

'I Beg That Sound' – Ricky Also (Audio Transcription)



Introduction

You are standing at the side of Arbor Seven café on Brandling Terrace in North Shields.

The entire wall is covered by a vibrant typographic mural created by Ricky Also, an artist and designer with over 35 years in the graffiti and street art movement.

Visual Overview

The mural bursts with bold, interlocking geometric typography in vivid colours, bright reds, deep blues, warm yellows, and crisp whites.

The letters overlap and weave together, creating a dynamic, layered composition that feels energetic and modern.

Main Message

At the heart of the mural is a powerful lyric:

“I Beg That Sound.”

This phrase is painted in large, angular letters, each word stacked and interlocked, commanding attention.

The typography is sharp and graphic, with contrasting colours that make the words pop against the background.

Background and Details

Behind the main text, smaller shapes and patterns add depth and rhythm. Some letters are outlined in black, while others are filled with gradients or solid blocks of colour.

The design invites viewers to step closer and discover hidden messages and subtle details woven into the composition.

Colour Palette and Texture

The mural uses a high-energy palette, reds, blues, yellows, and whites, set against a neutral base.

The overlapping letters create a sense of movement, like music vibrating through space.

Sensory Imagination

Picture the pulse of a bassline, the echo of guitar strings, and the hum of voices rising in harmony.

Imagine the electric energy of a live gig, the mural feels like sound made visible, a celebration of music's power to lift and transform.

Atmosphere and Meaning

This mural honours the strength and spirit of the local music scene, a community that continues to produce remarkable talent.

The lyric, taken from a song by North Shields' own Sam Fender, captures the longing for music that elevates and inspires.

It's a tribute, not just to one artist, but to the creative heartbeat of the town.

Artist Information

Ricky Also combines bold typography with graffiti textures, creating work that feels both graphic and expressive.

He runs Paintshop Studio, delivering commercial projects and producing the Upside outdoor gallery and Multistories mural festival.

Instagram: [**@rickyalso**](#)

Website: [**www.paintshopstudio.com**](http://www.paintshopstudio.com)

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