

MEDIA RELEASE

31 October 2022



A BIG ARTY ANNOUNCEMENT!

Heide Museum of Modern Art partner with global concept store Third Drawer Down to launch new museum shop on 1 November 2022



Melbourne, Australia: Heide Museum of Modern Art and Third Drawer Down today announced their new partnership, bringing the iconic global concept store to the Heide Shop. Launching **Tuesday 1 November**, the partnership will realise their joint vision “to make art accessible and life less ordinary.” Heide has also commissioned Third Drawer Down to undertake all product development for the museum, locally and internationally.

Heide Museum of Modern Art Artistic Director Lesley Harding said: “*We are thrilled to partner with the Third Drawer Down team to establish an exciting, innovative, and fresh retail offering at Heide. Abigail Crompton, Founder and Creative Director of Third Drawer Down, has a long history of working with leading artists and institutions to create innovative, beautiful, and witty objects that make it possible for everyone to be able to live with and be inspired by art. We look forward to working together to create an outstanding museum store here at Heide.*”

Third Drawer Down Creative Director and Founder Abigail Crompton will bring her internationally recognised retail magic touch to the Heide Shop and, and with the museum’s curators will develop a range of exciting new products that will draw on the history of the museum, works of art in the Collection, and recent collaborations with contemporary artists that all speak to the essence of Heide.

The first objects made in partnership between Heide and Third Drawer Down have started arriving including what will become a seasonal favourite - the *Yeah Flag* picnic rug - developed in collaboration with leading Australian artist **Jon Campbell** and featuring his work *Yeah Flag* in the Heide Collection.

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Founder and Creative Director of Third Drawer Down, Abigail Crompton said of the partnership, *“Heide is one of Australia’s most important cultural institutions and we are absolutely delighted to be working with Lesley Harding, Heide Museum of Modern Art Artistic Director, and her spectacular team. Our mission is to make art accessible and life less ordinary and it’s just wonderful to join the Heide circle to make art part of everyone’s everyday.”*

Ends

MEDIA CONTACT: For further information or interview requests, please contact Isabel Wright, isabel@articulatepr.com.au, 0400 359 485, or Claire Martin, claire@articulatepr.com.au, 0414 437 588

HEIDE SHOP DETAILS

Opening Hours: Tuesday - Sunday, 10am - 5pm

Heide Museum of Modern Art, 7 Templestowe Road, Bulleen Victoria 3105

IMAGES AVAILABLE TO DOWNLOAD [HERE](#)

heide.com.au

ABOUT THIRD DRAWER DOWN

Founded by Abigail Crompton in Melbourne, Australia, Third Drawer Down has been making art accessible and life less ordinary since 2003. Abigail is an artistic force for good and is dedicated to making great art part of everybody’s every day.

Third Drawer Down studio collaborates with artists to reimagine their works into objects. Objects that are thought provoking, entertaining, interesting and made with care.

Abi explains it all started with existential wonderings ‘what is art?’ This question led to the original Third Drawer Down Studio project. Abi took the humble tea towel and reimagined it into a conduit for art. A project that continues today.

Third Drawer Down has collaborated with more than 200 international artists since 2003 and has worked with the world’s most loved institutions. Third Drawer Down has grown into a global business. It retails and wholesales made objects via its owned companies and distribution hubs in Australia, the US, UK and Asia.

We are designing, making and manufacturing objects of desire.

ABOUT HEIDE

Set on sixteen acres of parkland with Birrarung/Yarra River frontage, Heide Museum of Modern Art, or Heide as it is affectionately known, is one of Australia’s most important cultural institutions. Once a significant Wurundjeri gathering place, the property was later a dairy farm before becoming known as a hub for Australian modernist art and writing after it was purchased by art patrons John and Sunday Reed in 1934.

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The Reeds opened their home to the most progressive artists of their era, including Sidney Nolan, Albert Tucker, Joy Hester, John Perceval, Charles Blackman and Danila Vassilieff. Nolan's famous Ned Kelly series (1946–47) was painted in the dining room of the Heide farmhouse.

Continuing this spirited legacy, today Heide works to inspire creative talent, collaborating with emerging and mid-career artists as well as celebrating those who have made major contributions to Australian and international art.