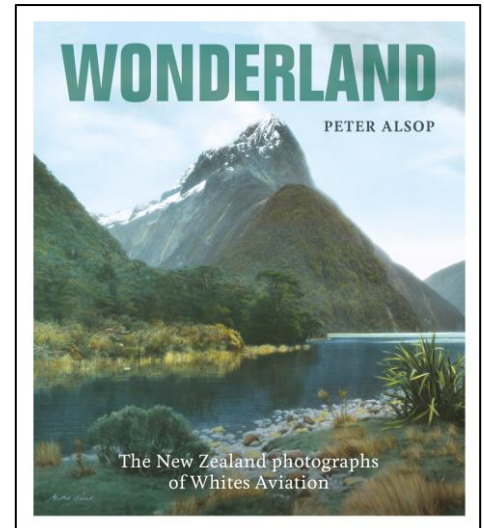


MEDIA RELEASE

A superb tribute to the New Zealand landscape photography of Whites Aviation

WONDERLAND BY PETER ALSOP

Published by Potton & Burton; October 9, 2020; RRP: \$49.99



“New Zealanders have certainly enjoyed or subconsciously consumed Whites’ photos for a long time. No other body of photographic work – and potentially New Zealand art more generally – has enjoyed such broad and long running cultural appeal.” – Peter Alsop

In March 1945, an optimistic Leo White, undeterred by the war, opened the doors of Whites Aviation in downtown Auckland. Among the company’s offerings were photographs coloured by hand, which they produced for over 50 years; the best-known examples – both then and now – of hand coloured photography in New Zealand.

These hand coloured photos changed the way New Zealanders saw their country – post-war, identity-hungry New Zealanders were keen to display their favourite scene and they were keen on something more than black-and-white.

Every single photo was coloured by hand, using cotton wool. Such was the era of hand-coloured photography – a painting and photograph in one – that this was the way to achieve a high-quality colour photographic image.

For many New Zealanders these photos were the first taste of art in the home, while offices were soon decorated with a commissioned piece or a favourite landscape scene. New Zealand ‘in colour’ was addictive, beautifully composed, and at a scale previously unseen. For a long time, actual colour photography couldn’t even halt the craze, such was the allure of Whites’ hand-coloured work.

Now, despite massive changes in society and photography, these images remain sought-after collectors’ items; a charming reminder of gentler, quieter times.

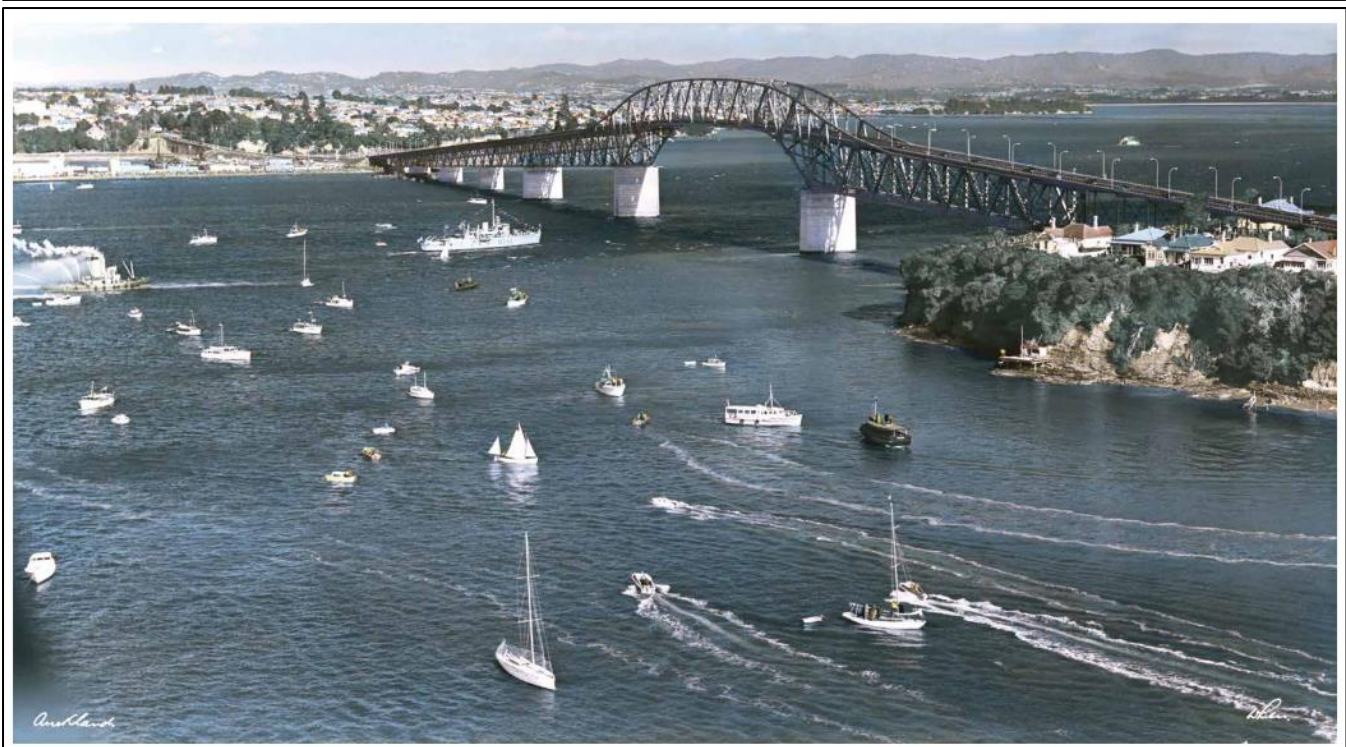
The photos in *Wonderland* were first presented in Peter Alsop’s book *Hand-Coloured New Zealand: The Photographs of Whites Aviation*, which Potton & Burton published in large format in 2016. It was an immediate hit and quickly sold out.

Wonderland collects the best of these images in a condensed edition, presented in the style of a New Zealand pictorial. The book is geographically organised, from Northland and Auckland, right down to the deep south. The introduction tells the story of Whites Aviation, with profiles of the key personalities behind this company’s success including Leo White himself, Clyde ‘Snow’ Stewart who ran the colouring studio and Grace Rawson, one of the ‘colouring girls’.



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 tenth book.

PETER ALSOP IS AVAILABLE FOR INTERVIEW / IMAGES & EXTRACTS ARE AVAILABLE ON REQUEST



MEDIA CONTACT

Gemma Finlay, Notable PR, 027 628 9695, gemma@notablepr.co.nz