three layers of interest.

"So the shirt on Cruyff started off with something obvious like the Cruyff turn, but with a bit of research we found that he was described as 'Pythagoras in boots' for the complexity and precision of his

angled passing, so we tried to translate and then communicate that through the design of our T-shirt."

Propelled by the initial success of their creations, the GoalSoul team are currently working on a host of thought provoking designs.

"We've got John Barnes at the Maracana – eight seconds of magic. We're working on one about Rene Higuita. I don't want to give too much away, but it's about kidnapping."

You don't find that in a club shop.

To buy a T-shirt, visit www.goalsoul.net

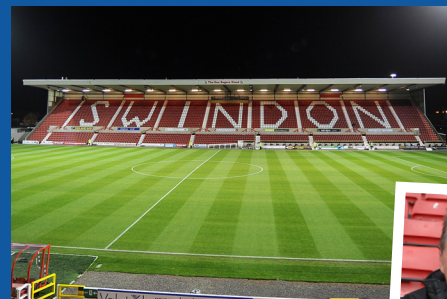
Words Ben Welch

SAMSUNG BE A PRO - WIN A PRO CONTRACT

With Swindon's search for a star being whittled down to 66 hopefuls, club scout Steve Wright explains what qualities gaffer Danny Wilson will be looking for

Swindon Town's search for their next potential star is gathering momentum. After a series of nationwide trials, 66 players have made it through and are looking to impress at three regional matches, held at Staines, Dartford and Rushden. The best will then compete in a one-off game at Swindon's County Ground in an effort to win a training period with the first-team squad in January and, ultimately, that elusive playing contract.

"Our job now is to whittle this number down to 26," explains Steve Wright (right). The Robins scout has entered the process at the regional stage and reports back to the club's chief scout. And, so far, he has been impressed with what he's seen. "Only one in three gets through, which puts the players under pressure, but the games have been competitive. Most of the



club. These players have had their knockbacks but they're here and giving it everything." So, what is he looking for? "I know what Danny [Wilson] likes: he wants players confident in possession and who have good technique. We don't want defenders that can only defend, but who are also comfortable on the ball. We want midfielders who can make things happen or inject pace into a game and strikers with an obvious eye for goal. These players are out there – we just have to keep looking."



Next month, meet the players chosen to train with Swindon boss Danny Wilson, or visit samsungfootball.co.uk/procontract for the latest news