



Media release



Picture-perfect art of 'Selling Dreams' on show exclusively at NSW State Library

24/07/13

The ever-evolving art of fashion photography is revealed through the lens of famous photographers in an international collection of iconic images from the V&A Museum, London, to be shown exclusively at the State Library of NSW from 10 August 2013.

Curated by the Victoria and Albert Museum, the free exhibition *Selling Dreams: One Hundred Years of Fashion Photography* charts the fascinating evolution of fashion photography through 60 original works by 40 leading artists, including Horst P Horst, Irving Penn, Richard Avedon, Helmut Newton and Tim Walker.

Fashion historian at the State Library of NSW, Margot Riley said, "This is a rare opportunity to view a world famous collection of original fashion prints that are essentially beautiful fine art works – ranging from early postcard-size B&W film through to the bright, big and glossy digital images of today."

"It's like seeing the Mona Lisa for the first time. Some of these images are familiar due to their online popularity; viewed up-close they are absolutely stunning and together they capture an incredible fashion story," said Ms Riley.

The exhibition title was inspired by *Vogue* photographer Irving Penn's remark: "I always thought we were selling dreams, not clothes." The works on show all share a 'dream' vision that goes beyond the simple recording of clothes and accessories.

Selling Dreams ties the emergence of glamorous fashion photography with the rise of illustrated magazines. It charts the technical, stylistic and cultural changes that influence magazine images and reveals how collaboration powers creativity.

According to the Curator of Photographs at the Victoria and Albert Museum, London, Susanna Brown, "The exhibition travels in time to the three capitals of fashion in the 20th century, beginning in Paris, then shifting to New York after the Second World War and then to the swinging 60s in London. Today, the industry is global with photographers travelling the world to produce the perfect shot."

"*Selling Dreams* is a glamorous, scholarly and insightful exhibition that tells the story of an artistic medium that keeps adapting and evolving, one that is intrinsically linked to the changing roles of women over the past century."

Selling Dreams is drawn from the Victoria and Albert Museum's National Collection of the Art of Photography and is the Museum's first touring exhibition to explore the history of fashion photography.

An Australian perspective will be explored in the exhibition *Australian Glamour: Model, Photographer, Magazine*, which will feature alongside *Selling Dreams* in the State Library Galleries from 10 August to 10 November 2013. www.sl.nsw.gov.au

For more information, interviews and images, please contact:

Vanessa Bond, Media & Communication Branch, State Library of NSW
(02) 9273 1566, 0411 259 898, vbond@sl.nsw.gov.au

Exhibition organised by
the Victoria and Albert
Museum, London



P&B-4020-6/2013

Image: Ronald Traeger, Twiggy wears Twiggy Dresses, Battersea Park, London.
Unpublished Fashion Study for *British Vogue*, Young Idea, July 1967
© Estate of Ronald Traeger / Victoria and Albert Museum, London

SELLING DREAMS
One Hundred Years of Fashion Photography