



**Celebrating an icon:** Shepparton-born industrial designer and university lecturer Ian Wong is curating a Melbourne Museum exhibition to celebrate the work of Holden design legend Phillip Zmood, whose influence can be seen in many cars of today.

# Retrospective design

FORMER SHEPPARTON MAN HELPS TO CELEBRATE A LEGEND'S AMAZING CAREER

Early designs of classic Aussie muscle cars are on show in a free exhibition organised by a Shepparton-born industrial designer.

RMIT industrial design lecturer Ian Wong curated the Melbourne Museum exhibition to celebrate the work of Phillip Zmood — designer of iconic Holden muscle cars the Monaro, Torana and Commodore.

Mr Wong said the exhibition *Zmood: Designing Holdens* celebrated the career of the RMIT industrial-design graduate who became GM Holden's first Australian Head of Design.

The retrospective, which includes original studio drawings of the GTRX and the Torana, also features Mr Zmood's childhood sketches and drawings, studio photographs and brochures.

Mr Wong said Mr Zmood's contribution to Australian design and culture was significant.

"He was the first ever Australian-trained head of design at General Motors," Mr Wong said.

"You can see his influence in so many Holdens driving around today."

Mr Zmood began his career at Holden in March 1965, where he worked as a staff designer on the HR, HK, HT

and HG range of vehicles.

Promoted to assistant chief designer in 1966, he made significant contributions to the HQ sedan, wagon and coupe (Monaro), and was chief designer of the Torana studio from 1969 until 1978.

After working in Germany at Opel as chief designer, Mr Zmood returned to Melbourne and, in 1983, was appointed Director of Design at GM Holden.

The exhibition is part of the State of Design Festival co-ordinated by Mr Wong to celebrate 175 years of Victorian design.

Other design items featured included the Furphy water tank, the Dethridge water wheel, the baby capsule and Wiltshire Staysharp knife.

Mr Wong attended St George's Rd Primary School and North Tech in Shepparton before graduating in industrial design at RMIT.

He worked at ED Parsons Engineering in Mooroopna before becoming a lecturer in industrial design.

Mr Wong is also the co-ordinator for RMIT's industrial design Open Day on Sunday, August 8.

*Zmood: Designing Holdens* is at the Melbourne Museum's Discovery Centre until August 8.



**At work:** GM Holden's first Australian design chief Phillip Zmood.



**Sketches:** The Monaro HT GTS.



**Muscle:** The Torana XU.