

## CAREER/WORK HIGHLIGHTS

Co-founder 'All Australian Graffiti', freelance illustration co-operative, 1975  
Co-author, *The Kevin Pappas Tear Out Postcard Book*, Penguin Books, 1977  
Originator and co-author *Symbols of Australia*, Penguin Books, 1980  
Lead designer of *Avanti* award winning Italian language textbook series, 1980-88  
Co-founder Australian Graphic Design Association (AGDA), 1987  
Co-designer of one of the Sydney 2000 Olympics cultural posters by invitation from SOCOG  
Winner Leica/CCP Documentary Photography Award, 2003  
Group exhibition: *We're a Weird Mob- Designing a Cultural Identity* (All Australian Graffiti (1975-78) and A Vision Unfurled) at Post Master Gallery, Australia Post  
Awarded a Master of Fine Art/Photomedia by research from Monash University, 2012.

## PHILOSOPHY

Philosophy- it took a while to develop one. It suits my style and personality. This is my take on it. Be curious. Be honest. Be different. Be relevant. Be elegant. Set standards for yourself. Question everything: the client, the brief, yourself, your team, your suppliers. Work with the best people you can afford and treat them with respect. Contribute to the profession in any way you can. Be aware of tradition and reflect on the possibility that one day your work may help shape it. Be generous with the time you devote to younger people coming into the profession. Be proud of your work and promote it with gusto. Get up tomorrow morning and do it all over again, only better.

Every now and again, when in a reflective mood, I re-read a rather sobering, brutally honest quote by American design great, Saul Bass, one of my heroes, who said this about design: "We have to be very careful in looking at what we do and not pump it up. It's useful and it livens up our lives. And while it can occasionally provide an insight about ourselves or our culture, it doesn't make a profound contribution to humanity. Our absorption in what we do tempts us to enlarge the societal values we ascribe to our activity. We have a role. A modest role. And, of course, we want to play that out as best we can. What is, however, really important about design is that it makes many of us feel good, and it happens to be our lives!"

## QUALIFICATIONS

Dip. Art & Design/Graphic Design, Prahran College of Advanced Education, 1971  
Bachelor of Fine Art/Painting, Monash University, 2005  
Master of Fine Art/Photomedia, Monash University, 2012  
Fluent in English, Italian and Neapolitan.

## MARITAL STATUS

Married with 2 adult children. Lives and works in Melbourne.

## TIMELINE

**1949** Born at Ercolano, Naples, Italy.

**1961** Migrated to Australia aged 12. Family settled in Melbourne.

**1975-1978** Co-founded 'All Australian Graffiti', a freelance illustration co-operative which celebrated an Australian approach to illustration rather than borrowed international styles. The studio created *The Kevin Pappas Tear Out Postcard Book* (Penguin, 1977) an irreverent look at Australian culture through 28 tear-out postcards. With a print run of 28,000 copies the book was a phenomenal success. Appeared on national TV *The Mike Walsh Show*. Received extensive newspaper and magazine coverage for the book, including a feature article by Helen Garner, 'Kevin Pappas, All-Australian Graffitist' *The National Times*, 12 to 17 December 1977, p.47.

