

Basic Detail Report

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Title

Follow the Sun, Australia 150th Anniversary Celebrations Sydney 26th January to 25th April 1938

Date

1938

Primary Maker

Douglas Annand

Medium

Colour lithograph on paper

Dimensions

Overall: 1 x 663 mm, 1.75 kg

Name

Poster

History

Australia held sesquicentennial celebrations in Sydney during 1938 to celebrate the 150th anniversary of the establishment of the city and foundation of British settlement in Australia in 1788. These celebrations were scheduled to take place over a three month period - between Australia Day, 26 January and Anzac Day, 25 April. The Australian National Travel Association (ANTA) was formed in 1929 to promote Australia as a tourist destination around the world through advertising. To communicate its message to a world that knew little of Australia, the ANTA produced posters with striking imagery and simple slogans representing Australia as a desirable tourist destination. Posters were the main promotional medium for the ANTA, which developed an extensive network overseas with representatives in England, the United States, New Zealand, Canada, India, China, Japan and France. Gert Sellheim, (1901-1970) born in Estonia, studied architecture in Berlin. He migrated to Australia in 1926 and began producing travel posters in 1931. Sellheim designed many iconic posters that represented Australian culture and society in the 1930s and 1940s. He was also the designer of the famous Aboriginal two shilling stamp in 1948 and the flying kangaroo logo for Qantas. Douglas Annand (1903-1976) was a freelance commercial artist. In 1932 he gained public interest by winning the poster competition for the opening of the Sydney Harbour Bridge. It was to be a further thirty years before Annand attained similar recognition for his poster designs when in 1959 he was commissioned to produce posters for the Adelaide Festival of the Arts. Annand designed posters that represent scenes of Australian culture that captured the international imagination. Annand developed a trademark for producing quick sketches that captured the essence of the subjects he portrayed.