



**MEDIA RELEASE  
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**Iconic Australian artist David Bromley appointed Creative Director of Wolf Blass marquee for this year's Melbourne Cup Carnival**

Globally renowned winery Wolf Blass has appointed acclaimed Australian artist David Bromley to manage the creative direction of its marquee in the Birdcage enclosure at this year's Melbourne Cup Carnival.

One of the most recognised artists in Australia today, Bromley is renowned for his distinct and unique style of painting that has seen him loved and exhibited around the world including Asia, Europe, Africa and America.

While many are familiar with Bromley's Children's Series and Birds and Butterflies Series, his partnership with Wolf Blass has allowed him to go back into the vault and showcase a rare, highly sought after painting that is part of his coveted Horse series. This five-metre long prized painting is valued at over \$65K and will be exhibited inside the Wolf Blass marquee during the 2015 Melbourne Cup Carnival.

In a process where art meets technology, Bromley's horse paintings have also been screen-printed to produce a sequence of striking and majestic 'larger-than-life-sized' horses that create a 50-metre wrap around the external walls of the marquee. It has taken a band of more than 20 Bromley & Co staff to create the stunning exterior.

The interiors are also set to impress – all furnishings have been meticulously handpicked by Bromley and include ornate red lounges sourced direct from France; an original Murano glass chandelier supplied by the oldest glass-blowing family in the world; hand-crafted vases from renowned Australian potter Michael Pugh; and Bromley's own Boy portrait chairs.

This is not the first time Blass and Bromley have collaborated; Bromley commemorated Blass's 80<sup>th</sup> birthday last year by painting his portrait, which was entered into the Archibald Prize. Standing at an impressive 2.4 x 1.8 metres, the portrait will also be displayed inside the marquee.

Bromley has relished the opportunity to work closely with Wolf Blass again.

"It was an honour to paint Wolf's portrait last year to celebrate his 80<sup>th</sup>; we have a shared history in that we both arrived in South Australia at a similar time, and both have an entrepreneurial spirit, looking to push the boundaries and break traditions every chance we get.

"I'm so chuffed to be involved with the Wolf Blass marquee this year; I know guests will enjoy the beautiful space we've created that really showcases the essence of both Wolf Blass wines and Bromley – classic and timeless, with a modern twist and a touch of playfulness thrown in."

Wolf Blass Global Brand Director Angus Lilley says when deciding on the design of the Wolf Blass marquee this year, David Bromley immediately came to mind

"David has an incomparable eye for design and detail, and we knew he'd be able to bring the Wolf Blass marquee to life, stamping his signature style inside and out – it's old meets new, pairing modern art with old-world interiors. Our guests will be blown away by the magnificent space he's created for us" he said.

Guests wouldn't be getting the full Wolf Blass experience without a wine tasting, and this year offers a rare experience – a taste of the 2014 Wolf Blass Black Label Cabernet Shiraz Malbec, that won't be released to the public until 2018.

Drawn from an authentic French Oak barrel transported direct from the Barrel Hall of Wolf Blass Winery in the Barossa, guests will have the opportunity to sample what is considered to be one of Australia's finest red wines, served by Wolf Blass chief winemaker Chris Hatcher.

A keen horse racing enthusiast, Blass himself owns several horses and counts the very first Melbourne Cup as one of his most treasured possessions after he bought it at an auction in the UK.

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