

# Anne Zahalka

Presents

*Return to Homeground!*

Collectors' List No. 150, 2011

**Josef Lebovic Gallery**

103a Anzac Parade (cnr Duke Street)

Kensington (Sydney) NSW

Ph: (02) 9663 4848; Fax: (02) 9663 4447

Email: [josef@joseflebovicgallery.com](mailto:josef@joseflebovicgallery.com)

Web: [joseflebovicgallery.com](http://joseflebovicgallery.com)



# JOSEF LEBOVIC GALLERY

Established 1977

103a Anzac Parade, Kensington (Sydney) NSW

Post: PO Box 93, Kensington NSW 2033, Australia

Tel: (02) 9663 4848 • Fax: (02) 9663 4447 • Intl: (+61-2)

Email: josef@joseflebovicgallery.com • Web: joseflebovicgallery.com

Open: Wed to Fri 1-6pm, Sat 12-5pm, or by appointment • ABN 15 800 737 094

Member of • Association of International Photography Art Dealers Inc.

International Fine Print Dealers Assoc. • Australian Art & Antique Dealers Assoc.

## COLLECTORS' LIST No. 150, 2011

---

### Return to *Homeground!*

*Homeground!* was previously exhibited in 2010 in Newtown hotels during the Head On Photo Festival. The current series is exclusively available through the Josef Lebovic Gallery. Anne Zahalka's other work is represented by Roslyn Oxley9 Gallery.

---

Compiled by Josef & Jeanne Lebovic, Lenka Miklos, Mariela Brozky

On exhibition from **Wed., 27 April to Sat., 4 June 2011**, and on our website from Wed., 11 May.

All items have been illustrated in this catalogue. Prices are in Australian dollars and include GST. Exch. rates as at time of printing:

AUD \$1.00 = USD \$1.02; UK £0.67p

© Licence by VISCOPY AUSTRALIA 2011 LRN 5523

---



### Come see our new premises

We are now open from Wednesday to Friday, 1-6pm and Saturday, 12-5pm. Otherwise we are available by appointment. You are most welcome to phone if you need any directions to find us at the corner of Anzac Parade and Duke Street, Kensington. NB: We are only 10 minutes from Paddington and down the road on the same side as Peter's of Kensington.

## IF PUB WALLS COULD TALK

Anne Zahalka has produced a unique body of work based on the old pub paintings from the 1930s that used to decorate the facades and walls of hotels around NSW. Titled *Homeground!*, this series was exhibited for the first time last year causing some sensation and a little controversy on the streets of her suburb in Newtown. The images resonated with locals and revived a form of art that has seen a resurgence in popularity in recent years. Having grown up with these images, Zahalka returns to them with a little nostalgia and an affectionate wink to challenge their stereotyping and idyllic way of life. Revisiting these Australian characters, she reflects the changes that have taken place in our communities and suburbs and subverts them with an ironic and critical voice.

From the 1930s a new form of advertising art emerged in pubs in New South Wales. Most pubs at the time were state-owned or were tied to one big brewer, Tooth & Co Ltd. In the 1930s the company embarked on a unique campaign to change the image of its pubs and products. Original glass oil paintings were produced to advertise Tooth's and Resch's beers and commissioned for particular hotels and pubs to give them a local appeal, unusual in advertising. The paintings were designed specifically for each hotel following the demographic of the suburb in which they were situated as well as for regional areas of NSW and provided a visual vernacular that would resonate with the clientele there. They depicted landscapes and urban scenes from around the metropolitan, suburban and regional areas including sites such as the beach and countryside. Generic swimming pools, boxing rings, football stadiums and bowling clubs were the backdrops for many of these paintings. The advertisements expressed a new urban self-image of Australia and its way of life squarely in the suburbs while others celebrated the jazz age and a sophisticated urban lifestyle. Since then, there has been a revival of some of the images in the form of reproductions as most of the original pub paintings disappeared in the mid 1970s with only a small number surviving in private collections, and public collections such as the Powerhouse Museum.

