

SELLING THE DREAM

The Art of Early New Zealand Tourism



A critically acclaimed book bringing overdue recognition to the significance of early graphic art

To see such a beautiful and painstaking catalogue is quite literally breathtaking ... I'm amazed we even had artists and designers of this calibre!

Dick Frizzell, Artist

It is in the art of the poster that artists use their imagination and invention to unashamedly celebrate and reveal the uniqueness of the New Zealand scene.

Hamish Keith, Cultural Historian

This book is as much about art as it is about New Zealand's promotion of visual identity.

Ron Brownson, Auckland Art Gallery

Imagine an alternative art history where the painters we celebrated weren't Rita Angus, Toss Woollaston and Colin McCahon, but names such as Leonard Mitchell, Marcus King and Howard Mallitte.

Guy Somerset, The Listener

Will there ever be a better book than this one on New Zealand's unsung commercial designers? It's hard to imagine looking at what a terrific job has been done here.

Jim & Mary Barr, Over the Net arts blog

A more generous consideration of the history of New Zealand art would acknowledge that commercial and fine art have always shared much in common.

Warren Feeney, Academy of Fine Arts

The essential sourcebook ... an inspiring example of private scholarship and research into the NZ arts.

Antony Ellis, New Zealand Art Print News

You've sold me this particular dream alright. Ka kite ano Toss, Colin and Ralph; kia ora Marcus King and Leonard Mitchell! This book is one fantastic contribution to New Zealand art history.

Mark Stocker, Associate Professor

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