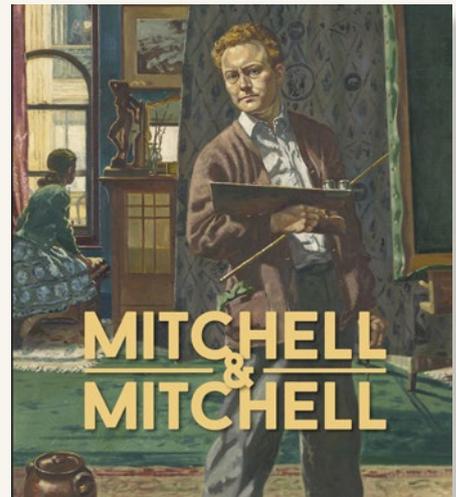


FATHER & SON – TWO FORGOTTEN NEW ZEALAND ART HEROES

“Leonard C. Mitchell is not a name to be found in standard art histories of New Zealand. Nevertheless, during his lifetime, chances are that his images were more familiar to New Zealanders than those of many better-known artists. In fact, in the period 1930–1970, Mitchell qualified as one of this country’s most reproduced artists, his imagery circulating in many forms, from book illustrations and magazine covers to tourism and safety posters and stamps . . . By any measure, the two Leonards were an extraordinary pair. The one, a graphic artist, weathered the Depression and the war years to provide for his family of five, while the other chose an equally challenging path, working in the fine arts. It has been a privilege to research and document this tale of two Mitchells, the careers of a father and son duo who, in very different ways, contributed to the visual culture of New Zealand.” – **Richard Wolfe, Introduction, Mitchell & Mitchell**



Leonard C. Mitchell and Leonard V. Mitchell – father and son – are two forgotten art heroes. Now, critically studied for the first time, their highlight reel runs long. No other family can likely claim such a diverse contribution to New Zealand art. This beautifully designed and illustrated title brings together these amazing New Zealanders and breathes life into their phenomenal artistic legacy.

Leonard Cornwall Mitchell (1901–71) has been called the father of New Zealand graphic design. Some of Mitchell’s posters, including his welcoming wahine for the Centennial Exhibition, are graphic masterpieces; the epitome of great design.

For Mitchell’s first son, Leonard Victor Mitchell (1925-80), art was a natural family fix. At age 31, he won the first Kelliher Art Award and painted one of New Zealand’s most ambitious murals (Human Endeavour, installed in Lower Hutt’s War Memorial Library). But within four years, despite another Kelliher win and multiple big-name portrait commissions, Mitchell moved to Europe, pushed out by Modernism never to return. Only now, through privileged access to his own repatriated collection, can Mitchell’s art be fully understood.

Mitchell & Mitchell showcases an incredible body of work that has been carefully curated by author Peter Alsop and designer Anna Reed (Leonard V. Mitchell’s grand-daughter), director of the newly-established Mitchell Studios gallery in Khandallah, Wellington.

Mitchell & Mitchell will be officially launched at Mitchell Studios on November 1, in tandem with a preview event for a new exhibition of Leonard Victor Mitchell’s work. The exhibition opens to the public on November 2 and runs until December 22.

ABOUT THE AUTHORS

PETER ALSOP lives in Wellington with his wife and four young children. He is a senior executive who has worked across the public and private sectors. Peter is a keen collector of New Zealand art and design, with particular interests in tourism publicity, vintage advertising, hand-coloured photography and mid-century New Zealand landscape paintings – interests that have led him to pursue publications as a spare-time passion, this being his ninth book.

ANNA REED (née Mitchell) is a freelance graphic and web designer and director of the newly-established Mitchell Studios gallery in Khandallah, Wellington. *Mitchell & Mitchell*, her first foray into book design, has not only taken Anna back to her art history studies but also served to acquaint her with two lost family members.

RICHARD WOLFE is an art, design and cultural historian who has a BFA from the Elam School of Fine Arts (1969–72) and an MA in art history, and has written or co-authored some 40 books covering aspects of New Zealand art, history and popular culture. He has contributed over 50 articles to the quarterly *Art New Zealand*, as well as articles to other journals, and has curated or supported the development of multiple art exhibitions. In addition to writing and researching and following the art scene, Richard enjoys reading, listening to music and making things in his home workshop.

**PETER, ANNA AND RICHARD ARE AVAILABLE FOR INTERVIEW
EXTRACTS ARE AVAILABLE ON REQUEST**

\$79.99

290 x 260 mm, approx. 416 pp,
hardback with jacket, colour
illustrations throughout

ISBN: 978 0 947503 87 1

Published: October 2018

pb potton & burton

For more information contact
Sarah Thornton, freelance book publicist
PHONE 021 753 744
EMAIL sarah.thornton@prcomms.com