- 1978–1980** Researched, designed and co-published with Penguin (1980) *Symbols of Australia*, the first book to record Australian trademarks and raise the issue of national identity in commercial art. The book was co-written with Fysh Rutherford and has sold around 45,000 copies. *Symbols of Australia* attracted wide national media coverage, including a feature article by Helen Garner, 'Mimmo's dinkum memory-jogger', *The National Times*, 12 to 18 Oct 1980, p.61.  
<http://mimmocozzolino.com.au/symbolsofaustralia.php>
- 1982–2001** Regular judge at national and state awards for creativity in advertising, graphic design and illustration, including AWARD (Australian Writers & Art Directors Association), MADC (Melbourne Art Directors Club), BAD (Brisbane Art Directors Club), AAC (Adelaide Art Directors Club), OAAA (Outdoor Advertising Association of Australia), *Design Downunder* and AGDA National Awards. Participant in public forums including *Ideas for Australia Week*, 1992.
- 1983** Elected to organising committee to revive Melbourne Art Directors Club (MADC). Actively involved in the Club's education portfolio, exhibitions and event promotion. Worked in Italy for 2 months to photograph material for an Italian language textbook. Solo exhibition: *Fotographics from Italy*, colour photographs, Seal Club, Melbourne.
- 1983–1985** Researched, designed and co-published with Penguin Books *Symbols of Australia* 12 page calendars for 1984, 1985 and 1986. Average sales for each year: 8,500.
- 1984–1985** Curated the section on Australian advertising for Murray Walker and the *SIO Great Exhibition of Victoria*, Museum of Victoria.
- 1985–2001** Co-founded and managed award winning visual communication studio *Cozzolino Ellett Design D'Vision PtyLtd*. Two of my posters from this period are represented in the collections of the National Gallery of Australia and the State Library of Victoria.
- 1985** Mentioned in 'Symbols of Australia', *domus: monthly review of architecture fashion design art*, domus 663, July/August 1985, pp 65.
- 1987** Together with five Melbourne designers I was responsible for starting the Australian Graphic Design Association (AGDA), whose aim was to raise the standards and profile of the Australian graphic design profession. Today AGDA is the peak body representing designers in Australia.
- 1992** Inducted as Honorary Life Member of the Melbourne Art Directors Club in recognition of my contribution to the design and advertising professions. Contributed to *Ideas for Australia Week* symposium, a Federal Government initiative in association with Monash University and the Australia Council. Wrote a catalogue essay for *The Lie of the Land*, Powerhouse Museum, National Centre for Australian Studies, *Ideas for Australia*, Melbourne 1992, pp 34-35.
- 1993** Speaker, *Adobe Systems Digital Seminar*, Auckland, New Zealand.
- 1994** Invited to open *Australian Archives'* exhibition 'Making our mark: trade marks and Australian identity' at Old Parliament House, Canberra, Australia. Featured in Griffiths, Anna, 'People at work- Mimmo', *Analogue+Digital Design Graphics*, No.#3, April 1994, pp 11-21. Featured in Best, Paul, 'Building business by design', *Professional Marketing*, Vol.3, No.3, April 1994, pp 22-26.
- 1995** Speaker *Third AGDA Design Conference*, Coolumb, Queensland.

- 1999** Speaker *Design 99*, Sydney. Topic: Is there an Australian design style?  
Speaker *Southern Cross Packaging Awards Student Conference*, Melbourne.
- 2000** Speaker *AGIdeas '00 Tenth International Design Conference*, Melbourne  
Speaker *Southern Cross Packaging Awards Student Conference*, Melbourne.  
Featured in Budge, Andrew, 'All Australian Graffiti: critical regionalism in graphic design',  
*Crossroads: the NSD Research Bulletin*, Vol 1, No.1, June 2000, pp 21-25.
- 2001** Over a period of six months I was a regular guest on ABC Radio 774 and Radio National, and made 10 appearances, fielding talkback questions on a range of topics related to Australian icons, symbols and trademarks.
- 2002** Appointed by the Council of Swinburne University as Adjunct Professor in the National School of Design. Sessional Supervisor to Masters and PhD design candidates.
- 2003** Winner *Leica/CCP Documentary Photography Award 2003*, Centre for Contemporary Photography, Melbourne.  
Solo exhibition: *Flush-1990-2003, an exhibition of scans of found objects*.  
Featured in Gower, Robyn, 'Us Oldies', *Australian Creative*, April/May 2003, pp 28-34.  
Fortnightly one hour spot on ABC Radio 774 introducing various collectors and their collecting interests and taking talk back calls with presenter Derek Guille.  
Featured in Coslovich, Gabriella, 'The blurred vision of truth', *Age*, 20 June 2003, A3-Review, pp 12, Melbourne.  
Inducted as Honorary Life Member of the Australian Graphic Design Association (AGDA) in recognition of my contribution to its formation.  
Participated in group show *Homeless Gallery Edition 10*, Melbourne.  
Featured in Bartlett, Gillian, 'Local Legends', *Desktop: Australian Design/Digital Culture*, Issue#188 December 2003, pp 27-58.  
Participated in group show *Marginalia*, City of Melbourne Gallery, Melbourne.
- 2004** Visiting Lecturer and Sessional Supervisor to Masters and PhD design candidates at Swinburne University National School of Design.  
Leader, Re-Fresh: AGDA Art Workshop, Melbourne.
- 2005** Featured in Grant, Jason, 'Symbols of Assimilation', *eye*, Issue 56, Summer 2005, London, UK, pp 38-39  
Group exhibition: *We're a Weird Mob- Designing a Cultural Identity* (The projects of All Australian Graffiti (1975-78) and A Vision Unfurled) at Post Master Gallery, Australia Post, Melbourne.  
Reviewed, 'Thake's take on Australia', *Age*, 28 June 2005, Melbourne.  
Seminar presenter, Daylesford Foto Biennale 05, Victoria.  
Solo exhibition: *Sub-Urban Shadow-Plays*, 22 photomedia portraits at Walker Street Gallery, City of Greater Dandenong, Victoria.  
Speaker, *Symposia05*, Charles Sturt University, Wagga Wagga, NSW.  
Featured in Gael Newton's 'Art and documentary: photographic biculturalism' in *Photogenic-Essays/Photography/CCP 2000-2004*, Ed. Daniel Palmer.
- 2006** *ABC Collectors*, Episode 27, Short Collection- Plastic drinking bottles, 3 minute segment, on my *FLUSH* body of work. First screened 11 August 2006, nationally on channel ABC1.  
Lecturing in Professional Design Practice and Photomedia at Monash University, Melbourne.

