

MELBOURNE NOW

ngv
National
Gallery of
Victoria

22 November 2013 – 23 March 2014 | The Ian Potter Centre: NGV Australia and NGV International

Merchandise for *Melbourne Now*

In the spirit of *Melbourne Now*, the National Gallery of Victoria has considered how to reinvigorate retail, creating new product lines that draw from Melbourne's talented design and artistic community, encouraging new collaborations and innovations. Drawing from a number of local designers, artists and craft-makers, an extraordinary range of products have been developed exclusively for *Melbourne Now* and will be available in the NGV Shop.

Highlights include:

- The designers behind cult Melbourne label **Perks and Mini (PAM)**, Mischa Hollenbach and Shauna Toohey, have collaborated with the NGV to create a range of garments featuring an exclusive digital print, including a scarf, dress, t-shirt, tote bag and socks;
- *Melbourne Now* artists Tony Garifalakis, Marco Fusinato, Brent Harris, Susan Jacobs, Elizabeth Newman and Peter Tyndall have teamed up with graphic designers to create **Then Posters**, unique rock posters that are distributed throughout the city as part of *Melbourne Now*. Printed offset in an edition of 500, a limited number are available from the NGV Shop;
- The **Third Drawer Down Vending Machine** project features temporary tattoos and 'Make Your Own' artists kits by a curated selection of Australian and international artists. Included in the vending machine are temporary tattoos by Jon Campbell, David Shrigley, Lawrence Weiner and Del Kathryn Barton, and artist kits by Jon Campbell, Kathy Temin and David Shrigley. These exciting and interactive products are exclusive to the NGV;
- Inspired by the art of basket weaving **Emma Davies** has created a range of incredible moulded polypropylene vessels. Each one is unique and comes with a small object of curiosity within;
- Local Melbourne brand **KeepCup** have designed a *Melbourne Now* themed reusable cup in the colour palette of yellow and black with the NGV logo to make Melbournians' morning coffee more sustainable;
- A colourful range of home wares designed by Melbourne-based artists **Martinich & Carran**, including cushions, hankies and scarves, featuring Geoffrey's iconic Australian birds and Rowena's distinctive abstract expressionist paintings;
- **Hotham Street Ladies: A Book for Kids**, a colourful 88-page hardback publication which takes children on a journey through the artistic practice of Melbourne art collective **Hotham Street Ladies**. The book features clever, inspiring activities such as 'street art' using icing sugar and creating a kitchen garden with easy-to-follow instructions. In addition they have collaborated on a range of fun merchandise including a cushion, tea towel, apron, pot holder, tote bag, scarf, badges and magnets;
- An array of stunning contemporary jewellery by Melbourne-based designers including **Vicky Mason, Blanche Tilden, Bin Dixon-Ward, Phoebe Porter** and more;
- **Anthony Dann** has produced his iconic Paper Tiger children's stool, made out of cardboard, featuring a print of Albrecht Dürer's *The Rhinoceros*, 1515, from the NGV Collection;
- The NGV has teamed up with **MECCA Cosmetica** to develop a bespoke nail polish in *Melbourne Now* yellow which will be housed in a custom-designed box featuring artwork by participating artists and designers;
- Batman Park, formed as part of the NGV's **Wired for Melbourne Sound** project, will launch their EP and cassette tape at the Opening Weekend of *Melbourne Now*, available from the NGV Shop for \$19.95;
- Artist **Anastasia Klose** is selling a range of kitsch and humorous 'knock-off' t-shirts at her **One stop knock-off shop** which is staffed by the artist on Level 3 of NGV International. Please note that the t-shirts will be not sold in the NGV Shop.



Melbourne Now KeepCup

KeepCups in *Melbourne Now*-themed black and yellow, with NGV logo, available in 3 sizes, small, medium and large. Exclusive to the NGV Shop.

\$15.95 Small

\$17.95 Medium

\$19.95 Large



Hotham Street Ladies: A Book for Kids

Taking its inspiration from Australian domestic traditions, home life and baking for friends and family, this exciting book is produced in close collaboration with the Hotham Street Ladies, a group of five women who make food-related art, including cake sculptures, recipe books and street art. For children aged 5 years and above.

\$14.95



PAM

Misha Hollenbach and Shauna Toohey, the designers behind eponymous Melbourne fashion label Perks and Mini (PAM) have designed a range of garments featuring a collage print exclusively for the NGV.

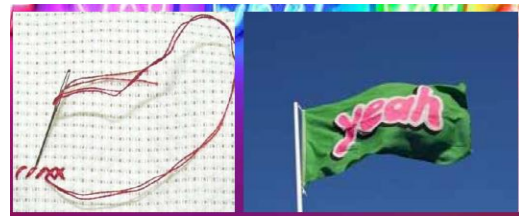
\$184 T-Shirt Dress

\$85 T-Shirt

\$154 Scarf

\$99 Tote Bag

\$35 Socks



Third Drawer Down Vending Machine

The Third Drawer Down *Vending Machine* project offers temporary tattoos and 'make your own' artists kits by a curated selection of Australian and international artists. \$2 Temporary Tattoos by Jon Campbell, David Shrigley, Lawrence Weiner and Del Kathryn Barton \$4 Artist Balls by Jon Campbell, Kathy Temin, and David Shrigley.



