

Ad display aims to boost awareness

TELEVISION advertising in New Zealand hasn't had good press.

But love them or hate them, televisions advertisements have a definite impact on our everyday lives — and that impact is the subject of a new exhibition now on in the Fisher Gallery.

“Selling New Zealand: Thirty Years of New Zealand Television Advertising” is the brainchild of NZ Film Archive chief executive Frank Stark who says the organisation is keen to encourage an appreciation of TV ads as fundamental to New Zealand's film culture.

The exhibition comes to the Fisher Gallery from the City Gallery in Wellington.

The curators' research involved viewing film archives' holdings as well as material from many agencies and production houses in Auckland and Wellington.

The exhibition is structured around 10 different themes with ads from different historical periods. Organisers of Selling New Zealand all agree the aim of the exhibition is to pro-



Design student Jennifer Walling with part of the 'Selling New Zealand' exhibition.

mote discussion about the way ads shape, reflect, and challenge our culture. By screening the ad in the art gallery context they say it is possible to see them with new eyes as some of the best films made in NZ.