

**AUTOMOTIVE HISTORIES
DRIVING FUTURES**

*Inaugural conference of
Automotive Historians Australia*

HOSTED BY

RMIT Design Archives

RMIT School of Architecture and Design,
Faculty of Art, Design and Architecture

Monash University

Melbourne, Australia

1-3 September 2016

CONFERENCE PROGRAM

**AUTOMOTIVE
HISTORIANS
AUSTRALIA INC**

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PRESIDENT'S WELCOME

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Welcome to this first international conference organised by the Automotive Historians Australia (AHA), a group founded in Melbourne in 2015 to promote research, education and the dissemination of knowledge about the history of the Australian automotive industry.

The conference theme is titled Automotive Histories Driving Futures. The topic was inspired by the imminent closure of automotive manufacturing in Australia and the transition to new forms of private and public mobility that is underway in urban centres around the world. Within this setting, papers were invited to consider; the legacies and histories of the Australian automotive industry in their widest sense; possibilities for vehicles and mobilities of the future; and issues around heritage and conservation. We are particularly delighted that our call for papers has brought together a broad range of speakers - academics, those involved in the industry, collectors and enthusiasts. A publication will be produced from the papers that we hope will provide a basis for ongoing research in the field which we hold to be vital if the rich legacy of Australian automotive manufacture and design is to be preserved.

It is with great pleasure that we welcome Penny Sparke, Professor of Design History and Director of the Modern Interiors Research Centre, Kingston University, London to deliver the inaugural Ron Tauranac Lecture. Professor Sparke is an internationally renowned teacher, design historian and author and we are most fortunate that she can join us at our inaugural event in Melbourne.

Finally and most importantly, we are delighted to involve many AHA members, industry partners and others involved in automotive history throughout this conference program. As such, it is my hope that this event grows year on year, as we uncover the important historical and future insights pertinent to the automotive and design sectors. So on behalf of the AHA committee, please do enjoy the social, academic and industry focused events we have on offer!

Harriet Edquist
AHA President

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BACKGROUND + VISION

Following the highly successful *Shifting Gear* exhibition at the National Gallery of Victoria, *Automotive Historians Australia* was founded in Melbourne in 2015, to promote the understanding and enjoyment of automotive history through scholarly research, discussion and events. As such, the *Automotive Historians Australia* vision is:

"To promote research, education, archival collection and dissemination of knowledge about the history of the Australian automotive industry, and to involve members, industry and others in this history through publications, events, meetings and conferences."

Therefore, *Automotive Historians Australia* aims to:

- Create communication and facilitate discussion, criticism and debate between people active in automotive history and archiving in Australia
- Promote research in the subject of automotive history
- Hold a regular conference and other related events
- Produce a scholarly journal
- Encourage student participation activities
- Support the teaching of automotive history



OFFICE BEARERS

Patron: Ron Tauranac AO

President: Harriet Edquist

Vice President: Norm Darwin

Secretary: Tony Lupton

Assistant Secretary: Helen Stitt

Treasurer: Daryl Meek

Committee Members:

Mark Richardson + Simon Lockrey

CONTACT

Automotive Historians Australia

PO Box 319

Balaclava

VIC, Australia 3183

email: info@autohistoriansaustralia.org

web: www.autohistoriansaustralia.org

KEYNOTE SPEAKER

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Penny Sparke graduated from the University of Sussex in 1971, and since 1975 has taught the history of late nineteenth and twentieth century design to undergraduate and postgraduate students at Brighton Polytechnic, the Royal College of Art, as well as Kingston University. She has lectured, curated exhibitions, broadcast and published widely in her areas of expertise both in the UK and overseas. Professor Sparke is an Honorary Senior Fellow of the Royal College of Art.

