

Anthony Frederick (Tony) Ward

AfW has been practicing the art(s) and craft(s) of story telling since circa 1943 ~ in many studios he called home.

Today - NEHWYREVE - his studio home at 86 Hargraves Street; built in 2020-2021 - consolidates a life of making and its continuance.

Images and metaphors synonyms and rhyme

Expelled from this less than perfect heart,

Are the late expressions of a slowing man

***Lachrymae crocodili** of an ancient upstart.*

AfW

Castlemaine
September 2023

Life's A Studio

A graduate of Swinburne College of Technology Art School (1963) AfW's broad practice pathway from then to today, exemplifies that for which a Swinburne graphic design graduate has been known for a century - a diversified communication design practice including exhibition and publication integrated with parallel engagement in art and design education .

1964 Designer - ABC Television 1965 Designer - World Record Club 1967 Art Director - Paton Advertising Services 1968 Practice - Tony Ward Illustration & Design 1969 Lecturer Prahran College of Advanced Education

*1973 Backpacker/Visual Artist
Indonesia>Thailand>Nepal>India>Kashmir
>Afghanistan>Iran>United Kingdom*

1976 Illustrator/Designer All Australian Graffiti

1983 Associate Creative Director Ogilvy & Mather (Thailand) + Creative Director Artistree (Thailand)

*1990 Designer/Illustrator/Visual Artist/Writer/
Design Educator Victoria College > Swinburne
Design Prahran;*

From 1968 AFW has pursued his design practice through art and design education on the Prahran Campus in TAFE and Higher Education.

As an educator he had a commitment to the practice and responsibilities of design authorship- and idea in design thinking, for designed communication, parallel with goal setting in the shaping , publishing and dissemination of socially relevant communication and the innovative utilisation of communication media technologies . In addition to commercial and exhibited works his practice has been awarded, published and acknowledged. Awards New York Art Directors Club 1977, Australian Book Publishers Association 1981, Melbourne Art Directors Club 1984, Media&Marketing Asian Advertising Awards 1986, Illustrators' Association of Australia (1992) , Australian Graphic Design Association . Books The Kevin Pappas Tearout Postcard Book (Penguin 1977) The Bonzo Dog Book (Doggetts 1996); Plastered: The Poster Art of Australian

Popular Music (MUP 2007) , Another World Record (New Chum Press 2009) Exhibitions The Kangaroo In The Decorative Arts/ NGV Melbourne 1979 : Ward on Wood /Lancashire Blenheim Design 2000 : Flag Unfurled/Post Master Gallery: 2005 The Swinburne Centenary Celebration Pen To Pixel Exhibition/Catalogue Chapel Off Chapel Prahran 2008 The Tapestry LEADERSHIP - a design commission undertaken in 1999 and woven at the Victorian Tapestry Workshop hangs in The Swinburne University of Technology Chancellery. 2008 2009 -2010 - Initial engagement with social media and a personal website. Joined Indigo. During long service leave in Europe and Southern Asia undertook primary research into the memorialisation of grief and empathetic communication practices 2011 -

AfW taught collaboratively within the School of Business and Design at Swinburne University of Technology Kuching, Sarawak and reported upon return on the enculturation of communication design practice.

Remaining in Sarawak after retiring from Swinburne University of Technology Melbourne

AfW established his art and design studio practice in a suburban precinct of Kuching regularly travelling to Phangnga - Southern Thailand, Europe and Australia

AfW returned from Borneo in 2019 settling in Castlemaine and building a second dwelling on an aquired family property there.

***AfW's cv continues to be updated
at <https://anthonyfward.com/about/>***