*Homeground!* is a reworking of these classic Resch's, Toohey's and KB advertisements that idealised Australian sport and leisure. Zahalka's photographs comment on the cultural stereotyping and represent the shifts that have occurred in gender, ethnicity, sexuality and lifestyle. They explore the diverse communities and their sub-cultures by revisiting the activities and people that characterise the suburbs of inner Sydney today. Developed and exhibited for the fronts and interiors of pubs along King Street in Newtown last year as part of the Head On Photo Festival, 2010 this series replaced the steak and chip poster or the bingo and band adverts for a month. The series celebrates this visual vernacular with its love of sport, leisure and the great outdoors. Zahalka's *Homeground!* injects some style back onto the streets of Sydney while providing a contemporary social record of its suburbs and citizens.

The photographs have been staged and shot on location to document actual streets and venues as they are today. The 'players' have been dressed and lit accordingly and are later digitally enhanced to emulate the look of advertising. The graphic design of the fonts and wording has been developed to mimic the earlier poster designs. The final images have been printed using archival pigment inks and have been face-mounted onto acrylic to give the lustrous appearance of the old glass oil paintings and to simulate the way they originally looked.



1. **Newtown, See It For Yourself!** 2009/2011. Archival pigment ink print, signed, titled, dated and editioned in ink verso, 84 x 59.5cm.

**\$4,400**

Edition of seven, archivally face-mounted on acrylic. Unframed. Prices subject to change as the edition sells.



2. **Darlinghurst, Where Anyone Can Play**, 2009/2011. Archival pigment ink print, signed, titled, dated and editioned in ink verso, 84 x 59.5cm.

**\$4,400**

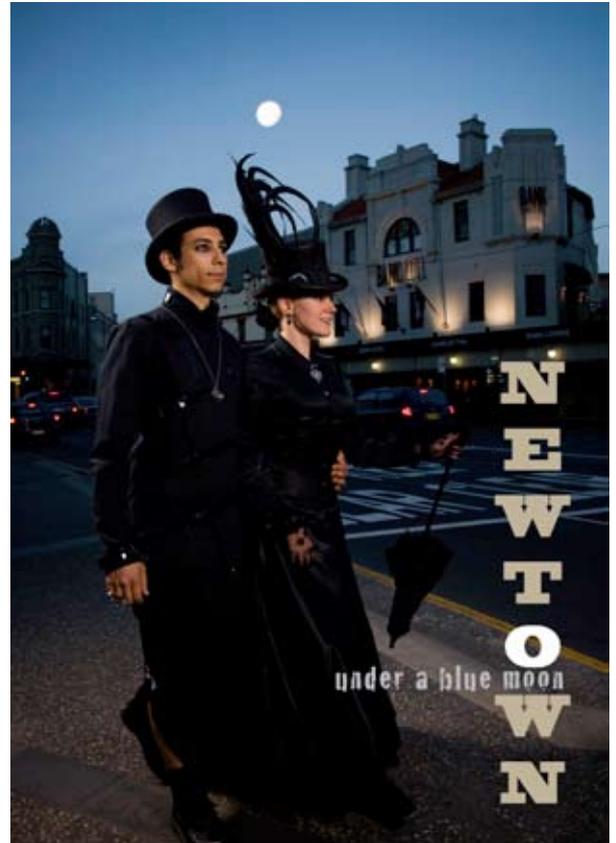
Edition of seven, archivally face-mounted on acrylic. Unframed. Prices subject to change as the edition sells.



3. ***Downtown, City Living, Sydney***, 2009/2011. Archival pigment ink print, signed, titled, dated and editioned in ink verso, 84 x 59.5cm.

