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Title:

Chrysler Press Release - Winners of Chrysler Airtemp \$5,000 Art Award Announced

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CHRYSLER PRESS RELEASE NO:

EMBARGOED: NOT FOR PUBLICATION OR BROADCAST BEFORE 6.30 P.M.
ON MONDAY, FEBRUARY 7, 1972.

WINNERS OF CHRYSLER AIRTEMP \$5,000 ART AWARD ANNOUNCED

The Premier of South Australia, Mr. Don Dunstan, this afternoon announced the prize winners in the Chrysler Airtemp \$5,000 Art Award.

At a ceremony held in the Chrysler Park canteen, Mr. Dunstan, presented the three prizes of \$3,000, \$1,500 and \$500 for outstanding works of art to be used as decorative panels in Airtemp's new range of home air conditioning equipment.

Nearly 200 entries submitted by both professional and amateur artists from every State were judged. Each entry was judged not only on its artistic merit, but also on its suitability for use as a decorator panel and on its suitability for reproduction.

Mr. Dunstan, when presenting the winners with their cheques, said, "Chrysler Australia is to be congratulated on its intention to bring the best of Australian art into Australian homes, and in sponsoring a competition which provides a sound stimulus to better industrial design in this country.

"Chrysler are well aware that visual appeal is as important a factor as technical specification in motor car sales and have applied this knowledge to other durables in their range.

"I hope other industrialists in this State follow their example in applying design as well as engineering skills to their products.

"The role of the industrial designer is well established in the U.S. and most other industrialised countries. If we are to secure the markets for our products which we need, it must quickly become established here.

"Every industrial and consumer product carries with it the capacity to enhance or degrade our environment in some small measure.

"This competition has assisted in its enhancement."

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The winning entries were:-

First (\$3,000) "Riders in the Reeds" by Frederic Bates, N.S.W.

Second (\$1,500) "Great Snake of Arkaroola" by Tom Gleghorn,
North Adelaide.

Third (\$500) "Sails" by Stuart Maxwell, N.S.W.

Chrysler intends to exhibit the winning entries, together with a selection of other paintings, in exhibitions around Australia.
