

Exhibition overview

In 1978 the National Gallery acquired an impressive collection of more than 500 music posters spanning the mid 1960s to early 1970s from American collector Ben Friedman. The images capture the spirit of change in the 1960s; an era of experimentation, psychedelia, music, art and the Summer of Love.

A feature of the collection is the work of the San Francisco 'Big Five', a group of graphic artists who would pioneer the distinctive and instantly recognisable kaleidoscopic style that mirrored the psychedelic concerts they promoted; Alton Kelley, Victor Moscoso, Rick Griffin, Wes Wilson and Stanley 'Mouse' Miller. Their warped visual language of bright inks and barely-legible lettering design perfectly complimented the sounds of bands like The Doors, Jefferson Airplane, The Mothers of Invention and The Grateful Dead.

Blending a heady concoction of LSD-fuelled mind-excursions, Art Nouveau and found images harvested from the San Francisco Public Library, their work ditched the typeset formality of advertising in favour of intricate handlettering intended to stop people in their tracks. Designs were so collectable that print-runs had to be increased. Posters were stripped from electric poles and hoardings to decorate share-houses and squats.







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The Australian works in this exhibition are drawn from a variety of poster collectives established in the 1970s and 80s, including works produced through the Earthworks Poster Collective and Sydney University Art Workshop (Tin Sheds) reflecting the Aussie pub rock scene. Concerned with social justice and political activism, when these same collectives turned their hand to music promotion, they produced posters in a local idiom which differs to their San Francisco counterparts and will be relatable to local audiences.

Notable in the exhibition are the works of Paul Worstead, famed for his work with Mental as Anything, a band he'd met at art school in Sydney in the 1970s. Worstead inflects a distinctly Australian flavour into his posters, celebrating the band's trademark humour as he riffs on Australian suburbia and popular culture in his imagery.

Enjoy This Trip: The Art of Music Posters is a National Gallery Touring Exhibition supported by the Australian Government through the National Collecting Institutions Touring and Outreach program.





"The musicians were turning up their amplifiers to the point where they were blowing out your eardrums. I did the equivalent with the eyeballs."

Victor Moscoso, artist.



Featuring Artists

Rick Griffin

Alton Kelley

Bonnie MacLean

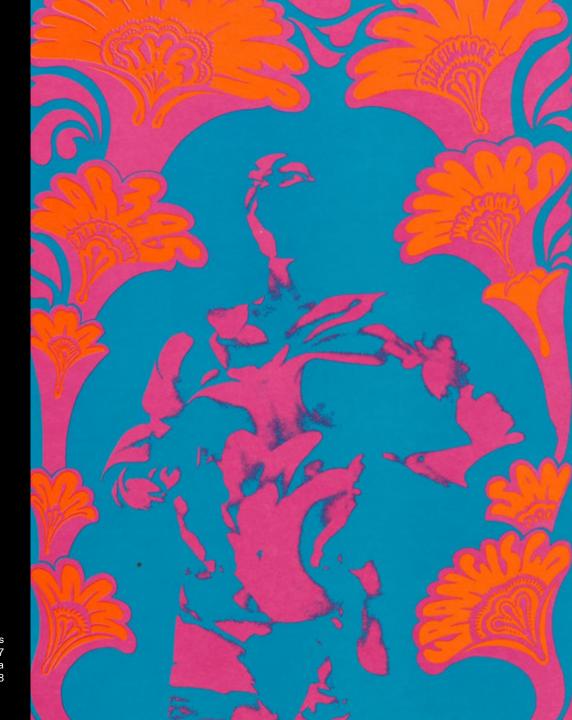
Stanley 'Mouse' Miller

Victor Moscoso

Wes Wilson

Paul Worstead

& more





About the Curator

Leanne Santoro Curator, Sharing the National Collection

Leanne Santoro has been Curator, Sharing the National Collection at the National Gallery of Australia in Kamberri/Canberra since 2023. As part of this role she works with art galleries and organisations across Australia to source works for long-term loans.

She has held curatorial roles at the Art Gallery of New South Wales, the Art Gallery of South Australia, the Australian War Memorial, and Canberra Museum and Gallery, and her publications include 'John Olsen: a recipe for art' (2016). She has curated exhibitions including 'Anne Dangar: ceramics from Moly-Sabata' for the AGNSW (2018) and 'Brett Whiteley: blue and white' for the Brett Whiteley Studio, Sydney, (2022).





