

2002 GEORGE DALE

THE JOYCE THORPE NICHOLSON DESIGNER'S HALL OF FAME

This award is given periodically to a designer who has made a significant contribution to the standards and quality of Australian book design. The designer is nominated by someone from within the industry and previous recipients have been Patrick Coyle, Alec Bolton, Arthur Stokes and Harry Williamson. The winner of this year's Hall of Fame Award is George Dale, nominated by Leonie Stott, Design Manager, Penguin Books Australia and supported by author Paul Jennings and Penguin Publishing Director Robert Sessions.

George Dale was appointed as Penguin's first-in-house designer in 1974, having carried out several freelance commissions prior to that date whilst he was still teaching art and design at Preston Institute of Technology in Melbourne.

Since that time George has designed many hundreds of hardback and paperback titles (both text and covers) for Penguin, many of which have been successful in design awards, as well as commercially. (A conservative estimate of the total number of books George has designed over his long career at Penguin puts it at well over 2000!)

Whilst George has successfully solved many design challenges (among them, the first ever hardback books for Penguin, a series of illustrated social studies texts for Australian schools, picture books by Ron Brooks, Keith McEwan, Craig Smith and Terry Denton) perhaps his most valuable collaborations have been with the bestselling children's author, Paul Jennings, and with one of Australia's 'national treasure', Michael Leunig.

With Paul Jennings, George has pushed some of the boundaries, both in text and cover designs. Together they have experimented with coloured illustrations in novels, with cut-outs and other finishes on covers, and with graphic novels, illustrated diaries and part works.

Where Michael Leunig is concerned, it is no exaggeration to say that a number of Michael's most successful books would almost certainly not have happened at all without George's quiet determination and skilful reading of the artistic mind. He has produced many unusual and hugely successful books with artists such as Michael Leunig, Bruce Petty, Peter Nicholson and John Spooner.

For many years George was in charge of the design studio at Penguin. In this role he was the mentor of many talented designers who went on to become widely recognised. He has had a significant effect on the way in which book design is carried out in Australia, as a teacher, as a judge, and as an art director. He now enjoys a role at Penguin which gives him the freedom to work on projects for which his design skills are especially suited.