

**Heide  
Museum of  
Modern Art**

*Heide*

**FOR IMMEDIATE RELEASE**

**MAY 2007**

**SAVAGE LUXURY  
MODERNIST DESIGN IN MELBOURNE 1930–1939  
PRESENTED BY CONNEX**

*Savage Luxury: Modernist Design in Melbourne 1930–1939* at Heide Museum of Modern Art, 14 July – 4 November 2007, presents a lavish insight into early modernist design in Australia during the 1930s.

The exhibition is the first comprehensive survey of modern furnishings and interior design in Melbourne prior to World War II and features hand-printed textiles, timber and tubular steel furniture, ceramics, glass, a range of original design sketches and plans, photographs and popular magazines of the time, as well as artworks from Heide's Collection.

Modernist design emerged in Australia during a decade of economic hardship and social unrest and was inspired by this period of innovation, progress and change. During the Depression era of the 'thrifty thirties', Melbourne was Australia's modernist capital and a leader in interior design.

*Savage Luxury* presents the key figures of Australian design during this period, including artists, architects, designers and patrons, as well a range of designer shops, department stores and small manufacturers of the time.

Featured designers and artists include:

Furniture:	Fred Ward, Sam Atyeo
Textiles:	Michael and Ella O'Connell, Frances Burke
Posters:	Gert Sellheim, James Northfield, Richard Beck
Murals:	Gert Sellheim, Loudon Sainthill
Architects:	Stephenson & Meldrum/Turner, Seabrook & Fildes, Roy Grounds & Geoffrey Mewton, Frederick Romberg, Mary (Molly) Turner Shaw, Best Overend
Artists:	Sam Atyeo, Moya Dyring, Sidney Nolan, Danila Vassilieff

A series of room settings and interiors recreate a society lady's sitting room; a single woman's apartment, with furniture and fittings for the modern working woman; a home office with offerings of the latest technology from the era; and a café setting with a mural indicative of the period. Other aspects include a tribute to the Myer Emporium in its role as an innovative retailer and employer; floor plans, drawings and photographs of hospital architecture; the influence of Pacific design; popular magazines, design journals and posters; and a spectacular textile wall.

The revolutionary approach to Modernist design in 1930s Melbourne reflected and facilitated changes in social and cultural life. The exhibition reveals how furniture and interiors came to express a new sense of Australian cultural identity, a national response that favoured European and American ideals in place of the predominant British trends. *Savage Luxury* offers insights into significant developments in modern design, art and life and a new dimension to Heide's role as an incubator of new perspectives of modernism.

Guest Curator, Nanette Carter is a design historian, lecturing at Swinburne University of Technology. She is also a practising artist/photographer. Her specialisation is modernist design in Australia, including the design of retail spaces, from the early department stores to internet shopping sites, branding and contemporary design issues.

Nanette Carter is available for interview.

---

***Savage Luxury: Modernist Design in Melbourne 1930–1939***  
**14 July – 4 November 2007**  
**Heide III: Central Galleries**  
**Guest Curator: Nanette Carter**

#### **ASSOCIATED HEIDE EDUCATION & PUBLIC PROGRAMS:**

**Saturday 22 July 2007, 2.00pm**  
**Curator's Floor Talk**  
***Savage Luxury: Modernist Design in Melbourne 1930–1939***  
Guest Curator, Nanette Carter  
Tickets: FREE with admission

**Friday 27 July 2007, 1.00pm – 5.00pm**  
**Professional Development for Teachers**  
**Made in Australia**  
Speakers: Nanette Carter, Guest Curator & Nicola Cerini, Designer  
Tickets: \$55 includes refreshments & exhibition entry

#### **FEATURE EVENT**

**Saturday 04 August 2007, 9.30am – 1.30pm**  
**City Walk: 1930s retail architecture in Melbourne**  
Professor Philip Goad, Architectural Historian and President of Victorian RAI and Nanette Carter, Guest Curator, Design Historian and Lecturer, Swinburne University of Technology, lead a walking tour of inner-city Melbourne, with a focus on 1930s modernism in retail architecture, followed by lunch at a city venue  
Tickets: Adult \$45, Heide Member/Concession \$40 excludes cost of lunch

#### **FEATURE EVENT**

**Sunday 26 August 2007, 2.00pm – 4.00pm**  
**In conversation: *Savage Luxury: Modernist Design in Melbourne 1930–1939***  
A panel discuss aspects of 1930s modernist design. Speakers include: Robyn Healy, Lecturer, RMIT Fashion Program, School of Architecture + Design; Dr Harriet Edquist, Professor of Architectural History, RMIT; Jennifer Phipps, Curator & Author; Nanette Carter, Guest Curator, Design Historian and Lecturer, Swinburne University of Technology  
Adult \$25, Heide Member/Concession \$20 includes Domain Chandon refreshments and exhibition entry

#### **FEATURE EVENT**

**Sunday 08 September 2007, 9.30am – 4.00pm**  
**Modern Melbourne: 1930s architecture tour**  
Professor Philip Goad, Architectural Historian and President of Victorian RAI leads a tour of classic 1930s modernist buildings designed by Frederick Romberg and Mary Turner Shaw, Geoffrey Mewton, Roy Grounds, Norman Seabrook, Best Overend and Arthur Stephenson amongst others.  
Adult \$65, Heide Member/Concession \$50, includes bus transport. Bring a picnic lunch.

---

**Heide Museum of Modern Art**

7 Templestowe Road  
Bulleen Victoria 3105 Australia  
T 03 9850 1500

[www.heide.com.au](http://www.heide.com.au)

Tue-Fri 10.00am – 5.00pm; Sat/Sun/Public Holidays 12.00noon – 5.00pm  
Admission: Adult \$12, Senior \$10, Concession \$8; Gardens: free

**For further media information:**

**Magda Petkoff, Purple Media**

**T: 03 9328 4522**

**M: 0409 436 473**

**E: [magda@purplemedia.com.au](mailto:magda@purplemedia.com.au)**

---

**PRESENTING PARTNER**



**GOVERNMENT PARTNER**



---

**PRINCIPAL PARTNERS**

**GOLLINGSPIDGEON**



**EDUCATION & PUBLIC PROGRAMS PARTNER**



---

**EXHIBITION SUPPORTER**

Exhibition furniture supplied by Anibou