**\$4,400**

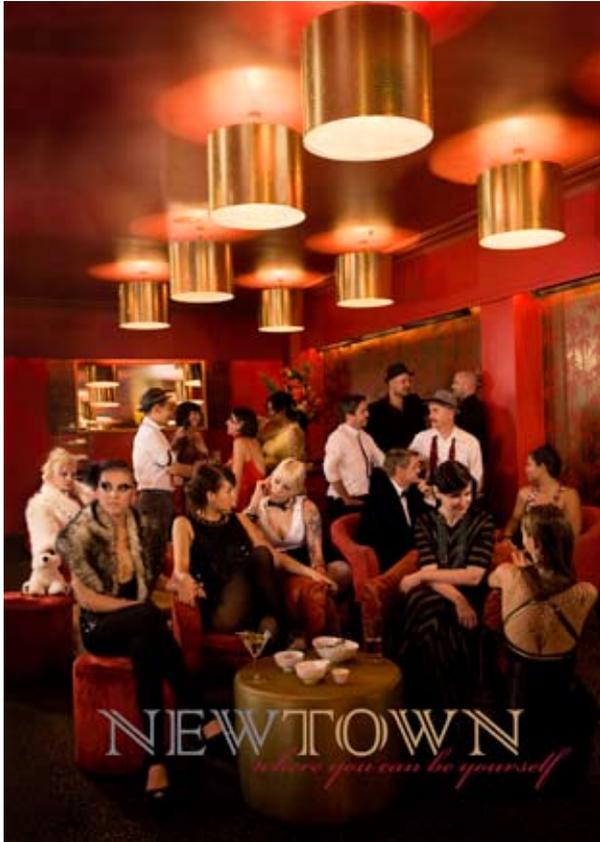
Edition of seven, archivally face-mounted on acrylic. Unframed. Prices subject to change as the edition sells.



4. ***Newtown, Under A Full Moon***, 2009/2011. Archival pigment ink print, signed, titled, dated and editioned in ink verso, 84 x 59.5cm.

**\$4,400**

Edition of seven, archivally face-mounted on acrylic. Unframed. Prices subject to change as the edition sells.



5. **Newtown, Where You Can Be Yourself**, 2009/2011. Archival pigment ink print, signed, titled, dated and editioned in ink verso, 84 x 59.5cm.

**\$4,400**

Edition of seven, archivally face-mounted on acrylic. Unframed. Prices subject to change as the edition sells.



6. **Australia, Isle Of Refuge**, 2009/2011. Archival pigment ink print, signed, titled, dated and editioned in ink verso, 84 x 59.5cm.

**\$4,400**

Edition of seven, archivally face-mounted on acrylic. Unframed. Prices subject to change as the edition sells.



7. **Cronulla, Jewel Of The Shire**, 2009/2011. Archival pigment ink print, signed, titled, dated and editioned in ink verso, 84 x 59.5cm.

**\$4,400**

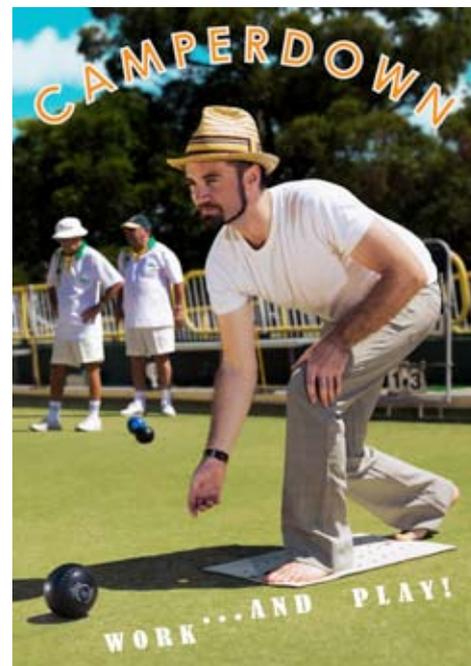
Edition of seven, archivally face-mounted on acrylic. Unframed. Prices subject to change as the edition sells.



8. **Bronte Beach, Refrescante!** 2009/2011. Archival pigment ink print, signed, titled, dated and editioned in ink verso, 84 x 59.5cm.

**\$4,400**

Edition of seven, archivally face-mounted on acrylic. Unframed. Prices subject to change as the edition sells.



9. **Camperdown, Work And Play!** 2009/2011. Archival pigment ink print, signed, titled, dated and editioned in ink verso, 84 x 59.5cm.

**\$4,400**

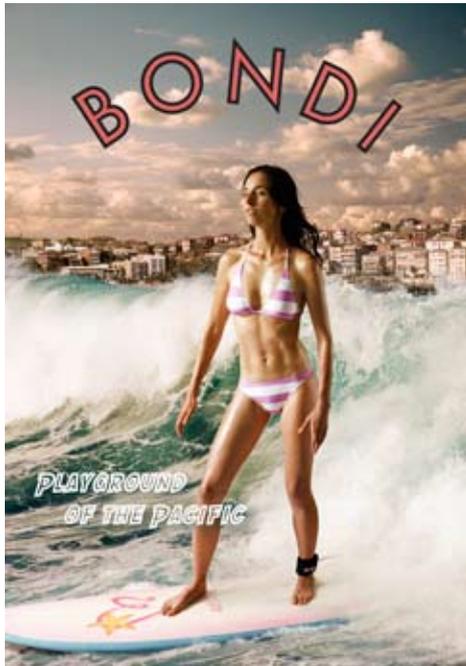
Edition of seven, archivally face-mounted on acrylic. Unframed. Prices subject to change as the edition sells.