Tour information

Medium & format

70+ printed posters works of art

Size

60-70 lineal metres

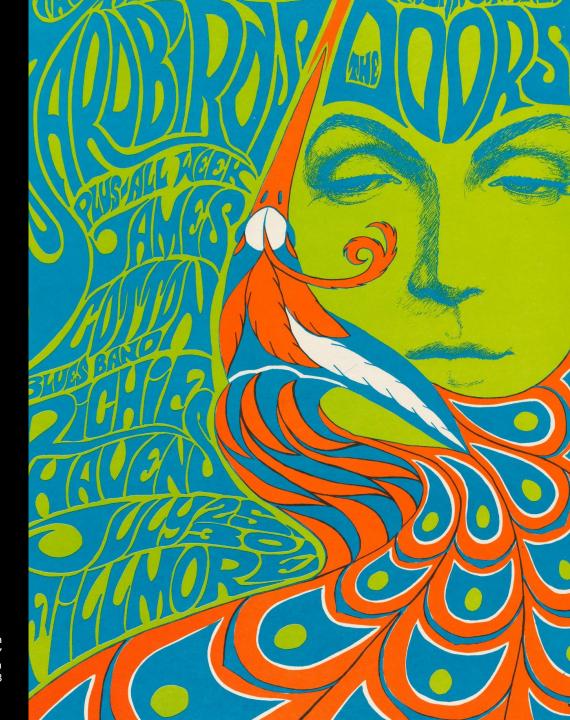
Inclusions

Dedicated project manager, installation support, digital content, imagery and assets, marketing and communications support, programming support, labels, logos and wall text.

Exhibition fee

\$6,000.00 (ex. GST)





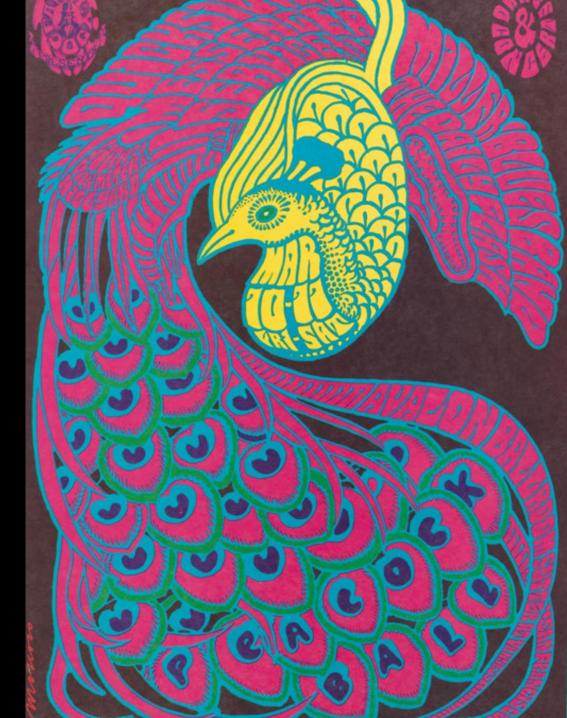
Dates & Venues

Tour available

February – March 2025 *SA, VIC, NSW only or from December 2025

Itinerary

The Riddoch Arts and Cultural Centre, SA | 1 Nov 2024 – 19 Jan 2025 Goulburn Regional Art Gallery, NSW | 4 Apr – 25 May 2025 HOTA Home of the Arts, QLD | 7 Jun – 17 Aug 2025





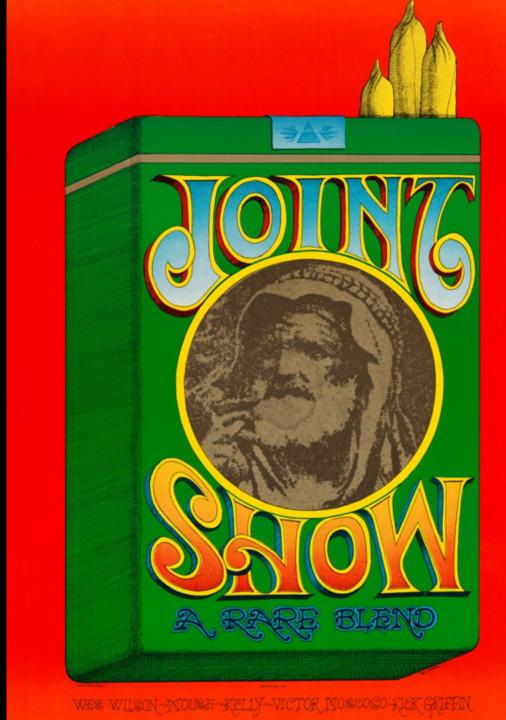
Apply now

Apply to host this touring exhibition by completing and submitting this **form**.

Questions?

For more information, please email **touringexhibitions@nga.gov.au**







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