

15 June 2018

Shell commissions historic art poster to celebrate 25 years at Beaulieu

To celebrate the silver anniversary of the [Shell Heritage Art Collection](#) at the [National Motor Museum Trust](#) at [Beaulieu](#), Shell launches a traditional poster commission. The winning design will feature Beaulieu as a great British destination in the enduring Shell advertising theme from the 1930s of 'Everywhere You Go – You Can be Sure of Shell'.

An emerging artist will be selected through a long-established commissioning process that Shell began almost 100 years ago. The work will be displayed in the [National Motor Museum](#) alongside some of the great British 20th century Shell campaign artists. The winning artist will be selected by a judging panel from Shell Brands International, the National Motor Museum Trust and Lord Montagu of Beaulieu, following the commission deadline of July 2nd.

Dean Aragon, Global VP Brand & CEO Shell Brands International said: "The Shell Heritage Art Collection celebrates an important period in British art and Shell brand history. It exemplifies how brands are woven into the fabric of society and culture, over time. Shell values its heritage, and is dedicated to its protection and preservation. This collection wonderfully captures the period through a charming and enlightening experience."

The National Motor Museum's Director of Collections, Andrea Bishop said: "During the past 25 years, the National Motor Museum Trust's relationship with Shell has proven invaluable in helping us to deliver engaging displays and activities for our visitors. The wonderful imagery in the Shell Heritage Art Collection complements the museum's world-renowned collection, adding colour and vibrancy to the way in which we tell the story of motoring at Beaulieu. We look forward to the next chapter of this highly successful collaboration."

One of the most important collections of 20th century British commercial art, the Shell Heritage Art Collection includes advertising posters, original paintings, cartoons and press advertisements plus the ever-popular Shell County Guide books. Posters and paintings from the collection have been continuously on show in the museum and also loaned regularly to museums and galleries around Britain and Europe, allowing access to the collection to around a million people a year. Its popularity is due in part to the high calibre of artists previously commissioned for Shell's campaigns during the 1920s and 1930s including Paul Nash, Graham Sutherland, Rex Whistler and Vanessa Bell.

The Shell Heritage Art Collection was previously stored at Shell-Mex House in London and officially inaugurated at Beaulieu by Prince Michael of Kent on May 21st in 1993.



National Motor Museum Trust and Shell Brands International AG working together

The National Motor Museum Trust's collection of vehicles is world-famous, along with its extensive motoring artefacts and archives of film footage, images, documents and books which are housed in the Collections Centre. As an Accredited Museum, its collections have been Designated by the Arts Council England as being of national and international importance. Stored alongside the 1.7 million items housed in the Collections Centre, the Shell Heritage Art Collection has been well cared for and has benefitted from this strong heritage association for the past 25 years.

For more information see www.nationalmotormuseum.org.uk/shell-heritage-art-collection. Or join the conversation on Twitter @Beaulieu_Hants @SHAC_Curator, Facebook at /nationalmotormuseum or Instagram @national_motor_museum.

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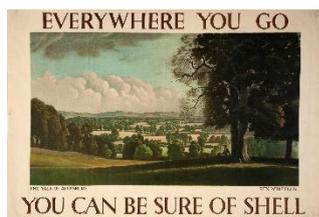
295

Alfriston, Vanessa Bell, 1931



361

Rye Marshes, Paul Nash, 1932



375

The Vale of Aylesbury, Rex

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