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**TOURISM INDUSTRY TOOLKIT**

# **CRESSIDA CAMPBELL**



**24.09.22 –  
19.02.23**

## INTRODUCTION

The National Gallery's next major exhibition, *Cressida Campbell*, showcases one of Australia's most significant contemporary artists working with painting and printmaking.

Opening 24 September 2022 until 19 February 2023, take a journey into the imagination of artist Cressida Campbell. A renowned colourist whose work blends printmaking and painting, Campbell blurs the boundary between art and life as she translates the everyday into the extraordinary.

With many of Campbell's sought after painted woodblocks and single-edition woodcut prints held in private collections, audiences will have a rare chance to see works that have been off public display for decades.

We invite you to leverage the benefits of the exhibition by joining us in the promotion of the exclusive Canberra event to bring tourism to the region.

### What's inside:

- Exhibition overview
- Content ideas
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- Exhibition collateral
- Social Media
- Wholesale tickets
- How to purchase
- How to redeem



Cressida Campbell, *Through the windscreen*, 1986, National Gallery of Australia, Kamberri/Canberra, purchased 1987 © Cressida Campbell

## EXHIBITION OVERVIEW

Cressida Campbell is among Australia's most significant contemporary artists working with painting and printmaking. Directly inspired by her surroundings, for over 40 years the Gadigal/Sydney-based artist has transformed commonplace experiences from her life into single edition prints and painted woodblocks.

Combining keen observation with a delicacy of line, Campbell's woodblock paintings and prints capture the overlooked beauty of the everyday. Through her views of a working harbour or burnt bushland, an arrangement of nasturtiums or a plate of ripening persimmons, the artist celebrates the transitory moments of life.

This survey exhibition at the National Gallery presents the depth and virtuosity of Campbell's work, extending from intimate interior views through to panoramic coastal landscapes. It is accompanied by an exhibition catalogue that features writing from curators, artists, poets and other voices.

Only in Kamberri/Canberra

24 Sept 2022 – 19 Feb 2023

Open daily, 10:30am – 5pm (last session 4pm), except Christmas Day

Timed entry exhibition



Cressida Campbell, *Persimmons and silk*, 1997, Private collection, image courtesy Warren Macris © Cressida Campbell

## CONTENT IDEAS

### **Spring inspiration**

This September, see Canberra come to life with Floriade and *Cressida Campbell*. Leverage these major Canberra drawcards and create the ultimate spring accommodation package for visitors.

### **Still life**

Create a still life moment in the lobby of your hotel, and provide guests with the opportunity to sit and draw. This could be paired with a photo competition to win accommodation or a food and beverage discount.

### **Fruit and flowers**

Take elements from Cressida's work, such as flowers or fruit, to create a lively lobby experience. Speak to a local florist about in season florals such as hydrangeas and lotus.

### **Garden Masterclass**

Plants and botanicals are a major feature of Cressida's work. Give your guests something to talk about with a garden masterclass.

### **Jazz it up**

While Cressida paints she listens to jazz music. Provide an ambient evening or dining experience for guests with jazz music or a jazz band.

## PROMOTIONAL COPY

### **Short – 67 words**

Cressida Campbell is among Australia's most significant contemporary artists working with painting and printmaking. Combining keen observation with a delicacy of line, Campbell blurs the boundary between art and life as she translates the everyday into the extraordinary. See more than 140 of her works at the National Gallery from 24 Sept 2022 until 19 Feb 2023. Book now

### **Medium – 107 words**

Step inside the world of Cressida Campbell, one of Australia's most significant contemporary artists working with painting and printmaking.

Inspired by her surroundings, Campbell captures the overlooked beauty of the everyday. Through her views of a working harbour or burnt bushland, an arrangement of nasturtiums or a plate of ripening persimmons, the artist celebrates the transitory moments of life.

With many of Campbell's sought after painted woodblocks and single-edition woodcut prints held in private collections, audiences will have a rare chance to see works that have been off public display for decades.

Only at the National Gallery  
Kamberrri/Canberra  
24 Sept 2022 until 19 Feb 2023  
Book now

## PROMOTIONAL IMAGERY

Some artworks have strict usage rights that are upheld by the copyright holder. Use of artworks without the copyright holder's authorisation, may be an infringement which may be subject to legal redress by the copyright holder.

Any advertising that includes exhibition-related imagery must be approved by the copyright holder and the National Gallery. Please request approval via [tourism@nga.gov.au](mailto:tourism@nga.gov.au)

Reproduction of *Cressida Campbell* marketing assets (including masthead) is not permissible without Gallery written approval.

## EXHIBITION COLLATERAL

The Gallery will provide exhibition-related promotional imagery that can be used on your website, social media channels and printed collateral. This includes:

- Exhibition flyers
- Installation and campaign images
- Social media gif and content for posting
- Poster and easel

## SOCIAL MEDIA

Please tag and follow National Gallery on these platforms:

Facebook: @NationalGalleryofAustralia

Instagram: @nationalgalleryaus

Twitter: @natgalleryaus

Please use the following hashtags where appropriate:

#cressidacampbell #nationalgalleryaus #visitcanberra

Wholesale vouchers for *Cressida Campbell* can be purchased through the Gallery's own ticketing portal on our website.