Among Professor Sparke's many publications are the important books: *An Introduction to Design and Culture, 1900 to the present (1986)*, *Japanese Design (1986)*, *Design in Context (1987)*, and *Italian Design (1988)*. In 1995 she published *As Long As It's Pink: The Sexual Politics of Taste*, and, in 2005, a monograph entitled, *Elsie de Wolfe and the Birth of Modern Interior Decoration*. *The Modern Interior* followed in 2008. Importantly in the context of this conference, in 2002 Professor Sparke published her ground-breaking study of automotive design *A Century of Car Design*, still one of the few serious studies of this area of design history.

We are delighted that Professor Sparke will deliver the inaugural Ron Tauranac Lecture, titled 'Automotive History: Design versus Styling?'

Hear Professor Sparke speak on

FRIDAY 2 SEPTEMBER,

9.15-10.30



CONFERENCE PROGRAM

THURSDAY 1 SEPTEMBER @ RMIT DESIGN HUB

DAY 1 - Lecture Theatre (street level)

- 8.30-8.50 Registration
- 8.50-9.30 Welcome/opening, Harriet Edquist
with Martin Foley MP, Minister for Creative Industries, Victorian Government

Session 1

Cars and the Built Environment, Chair: Simon Lockrey

- 9.30-10.00 **Laura Belik** - *Cities to whom, by whom? The Minhocao elevated highway case study in São Paulo/ Brazil*
- 10.00-10.30 **Jonathon Laskovsky and Elizabeth Taylor** - *A Lot of Thought: The space of car parks and shopping centres in Australian cities*
- 10.30-11.00 **Matthew Churchward** - *Designing Roads for the Automobile Age: Re-examining the work of William Calder and the science of good roads*
- 11.00-11.30 Morning tea (take lift to Level 1 foyer)

Session 2

Marques, Marketing and Identity, Chair: Harriet Edquist

- 11.30-12.00 **Steve Campbell-Wright** - *Imperial Echoes: one company's exploitation of cultural identity in marketing cars before the Great War*
- 12.00- 12.30 **Jenny Fawbert** - *Pioneer of the Motor Industry - G. P. Innes (1863-1936): A History-Making Motor Man*
- 12.30-1.00 **Laura Maran** - *Reassessing the Fiat-Ferrari Acquisition Strategy: Leadership, Reputation and Resources in Motor Industry*
- 1.00-2.30 Lunch (take lift to Level 1 foyer)

Session 3

Testing the limits: Motor Sports and Trials, Chair: Daryl Meek

- 2.30-3.00 **Harriet Edquist** - *Australian innovation and enterprise in post-war car racing: the Repco contribution*
- 3.00-3.30 **Philip Guilfoyle** - *Case Study - 1914 Grand Prix Car: Resurrecting a Sole Survivor*
- 3.30-4.00 Afternoon Tea (take lift to Level 1 foyer)
- 4.00-4.30 **Lisa Stevens** - *TB or not TB a Lifetime Racing MG's -A Reflective look at Tom Stevens and seven decades of involvement in motor sport and the automotive industry and the challenges to preserving his legacy.*
- 4.30-5.00 **Helen Stitt** - *The RACV Harley Tarrant Archive: motor sport, manufacture and the military*
- 6.00-8.00 **Harley Tarrant Cocktail Party, hosted by the RACV**
501 Bourke Street, Melbourne
Tickets available [here](#) (conference attendees complimentary entry)



CONFERENCE PROGRAM

FRIDAY 2 SEPTEMBER @ RMIT DESIGN HUB

DAY 2 - Lecture Theatre (street level)

8.30-9.00 Registration

9.15-10.30 **Inaugural Ron Tauranac Lecture**
Professor Penny Sparke, Kingston University, UK
'Automotive History: Design versus Styling?'