Martinich & Carran

Martinich & Carran is a collaborative artistic partnership between Rowena Martinich and Geoffrey Carran. They have designed and manufactured a range of products including cushions, hankies and scarves, all made in Melbourne, featuring Geoffrey's iconic Australian birds and Rowena's distinctive abstract expressionist paintings. Exclusive to the NGV.

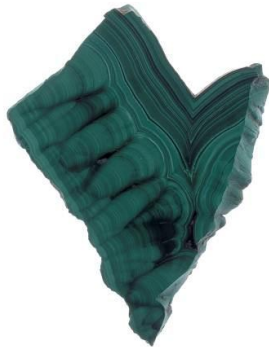
- \$180 Cushion 50cm
- \$140 Cushion 35cm
- \$195 Scarf
- \$50 Hanky



Emma Davis

Inspired by the art of basket weaving, Emma Davies makes these vessels using woven polypropylene. The unique and timeless vessels come in a range of colours, shapes and sizes and are exclusive to the NGV.

- \$140 Small Vessel
- \$150 Medium Vessel
- \$160 Large Vessel



Katie Bickford

Katie Bickford is a Melbourne based jewellery artist. *Heart of Stone* is a unique collection featuring heart shaped brooches that have been meticulously hand cut to enhance the beauty of the natural stone. This ensures that no two are the same. Prices range from \$180 to \$260 per piece



Katheryn Leopoldseder

Katheryn Leopoldseder is a Melbourne based contemporary jeweller, artist and designer. Designed exclusively for the NGV, *Urban Flower Collection* is inspired by the resilience of plants within the urban landscapes.

- \$230 Bangles
- \$290 Brooch
- \$110 to \$150 Earrings
- \$380 Necklace
- \$180 to \$220 Pendants



Alexandra Blak

The fashion focused jewellery label Alexandra Blak is the work of Melbourne based designer Alexandra Anson. Her pieces are futuristic, made from Lucite and leather, and handcrafted in Melbourne.

- \$110 Earrings Fever
- \$155 Earrings Yasmin
- \$270 Bangle Donut
- \$155 Cuff Assymetrical
- \$110 Cuff Lego



Hotham Street Ladies

Hotham Street Ladies are an art collective of five women: Cassandra Chilton, Molly O'Shaughnessy, Sarah Parkes, Caroline Price and Lyndal Walker.

This range is exclusive to the NGV and includes badges, magnets, cushions, tea towels, apron, pot holder, tote bag, and scarves.



Polly by Dale Hardiman

Dale Hardiman is a Melbourne-based artist and designer. With a background in furniture and industrial design, Dale has amassed a multi-faceted body of work. His home wears range *Polly* and jewellery collection *Pogle* feature bowls, cups and bangles made out of biodegradable plastic.

- \$30 and \$33 Bangles
- \$100 Large Bowl
- \$55 Small Bowl
- \$22 Cup
- \$75 Vase



Thread Architecture

Merging an architect's creative design with a new concept in traditional handcrafts has resulted in Thread Architecture, by Melbourne based designer Amber Lucy. Hand knitted in Melbourne, these colours are exclusive to the NGV.

- \$90 Flared Vessel
- \$90 Nut Vessel
- \$130 Nest Vessel
- \$135 Vase Sleeve



Then Poster

Melbourne Now artists Tony Garifalakis, Marco Fusinato, Brent Harris, Susan Jacobs, Elizabeth Newman and Peter Tyndall have teamed up with graphic designers to create **Then Posters**, unique rock posters that are distributed throughout the city as part of *Melbourne Now*. Printed offset in an edition of 500, a limited number are available from the NGV Shop.

\$19.95



Mr Dowel Jones

Mr Dowel Jones is a simple flat-pack lamp designed by Adam Lynch and Dale Hardiman, co-founders of independent Melbourne based collective LAB DE STU. This product has been awarded the VIVID Green Award for best new product employing the highest ecologically sustainable design, materials, manufacture and value principles. Made of rubber manufactured in Melbourne and timber components, each component slots together to fold flat.

\$270 Floor Lamp

\$325 Table Lamp



Anthony Dann

Anthony is an architect and industrial designer based in Melbourne, commissioned to design the NGV Pop-up Shop fit outs for *Melbourne Now*. Anthony has also produced his award-winning Paper Tiger children's stools featuring a detailed reproduction of Albrecht Dürer's *The Rhinoceros*, 1515, a work from the NGV Collection.

These items are exclusive to the NGV.

\$150 Adult Stool

\$90 Children's stool



MECCA Melbourne Now Nail Polish

The NGV has collaborated with MECCA Cosmetics to produce a nail polish in the bold and bright *Melbourne Now* yellow.

Exclusive to the NGV and MECCA

\$22 (available 26 December, 2013)

Melbourne Now is on display at The Ian Potter Centre: NGV Australia and NGV International from 22 November 2013 – 23 March 2014. 10am – 5pm. Free entry.



Join the conversation via #melbournenow and download the free *Melbourne Now* App and ebook.
ngv.vic.gov.au