

TOURISM INDUSTRY TOOLKIT

JEFFREY SMART



Jeffrey Smart, *Labyrinth*, 2011, National Gallery of Australia, Canberra, purchased with the assistance of the Margaret Olley Art Trust and Mr Philip Bacon AM in honour of Ron Radford AM, Director of the National Gallery of Australia 2004-14 2014, 100 Works for 100 Years © The Estate of Jeffrey Smart

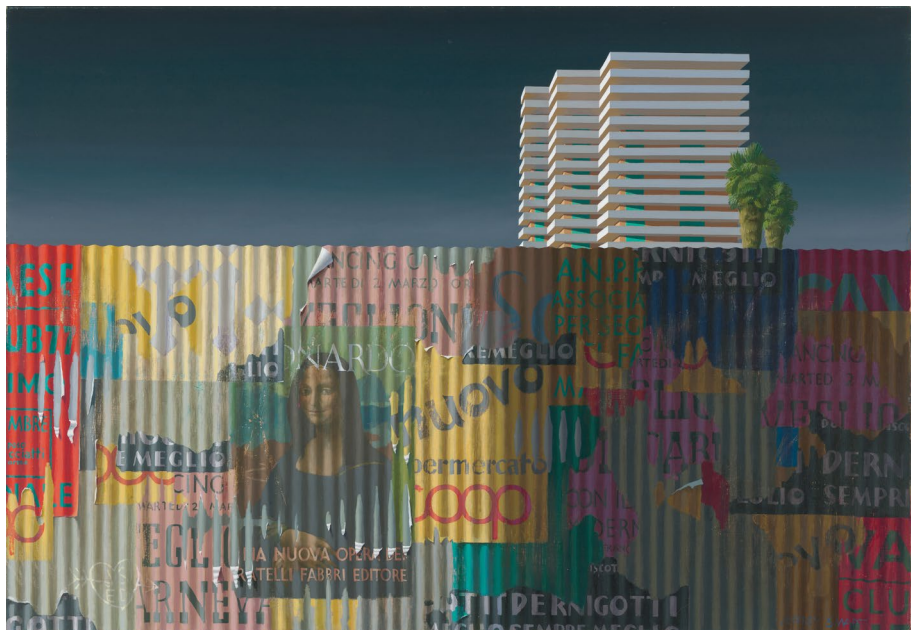
INTRODUCTION

The National Gallery's next major exhibition, *Jeffrey Smart*, showcases the acclaimed Australian artist with more than 100 of his works. Open from 11 December 2021 until 15 May 2022, this exhibition is one of the most comprehensive surveys of Jeffrey Smart's work ever presented in Australia and will feature themes of art about architecture, stillness in the urban world, abstracting from the real, surveillance and the observer.

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

What's inside:

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



Jeffrey Smart, *Corrugated Gioconda*, 1976, National Gallery, Canberra, purchased 1976
© The Estate of Jeffrey Smart

EXHIBITION OVERVIEW

The year 2021 marks one hundred years since the birth of acclaimed Australian artist Jeffrey Smart. To celebrate and commemorate this significant centenary, the National Gallery will hold a major exhibition of his work.

Smart is one of the most celebrated Australian artists of the 20th century. Seeking inspiration from the world around him, he looked to the environment of urban and industrial modernity such as apartment blocks, factories, modes of transport, highways, and signage – all of which he rendered with a sense of theatre and an intimate understanding of geometry and composition. These potent images have become emblematic of 20th and 21st century urban experience. Building on the foundational work already undertaken on Smart, this exhibition will bring fresh perspectives to his artistic contribution so that his remarkable legacy will be kept alive in the present.

Much of Jeffrey Smart's work draws inspirations from three pivotal locations where he spent most of his life: his hometown of Adelaide; Sydney, where he established his career; and his adopted country of Italy, where he lived from 1964 until his death in 2013.

The exhibition will feature some of Jeffrey Smart's most famous works, including *Labyrinth* (2011), *Self portrait*, *Procida* (1950-51) and *Wallaroo* (1951).