10. *Drummoyne, Back In The Race*, 2009/2011. Archival pigment ink print, signed, titled, dated and editioned in ink verso, 84 x 59.5cm.

**\$4,400**

Edition of seven, archivally face-mounted on acrylic. Unframed. Prices subject to change as the edition sells.



11. *Bondi, Playground Of The Pacific*, 2009/2011. Archival pigment ink print, signed, titled, dated and editioned in ink verso, 84 x 59.5cm.

**\$4,400**

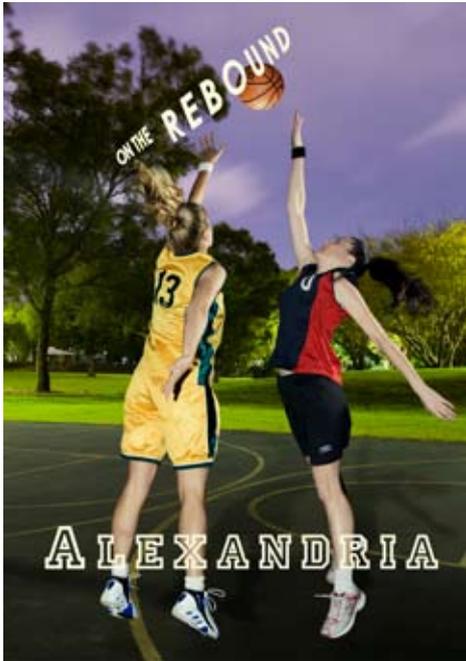
Edition of seven, archivally face-mounted on acrylic. Unframed. Prices subject to change as the edition sells.



12. *Newtown, Packs A Punch!* 2009/2011. Archival pigment ink print, signed, titled, dated and editioned in ink verso, 84 x 59.5cm.

**\$4,400**

Edition of seven, archivally face-mounted on acrylic. Unframed. Prices subject to change as the edition sells.



13. *Alexandria, On The Rebound*, 2009/2011. Archival pigment ink print, signed, titled, dated and editioned in ink verso, 84 x 59.5cm.

**\$4,400**

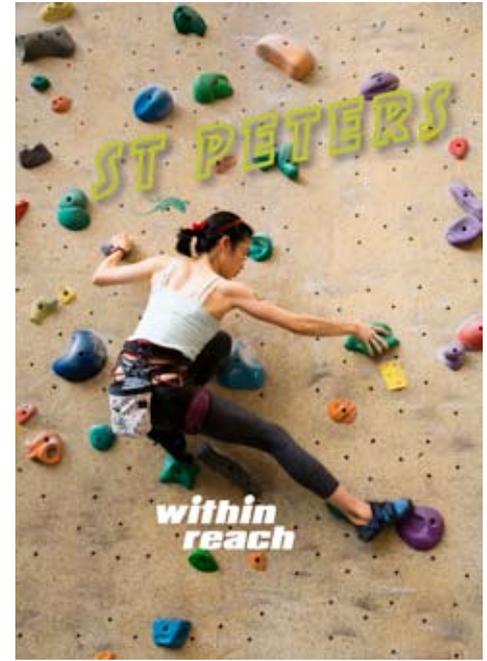
Edition of seven, archivally face-mounted on acrylic. Unframed. Prices subject to change as the edition sells.



14. *Newtown, Pushing The Limits*, 2009/2011. Archival pigment ink print, signed, titled, dated and editioned in ink verso, 84 x 59.5cm.

**\$4,400**

Edition of seven, archivally face-mounted on acrylic. Unframed. Prices subject to change as the edition sells.



15. *St Peters, Within Reach*, 2009/2011. Archival pigment ink print, signed, titled, dated and editioned in ink verso, 84 x 59.5cm.

**\$4,400**

Edition of seven, archivally face-mounted on acrylic. Unframed. Prices subject to change as the edition sells.