

TV ads latest gallery offering

Television features in Fisher Gallery's latest art exhibition.

The art is 30 years of television advertising, dating almost to the beginning of the mass communications medium in New Zealand.

Ten themes of advertising are viewed on 10 different screens in the gallery.

The representation of families, cultural differences and the roles of women are examined, often with wit.

Fisher curator Tim Renner and staff, joined by an interior design student, have added their own touch — a time-line of political and social events during those 30 years, drawn around the gallery walls.

The idea for the exhibition Selling New Zealand came from New Zealand's film archive chief executive, Frank Stark.

He says many of our top film makers earn their livelihoods from the commercial industry.

Film makers Neil Pardington and Stuart McKenzie designed the exhibition

which was sponsored by advertising agencies and originally made for City Gallery, Wellington.

Photo-montages of 1920s Hungarian photographer Laszlo Moholy-Nagy are in the Fisher's small gallery, also until July 21.

This exhibition of cultural and political observations is touring New Zealand galleries.



TELEVISION ART: Steve Rameka, gallery assistant, considers the artistry of television advertising.