



---

## 21AD

8 March – 19 March 2022

Freed at last from the stultifying jingle-jangle of adland, 21 of the industry's edgiest creative people have come together for the first time in a group exhibition of work far, far removed from the dollar-driven holler-and-hype of their ad days.

Crystallising from the famous AD Agencies like Campaign Palace, Clemengers, J Walter Thompson, TWBA, All Australian Graffiti and Masius.

Here, these 21 former ad photographers, art directors, copywriters, designers, and film people step forth as artists, in the true sense of the word.

In the words of curator Mike Reed:

"I've known all of these artists since they brought to me, as film editor, their earliest creative efforts, fully confident that what they had put before me were 30-second works of unmitigated genius. And, in some cases, they almost were.

"In the years since, I have watched them grow and spread their wings, unfettered by commercial obligations and the often destructive whims of the people who held the purse-strings.

"As a lifelong art observer and collector, I am proud to have spread my wings to bring together, for the first time, 21 top creatives from what has been called the Golden Age of advertising and design.

"Be surprised."



MEDIA RELEASE  
For Immediate Release

The artists of 21AD are: Dena Ashbolt, Bruce Baldwin, David Blackley, John Boucher, Maree Coote, Mimmo Cozzolino, Jane Flowers, Di Gameson, Prue Kirkcaldie, Guy Lamothe, Jo Lane, Michel Lawrence, Ron Mather, Paul Meehan, Ted Powell, Mike Reed, Fysh Rutherford, Paul Torcello, Gordon Trembath, John Wheeler, and Keran Woods.

Curated by the legendary film editor / street photographer Mike Reed, the *21AD* exhibition is on at fortyfivedownstairs, 45 Flinders Lane, Melbourne; March 8-19, 2022.

– ENDS –

fortyfivedownstairs  
45 Flinders Lane  
Melbourne 3000

[fortyfivedownstairs.com](http://fortyfivedownstairs.com)  
[Images and captions here.](#)

Gallery Hours: Tuesday to Friday 11am-5pm, Saturday 11am-3pm.  
Exhibition enquiries: Gallery Assistant [gallery@fortyfivedownstairs.com](mailto:gallery@fortyfivedownstairs.com)