

## NGV Collection Focus

### *Captivating style: 1950s Melbourne*

The Ian Potter Centre: NGV Australia | 12 February – 21 July 2013 | FREE



A new display at the National Gallery of Victoria features key artists who helped to cultivate Melbourne's era of style and glamour during the 1950s.

*Captivating style: 1950s Melbourne* pairs the work of fashion designer Hall Ludlow and milliner Thomas Harrison, acclaimed for their ingenious designs and technical prowess, with the fashion photography of Athol Shmith, the celebrated studio and street photographer.

In the 1950s, tree-lined Collins Street was considered Melbourne's epicentre of style. Here, exclusive salons and millinery houses reigned over fashionable society by selling custom-made luxury products to a discerning clientele.

Photographers also contributed to the glamour of the precinct. Several leading studios at the 'Paris end of Collins' specialised in commercial fashion illustration, creating enchanting images of ideal beauty and perfection for public consumption.

Tony Ellwood, NGV Director, said, "These salons and studios wielded an enormous influence on Australian style. Athol Shmith's photographs captured the world of elegance and allure that was

created through the brilliant millinery of Thomas Harrison and haute couture fashion of Hall Ludlow."

*Captivating style* presents twenty photographs from the NGV's extensive archive of Shmith works alongside fashionable garments that defined the era, including never-before-displayed Ludlow gowns generously gifted to the NGV by Peggy Stone. A curator floor talk accompanies *Captivating style* - visit [www.ngv.vic.gov.au](http://www.ngv.vic.gov.au) for further details.

NGV Collection Focus *Captivating style: 1950s Melbourne* is on display from 12 February to 21 July 2013 at The Ian Potter Centre: NGV Australia, Federation Square. Open 10am–5pm, Tues–Sun. Entry is free.

-ends-

#### Media contact:

Elisabeth Alexander, Media & Public Affairs  
03 8620 2347 | 0439 348 357 | [elisabeth.alexander@ngv.vic.gov.au](mailto:elisabeth.alexander@ngv.vic.gov.au)

#### Image caption:

##### Athol SHMITH

Australian 1914–1990

No title (Fashion illustration. Model Virginia Grey) 1951

gelatin silver photograph

50.0 x 39.8 cm (image)

National Gallery of Victoria, Melbourne

Presented through The Art Foundation of Victoria by the Shmith Family, Fellow, 1993

Join the conversation and be the first to know



Visit the NGV Blog

Subscribe to NGV e-news

Download our free iPhone app