Only in Kamberra/Canberra

11 December 2021 – 15 May 2022

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

Timed entry exhibition



Jeffrey Smart, *The construction fence*, 1978, TarraWarra Museum of Art, Healesville, Gift of Eva Bensen AO and Marc Besen AO Donated through the Australian Government's Cultural Gifts Program 2001 © The Estate of Jeffrey Smart

CONTENT IDEAS

Smart your business

Be inspired by Jeffrey Smart's dynamic geometries, patterns, road/directional motifs and help us transform Canberra. As part of the overarching marketing activation that the Gallery will implement on a local level, each Hotel can feature a *Jeffrey Smart* easel and poster in their lobby, or elevate their display with traffic signage. Additional promotion posters, flyers and *Jeffrey Smart* products at wholesale prices are available.

Smart your summer

Give your guests the ultimate Italian summer package, including accommodation in sunny Canberra, tickets to see *Jeffrey Smart* and a picnic pack that can be enjoyed in the Sculpture Garden. Wholesale tickets are also available for the Italian-inspired Tuscan Lunch in the Gallery dining room.

Smartland

Create your own Smartland featuring places or moments in Canberra that depict the Jeffrey Smart style of urban and industrial modernity, such as views from rooftops, windows and balconies. Share with us on social media @nationalgallery.au #jeffreysmart

Bring Italy to Canberra

Italian inspired dining at your hotel restaurant/cafe/bar, featuring Italian dishes or even recipes from Jeffrey Smart himself. This could be an Italian cooking class or demonstration for guests.

PROMOTIONAL COPY

Short – 46 words

Jeffrey Smart is one of Australia's most celebrated artists of the 20th century. Seeking inspiration from the world around him, Smart looked to the environment of urban and industrial modernity which he transformed through his imaginative sense of theatre and intimate understanding of geometry and composition.

Only in Kamberri/Canberra

11 December 2021 – 15 May 2022

Open daily 10am–5pm (last session 4pm)

(Closed Christmas Day)

Medium – 102 words

Jeffrey Smart is one of Australia's most celebrated artists of the 20th century. Seeking inspiration from the world around him, Smart looked to the environment of urban and industrial modernity – which he transformed through his imaginative sense of theatre and an intimate understanding of geometry and composition.

This exhibition will celebrate and commemorate the art of Jeffrey Smart on the centenary of his birth. It will be one of the most comprehensive surveys of Smart's work ever presented in Australia and will feature themes of art about architecture, stillness in the urban world, abstracting from the real, surveillance and the observer.

Only in Kamberri/Canberra
11 December 2021 – 15 May 2022
Open daily 10am-5pm (last session 4pm)
(Closed Christmas Day)

PROMOTIONAL IMAGERY & COLLATERAL

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.

To protect your business, the Gallery will provide exhibition-related promotional imagery that can be used on your website, social media channels and printed collateral. Please request access to promotional imagery via tourism@nga.gov.au

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

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

SOCIAL MEDIA

Please tag and follow National Gallery on these platforms:
Facebook: @NationalGalleryofAustralia
Instagram: @nationalgallery.au
Twitter: @natgalleryaus

Please use the following hashtags where appropriate:
[#jeffreysmart](#) [#nationalgalleryaus](#) [#visitcanberra](#)

WHOLESALE TICKETS

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

Product	Retail price	Wholesale price
Adult	\$17	\$15
Child 5-16 years	\$5	\$5
Child 4 and under	FREE	FREE

*A maximum of 100 can be added to your basket at a time.

*Wholesale vouchers must be paid for by card. Invoicing is not available.

*Refunds are not available.

*Children under 5 are free, and do not need vouchers purchased for them.

HOW TO PURCHASE

STEP 1


Jeffrey Smart wholesale vouchers are available to purchase via the Gallery website. To begin you will need to apply for a wholesale account by emailing tourism@nga.gov.au

Please allow up to three days to receive your promo code.

STEP 2

Go to: <https://connect.nga.gov.au/jswholesale>

Put your specific promo code in the top right section. Each time you would like to purchase additional vouchers, you can use the same log in and promo code. You will be prompted to set up an account. Multiple accounts can be created, as long as the same promo code is used.

