

## MR ART BOARDS

We were stoked in early January when the surf freight truck pulled up out the front of the museum and started unloading some of MR's iconic artboards from the late

70s. Having such valuable and iconic surfboards on display we were aware of the need of providing a safe and secure display system that would let people get up close to the boards and check out Al Dove's intricate artwork. We produced purpose built displays with an innovative mounting system to help show MR's epic boards off to their best advantage. Wedges of high density foam support the tail of the board while custom built acrylic mounts locate each boards nose. Custom acrylic cases enclose each board meaning people can check out the boards without being able to touch them. The challenge now is to figure out a creative way to display three of MR's colourful wet suits that arrived with this fantastic line up of surfboards. Thanks MR!



## US AMBASSADOR VISITS

The first museum visitor to enjoy our brand new display of MR's art boards was US Ambassador to Australia Jeffrey Bleich. The Ambassador, whose home is in northern California, was familiar with a lot of surfing history and enjoyed hearing stories about the pivotal moments from the Australian surfing saga. Through his museum tour and a trip out to Bells Beach we highlighted surfing influences and characters that have straddled the Pacific and helped create the sport we all love.

## FEEDBACK

As always we have had some fantastic feedback from museum visitors over the christmas holiday period. We know the museum is AWESOME!!! Because that is the comment most often repeated but there are also comments like the one made by Sarah from England who described us as "One of the best museums I have ever visited" or Sallie from Shepparton who was moved to write "Everything I see reminds me of my Dad." Thanks to you all, we love the feedback from museum visitors.

## MAD WAX

Surf wax, where would we be without it? In celebration of the sticky stuff we have a small display covering a diverse range of paraffin based performance enhancers. There are some traditional blocks such as Honey Surf Wax (sanctified by world champions no less) and quite a few exploring the depths of teenage male adolescent fantasies. In amongst the colourful collection you may spot the Surf Culture exhibition wax (possibly the world's most expensive wax) and some Malibu Rum surf wax sourced from MP's private stash. Toe Jam, Bubble Gum, Gloop, Snot, Smurf Poo, Green Slime, its all there along with my personal favourite Sticky Willy's Star Wax (sadly no longer available). Waxing up your board is one of surfing's more weird traditional rituals that is still being carried out daily at beaches around the world. So grab some wax and stamp out wipe outs!



## GENESIS DISPLAY



In celebration of surfing's centenary in Australia we have placed the two oldest surfboards in our collection on show in a purpose built display to both help protect and preserve these fantastic pieces of Australian surfing heritage, and give people a great chance to get up close to our surfing roots. The two nine foot long solid timber surfboards were used by pioneer Victorian surfer Louis Whyte at Lorne and Anglesea. Part of the display shows the boards on the beach at Lorne in 1920.

Also included in this display celebrating the first generation of surfers in Australia will be information about Tommy Walker a Sydney surfer who is the first person to have been photographed surfing in Australia. The photographs taken by Osric Notley show Tommy surfing at Yamba on the New South Wales north coast in the summer of 1911-12.

The display will also feature a number of articles, images, publications and awards relating to Duke Kahanamoku, the man Surfer magazine referred to as the surfer of the century. Duke is widely recognised as the father of modern surfing and his influence on Australian surfing was profound. In many ways it seems that all roads lead back to Duke, the Louis Whyte boards providing a graphic example. Louis purchased his four surfboards in Hawaii from Duke after spending six months in Waikiki learning how to surf.

This great new display illustrates the equipment and characters from surfing's earliest days in Australia and sets the scene for the development of surfing and beach culture in this country over the last one hundred years.

(Pictured left the new Genesis display with Alan and Roger installing one of Louis Whyte's boards.)

## SURF FILM FESTIVAL

Early January saw the running of the second annual SurfWorld International Surf Film Festival. With a packed program running over four nights and a great response from the public and film makers this years event witnessed significant growth from the inaugural event last year. Opening night saw a couple of cracking surf film, both Victorian premieres, Way Of The Ocean (awarded best cinematography) and Thirty Thousand (voted best film by the punters). Australian premiere For Better For Worse and First Love screened the next night. The following evening saw the Victorian premiere of Stoked and Broke and the Australian premiere of God Went Surfing With The Devil, a film detailing the difficulties of surfing along the Gaza strip.

The festival's closing night saw the Australian premiere of Minds In The Water- which won the Peter Troy Spirit Of Adventure award. The film followed David Rastovich's transformation into a campaigner to stop the senseless killing of whales and dolphins. The final film was a late addition and the first time that First Wave was being screened outside Russia. Yes that's right a Russian surf film! First Wave had the fresh, fun feel of seventies surf classics like Tubular Swells but was filmed with crisp sharp digital technology. Filmed entirely in Russian, without subtitles, the movie went a long way to prove that surfing is now a truly global sport and that surfing's stoke has spread to some pretty far flung spots. First Wave won the award for Best Short Film. With the bar having been raised with this years festival we now have the challenge of improving on this event for next year, a challenge we are all looking forward to.

(Pictured above right festival organiser John Foss with Thirty Thousand Producer Richard James and bottom right presenting Steve Perry with the Peter Troy Spirit Of Adventure Award for the film Minds In The Water)

