



Shell Art Exhibitions

Introduction

The Shell Art Collection is committed to ensuring that its artwork is enjoyed by the greatest possible number of people, by proactively promoting the works through a variety of exhibitions in a wide range of venues. There are four touring exhibitions from the Collection that travel to venues throughout the UK, displaying over 350 works from the Collection at any one time. Individual works are also loaned for bespoke exhibitions demonstrating the scope of the Collection and the great designs and artists that Shell commissioned. There are also a number of venues that have works loaned on a long term basis.

Touring Exhibition: People Prefer

People Prefer is an exhibition of over 30 framed posters and original art works illustrating the richness and diversity of Shell's advertising during the 1930s. Based on a campaign with slogans such as 'These men use Shell' and 'Gardeners prefer Shell', the exhibition portrays the extraordinary range of people who relied upon Shell products. Theatre-Goers, Farmers, Blondes and Brunettes, Policemen and Pilots – all used Shell. A bold statement portrayed in a variety of styles by leading artists of the decade including John Armstrong, Ben Nicholson, Graham Sutherland, Tristram Hillier, Edward McKnight Kauffer and Charles Mozley.

Touring Exhibition: That's Shell – That Was!

That's Shell – That Was! is an exhibition of 40 posters tracing the history of the Shell advertising poster from 1920 to 1953.

Known as Lorry Bills, these posters were originally displayed on the side of Shell delivery lorries transporting cans of fuel to customers across the country. British people, landmarks, institutions, events and curiosities inspired innovative poster designs and some of the most memorable advertising that Britain has ever produced.

Touring Exhibition: Visit Britain

From the 1920s Shell took the whole of Britain as inspiration for one of its most effective advertising campaigns. Instead of simply advertising Shell oil and petrol the company promoted motoring as a pleasurable activity, encouraging people to get out in their cars and enjoy the pleasures of the countryside.

There are over 30 selected Lorry Bills and original art work in the Visit Britain exhibition showing images of unusual landmarks, historic sites and inspiring landscapes by artists such as Paul Nash, Vanessa Bell, Duncan Grant, Graham Sutherland and Edward McKnight Kauffer.

Touring Exhibition: The Shell Valentine Collection

Shell's interest in Valentine cards began in 1938 with the innovative idea of sending Valentine greetings to lady customers, a tradition that continued until 1975. The cards were designed by artists of the day and carried witty jokes and rhymes on motoring and petrol themes.

Shell extended the Collection in 1964 when the company acquired 200 cards from the collection of the late Miss Jane Samuels, collector and founder of The Valentine Shop in the Strand, London.

The exhibition traces the heart-strewn history of the Valentine from the early 19th century onwards. It has romance, sentiment and gushing sincerity, but also satirical cartoons and cruel verse, expressing the bitterness and disenchantment of loves lost.

Exhibitions Programme

For up-to-date information on the touring exhibitions programme have a look at the Shell Art Collection What's New section on our website (http://www.nationalmotormuseum.org.uk/Shell_Art_Whats_New).

Permanent Exhibitions

Permanent displays of art works can be seen at the following venues:

- Brooklands Museum, Weybridge
- Forbes House, London
- National Motor Museum, Beaulieu
- Nature in Art Museum, Gloucester
- Pizza Express, Belvedere Road, London
- Upton House, National Trust property near Banbury

For information on loaning exhibitions please contact the Shell Advertising Art Collection Manager via the Contact Us page on our website (http://nationalmotormuseum.org.uk/contact_us).

Last updated: 25 November 2009.