



Press Release

13 May 2015

FOR IMMEDIATE RELEASE

Classic British adverts from 70s and 80s showcased in *Collett Dickenson Pearce* exhibition

29 May - 13 July 2015 at Blenheim Walk, Leeds, LS2 9AQ

Leeds College of Art presents an historical collection of works from the worldwide, award-winning, creative advertising agency *Collett Dickenson Pearce* (CDP); featuring their famous campaigns for clients such as Clarks, Fiat, Olympus, Vogue, and Benson & Hedges.

The exhibition is a marvellous showcase of British creative advertising work from the most awarded agency of all time (recognised by British educational charity Design & Art Direction during its 50th year anniversary). The agency's work was created under the artistic leadership of Leeds College of Art alumni, Colin Millward, who was the first creative director of the agency (1960-1979) and Ron Collins, who was an art director.

Visitors will be immersed in the retro-aesthetic of the advertisements on display. We invite visitors to go back in time and watch some of the most famous TV commercials of the 60s, 70s and 80s in the comfort of a reconstructed lounge, based on the curator's 1970s childhood sitting room in Dewsbury, West Yorkshire.

Press Invite

Press are invited to Blenheim Walk Gallery, Private View on **Thursday 28 May 2015**, from 17.00-20.00. Refreshments will be served.

Please RSVP to: Emma Morris at emma.morris@leeds-art.ac.uk or 0113 202 8044.

Editor's Notes

For more information & images contact: Emma Morris, PR & Communications Officer, 0113 202 8044 or emma.morris@leeds-art.ac.uk

[More info about the exhibition here](#)

The exhibition will run from 29 May to 13 July 2015 at Leeds College of Art's Blenheim Walk Gallery, Leeds, LS2 9AQ. www.leeds-art.ac.uk

Images courtesy of the History of Advertising Trust (HAT)