



MEDIA RELEASE

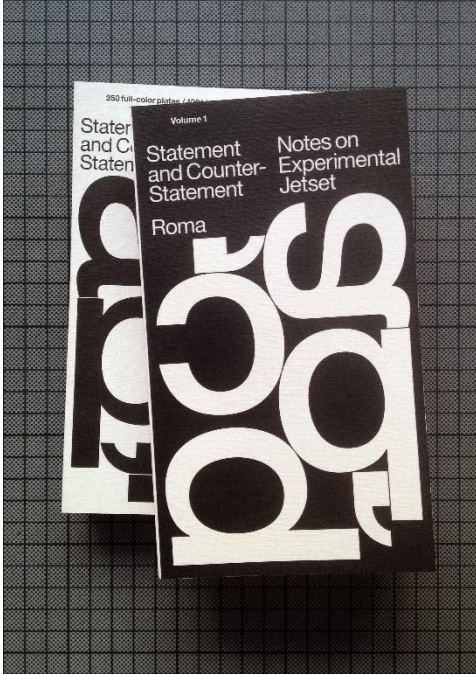
NATIONAL GALLERY OF VICTORIA

MEDIA CONTACTS: MEDIA AND PUBLIC AFFAIRS, NGV

MARION JOSEPH | 03 8620 2346 | 0427 147 999 | MARION.JOSEPH@NGV.VIC.GOV.AU

MEG CARROLL | 03 8620 2347 | 0407 872 658 | MEG.CARROLL@NGV.VIC.GOV.AU

ENTRIES OPEN FOR MELBOURNE ART BOOK FAIR 2018 AND CORNISH FAMILY PRIZE FOR ART AND DESIGN PUBLISHING



Art, design and architecture publishers worldwide can now apply to exhibit at the fourth annual Melbourne Art Book Fair, which will take place at the National Gallery of Victoria, Melbourne, Australia from 16-18 March 2018. The NGV is also calling for entries for The Cornish Family Prize for Art and Design Publishing.

Tony Ellwood, Director, NGV, said, 'The NGV is pleased to continue the tradition of supporting the art book publishing industry on a global scale through the Melbourne Art Book Fair, bolstered again this year by The Cornish Family Prize for Art and Design Publishing. This holistic celebration of art and design books is a fitting opening to the 2018 Melbourne Design Week.'

Iconic Amsterdam graphic design studio Experimental Jetset will make their Melbourne debut as keynote guests at Melbourne Art Book Fair 2018. Their most celebrated projects include the 2001 creation of a much-imitated t-shirt featuring the names of The Beatles in Helvetica font, stacked on top of one another, and the rebranding of the Whitney Museum of American Art in 2013. The studio's work is included in the permanent collection of the Museum of Modern Art in New York.

The NGV will host Experimental Jetset in their only speaking engagement in Melbourne, a full-day symposium exploring their practice on 15 March, presented in conjunction with the RMIT Design Futures Lab. A retrospective exhibition of the work of Experimental Jetset will be shown in association with the NGV and Melbourne Art Book Fair at RMIT Design Hub. *Experimental Jetset – Superstructure* will be presented as an installation exploring the relationship between language and the city, and will be accompanied by a series of printed newspapers created by the studio in collaboration with local practitioners, linking the exhibition to the specific context of Melbourne.

Other Melbourne Art Book Fair highlights will include free talks, book launches and performances.

As part of Melbourne Art Book Fair, the NGV also invites entries for The Cornish Family Prize for Art and Design Publishing from publishers, artists, designers, writers, curators and organisations around the world whose publishing practice explores art, design, architecture and contemporary culture. Now in its second year, this NGV initiative will award \$15,000 AUD for the winning book, with additional \$1,000 AUD prizes for up to five finalists. The winner will be announced at the 2018 Melbourne Art Book Fair.

The Cornish Family Prize for Art and Design Publishing is the most significant prize of its kind, and the first in the Asia-Pacific region to recognise the book in its entirety, rather than individual elements such as graphic design or print production. It aims to acknowledge publishing as a key critical practice around the world and support innovation in the field.

Applications for publishers and artists to take part in the 2018 Melbourne Art Book Fair are now open and close on Tuesday 12 December 2017. Apply at www.ngvartbookfair.com

Applications for The Cornish Family Prize for Art and Design Publishing are now open, and close on Tuesday 12 December 2017. Titles must have a publication date of January – December 2017. Apply at www.ngvartbookfair.com



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The NGV gratefully acknowledges the Cornish family for their support of The Cornish Family Prize for Art and Design Publishing.

The Melbourne Art Book Fair program is supported by Event Partner Asahi Premium Beverages. The symposium is presented by the RMIT Design Futures Lab with the support of the RMIT School of Media and Communication.

The exhibition *Experimental Jetset: Superstructure* is conceived and designed by Experimental Jetset, Netherlands. Presented by the National Gallery of Victoria in collaboration with RMIT Design Hub. Curatorium: Megan Patty (National Gallery of Victoria), Brad Haylock, Kate Rhodes, Fleur Watson (RMIT University).

DESIGN PARTNER



EVENT PARTNER



MEDIA CONTACT:

Chloe Gordon, Publicist, Media and Public Affairs, NGV

03 8620 2373 | 0475 978 278 | chloe.gordon@ngv.vic.gov.au

Image caption:

Statement and Counter-Statement: Notes on Experimental Jetset 2015

Front and back cover

Monograph/paperback, designed and edited by Experimental Jetset

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