[View Cart](#) 

Jeffrey Smart Wholesale Tickets

Prior to purchasing, please familiarise yourself with the ticket purchasing process, via the Concierge Sheet, Terms and Conditions and Frequently Asked Questions.

To access wholesale tickets, tourism providers will need a wholesale account and unique promo code. If you have not been provided with an account and promo code, please email tourism@nga.gov.au. Requests can take up to 3 business days to process.

Please note, a limit of 100 tickets can be purchased in a single transaction to ensure smooth email delivery of your ticket voucher PDF. If you require additional tickets, further transactions of 100 tickets at a time can be made.

Further information about the Jeffrey Smart exhibition can be found [here](#), or visit our Tourism specific page [here](#).

To access wholesale tickets, tourism providers must enter their unique Promo Code in the box on the top right hand side of this page and click Submit.

STEP 3

Voucher prices for your organisation will appear. Select your preferred amount. Note, the maximum amount of vouchers that can be purchased in one transaction is 100. Wholesale voucher purchases must be made by card and cannot be refunded. Refer to our terms and conditions for more information. Proceed to Add to cart

Jeffrey Smart Wholesale Tickets

Prior to purchasing, please familiarise yourself with the Terms and Conditions and Frequently Asked Questions for wholesale tickets.

Further information about the *Jeffrey Smart* exhibition can be found [here](#).

Wholesale Tourism \$15.00

Child (5 to 16 years) \$5.00

I have read and agreed to the Wholesale Ticketing [Terms and Conditions](#) ? Required

[Add to cart](#)

STEP 4

Review the contents of your cart, then proceed to checkout to finalise your purchase.

Shopping Cart

[Click here](#) → to return if you would like to add more Wholesale Tickets to your cart prior to checkout.

Your cart contents are listed below.

Jeffrey Smart Wholesale Tickets	\$195.00	<input type="button" value="x"/>
13 Ticket(s)	Wholesale Tourism	\$15.00

Subtotal	\$195.00
Total	\$195.00

[Back to Events Calendar](#)

STEP 5

Once you have finalised your purchase, the vouchers will be emailed to you in PDF form, which you can then distribute to your guests. Each voucher is on its own page and has a unique code, so we recommend recording which vouchers have been distributed.

REFUND POLICY

Please note every sale is final and there are NO refunds on any wholesale vouchers purchased for *Jeffrey Smart*. Please take care when ordering and ensure you are only ordering according to your requirements.

HOW TO REDEEM

Jeffrey Smart is a timed entry exhibition with COVID-19 safe capacity limits, however, wholesale vouchers are not timed or dated. To redeem vouchers for tickets, guests will have two options:

1. ONLINE PRIOR TO VISIT:

Provide your guest/s with the redemption form, [here](#).

Guest/s can identify their preferred date and time by completing the form and submitting it at least 3 business days prior to the intended visit date.

Our Visitor Experience team will email guest/s with *Jeffrey Smart* timed entry tickets and general entry tickets to Gallery.

On arrival, guest/s can scan their general entry tickets with Gallery staff or the self-scanners, and their *Jeffrey Smart* tickets at the exhibition entrance.

2. ON THE DAY OF VISIT:

Guest/s can call on the day of visit to confirm availability of preferred time session prior to their arrival. Tickets will not be guaranteed until arrival at preferred session (subject to availability). At this point, guests can redeem the wholesale voucher PDF at the Gallery ticketing desk and will be allocated into the next available session.

Jeffrey Smart exhibition tickets include free timed entry access to the rest of the Gallery.

If a guest with an allocated wholesale entry voucher cancels an accommodation package, please email information@nga.gov.au with the wholesale voucher number, reference letter, order number and reference number. The allocated entry voucher will be cancelled and a new voucher will be provided. Vouchers cannot be reissued if the ticket has already been redeemed.

FAQs and terms and conditions of wholesale voucher purchases are available on the Tourism webpage.

CONTACT	TIME	DETAILS
Exhibition and ticketing enquiries Visitor Experience team	7 days a week 9am – 5pm	02 6240 6411 information@nga.gov.au
Tourism and marketing enquiries Hayley Barrett Marketing and Tourism Coordinator	Monday – Friday 9am – 5pm	02 6240 6589 tourism@nga.gov.au