- 2007** Invited by Australia Post to sit on its Stamp Advisory Committee for the selection of Australian stamps.  
Sessional lecturer of Photomedia at Monash College (Monash University).  
Presented paper: *SCAM: The Scanner as a Camera* at Monash University's 'research[frame] 2007 symposium'.  
Featured in Peters, Robert L, 'Design Downunder: Graphic Design in the Land of Oz', *Communication Arts Interactive Annual 13*, Sep/Oct 2007, Boulder CO, USA, pp 42-55.  
Featured in *WON* magazine, Vol 1, Issue 1, December 2007, Melbourne, pp 13-21, 30-31.
- 2008** Sessional lecturer in Photomedia at Monash College (Monash University).  
Visiting professor at Sungshin Womens University, Seoul Korea, teaching drawing and painting.  
Group exhibition: Triangle Project: Taebak Discourse, Taebak, Korea.  
Group exhibition: Celebrating Exhibition of RAMSAR Conference 2008, Gyeongnam Art Museum, Gyeongnam, Korea.  
Group exhibition: The 9th Shinsaimdang Art Festival, The International Invitation Exhibition 2008, Seoul, Korea.  
Group exhibition: GoYang Internation Exhibition/World Open Art Festival, Seoul, Korea.
- 2009** Sessional lecturer in Photomedia at Monash College (Monash University); in Photography at Swinburne University; in Design at RMIT University.  
Group exhibition: *I'm Here! - Stencil and Street Inspired Art*, Ochre Gallery, Melbourne.
- 2010** Sessional lecturer in Photomedia at Monash College (Monash University); Sessional lecturer in Design at Swinburne University.  
Participated in the *Australia Project*, Australia Day 2010, curators: Chris Edser, Scott Heinrich, Yianni Hill, [http://www.australiaproject.com/the\\_project.html](http://www.australiaproject.com/the_project.html)  
Group exhibition *The Tententen Show*, Brunswick Arts Space, Melbourne.  
Speaker, *Optimism: ICOGRADA Design Week Brisbane*.  
Included in *LOOK, Contemporary Australian Photography since 1980* by Anne Marsh, Macmillan, Melbourne, 2010.
- 2011** From May 2011 for one year: *The Changing Face of Victoria* at the Dome Galleries, State Library of Victoria– featuring 16 prints from my series "Flush 1990-2003, an exhibition of scans of found objects, 2003".
- 2012** Awarded a Master of Fine Art/Photomedia by research from Monash University and published the first nine books in the series *Fragments of an autobiography* shown in the solo exhibition: *After I die. Archives, Autobiography, Photography*, Faculty of Art, Design & Architecture Masters Gallery, Monash University, Caulfield East.
- 2013** Sessional lecturer in Photomedia at Monash College (Monash University); Sessional lecturer in Design at Swinburne University.  
Contributed to 'A Design for the Australian Flag' by Harry Williamson, *Meanjin Quarterly*, Volume 72 Number 2 Winter 2013.
- 2014** Group exhibition of past Prahran CAE photography students: *Prahran 40*, Photonet Gallery, Melbourne
- 2015** Included in: *On the shoulders of giants: a tribute to 13 graphic designers* (book and video, ISBN 978-0-646-90919-6) by Simon Pemberton, Sydney. Also represented are Ken Cato, Garry Emery, Trevor Flett, Ian Kidd, Myriam Kin-Yee, David Lancashire, John Nowland, Brian Sadgrove, John Spatchurst, Neil Turner, Barrie Tucker, Harry Williamson, Les Mason.

**2016** Inducted in the Australian Graphic Design Association (AGDA) Hall of Fame  
<http://www.agda.com.au/inspiration/hall-of-fame/mimmo-cozzolino/>

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