10.30-11.00 Morning tea (take lift to Level 1 foyer)

Session 1
The urban legacy of the automotive industry, Chair: Norm Darwin

11.00-11.30 **Gary Vines** - *Archaeology of the Automobile industries*

11.30-12.00 **Michelangelo Bolognese** - *Worth Holden 'onto?'*

Session 2
Postwar mobilities, Chair: Mark Richardson

12.00-12.30 **Michael Bogle** - *Advertising "Australia's Own Car" (1948-1949)*

12.30-1.00 **Philip Goad** - *The critic and the car: Robin Boyd, automobiles and Australian architecture*

1.00-2.00 Lunch (take lift to Level 1 foyer)

Session 3
Car Design Past and Future, Chair: Helen Stitt

2.00-2.30 **Norm Darwin** - *The development of Australian automotive design: General Motors-Holden 1923-1953*

2.30-3.00 **Simon Lockrey** - *Temporal ripples- Automotive industry influence on contemporary Australian design practice*

3.00-3.30 Afternoon Tea (take lift to Level 1 foyer)

3.30-4.00 **Mark Richardson** - *Collisions and Divisions: Comparing Ideological Democratisation in Design from Henry Ford to Maker Culture*

4.00-4.30 **Geoff Wardle** - *Driverless Cars Reinvent Australian Car Industry*

4.30-6.30 Drinks (take lift to Level 1 foyer)

7.00-onward **Conference dinner, Lincoln Hotel**
91 Cardigan Street, Carlton (corner Queensbury Street)
(At delegate's own expense, booking required)
Tickets available [here](#)



CONFERENCE PROGRAM

SATURDAY 3 SEPTEMBER @ RMIT DESIGN HUB DAY 3 - Multipurpose Room (take lift to Level 1)

9.30-10.30	Automotive Historians Australia AGM
10.30-11.00	Morning tea, Level 1 foyer
11.00-1.00	Museums, archives and collections: preserving automotive legacy, Chair: Tony Lupton Paul Rees , Director, National Motor Museum, Birdwood, SA - <i>The influence of motoring on video gaming</i> Don Kinsey , Veteran Motorsport Commentator - <i>The life and times of Australia's first Formula 1 driver, Sqdn Ldr Tony Gaze DFC</i> Andrew Grant , Transport Heritage Consultant and former Curator of Sydney's Powerhouse Museum transportation collection - <i>When the rubber shouldn't hit the road: issues for motor transport curators, including the continuing debate about operating vs static exhibits, proactive vs reactive collecting, loans and conservation vs restoration</i>
1.00-2.00	Lunch, Level 1 foyer
2.00-4.00	Museums, archives and collections: preserving automotive legacy, Chair: Tony Lupton Nigel Tait , Custodian of the Repco Brabham BT19 and former Repco Chief Engineer - <i>50th anniversary of the Brabham team's 1966 World Drivers and Constructors Championships</i> Daryl Meek , Motoring Interest Manager, RACV - <i>Oiling the Wheels: helping RACV members research historic vehicles</i> Viewing of items from members' collections and the automotive collection of the RMIT Design Archives, with afternoon tea.

SUNDAY 4 SEPTEMBER

DAY 4

Visit to Ivan and June Smith's automotive collection, Kyneton

Transport provided. Meet at RMIT Design Archives at 9.00 AM sharp

Patrick Ryan of Ryan's Bus Lines is very kindly providing bus transport for AHA conference attendees to visit Ivan and June Smith's incredible transport collection in Kyneton on Sunday 4 September. It's a real hands-on experience and personal guided tour by the former Kyneton Chrysler dealers and bus line operators. The collection includes an example of every Chrysler Valiant model made from the first in 1962 to the last in 1982. And that includes the very first and very last Valiants made in Australia. The collection is a great survey of the transport industry and includes trucks, tractors, cars and memorabilia, some of the vehicles dating back to 1900.

Entry to the collection **will be by \$10 donation** to the Smith's East Timor charitable project. The event will be followed by lunch at a local pub (attendees pay for their own lunch) and then return to Melbourne during the afternoon.

Tickets available [here](#)

