

# Book a 'celebration' of NZ tourism art

By Matthew Martin

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A former Rotorua man has co-authored a book celebrating the artwork involved in promoting Rotorua and New Zealand to the world.

Peter Alsop, a former Rotorua Boys' High School student, and his colleagues Gary Stewart and Dave Bamford have produced *Selling the Dream: The Art of Early New Zealand Tourism*, the first book dedicated to the celebration of tourism posters and other publicity that helped promote New Zealand until the 1960s.

"This was a pivotal period in the history of New Zealand publicity — before television and colour photography changed the publicity landscape forever," he said.

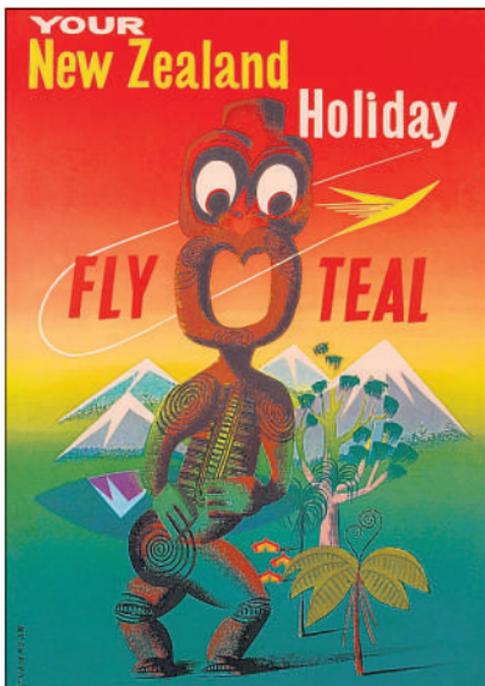
Alsop, who lives in Wellington, is a keen collector of New Zealand art, with particular interests in tourism publicity, hand-coloured photography and mid-century New Zealand landscape paintings.

He said the 408-page book, which included almost 1000 images, contained some of the finest graphic art produced in New Zealand and was as impressive today as it was when it was first created.

"The thermal wonderland of Rotorua has long been central to the concept of New Zealand as a tourist destination, complete with a welcoming whiff of sulphur to signal a unique visitor experience."

He said Rotorua played a formative role in the development of New Zealand tourism and a central role in the publicity images that helped build the tourism industry.

"I had collected a lot of tourism publicity as a major passion of mine and I wanted to see the work better celebrated in public as an important



**ARTFUL READ:** Former Rotorua man Peter Alsop has a particular interest in tourism publicity and hand-coloured photography .

PHOTO/SUPPLIED

body of work in developing our tourism industry and shaping our national identity," Alsop said.

"Be prepared to reminisce, feel even better about this great country, and plan your next New Zealand adventure. These posters are more than just advertising — they make people dream. The book is a visually appealing celebration of New Zealand's best known tourism attractions."

Alsop has already started work on his next project: *Selling Prosperity: The Art of Early New Zealand Advertising*.

■ The book is available from [sellingthedream.co.nz](http://sellingthedream.co.nz) with a 10 per cent online discount.