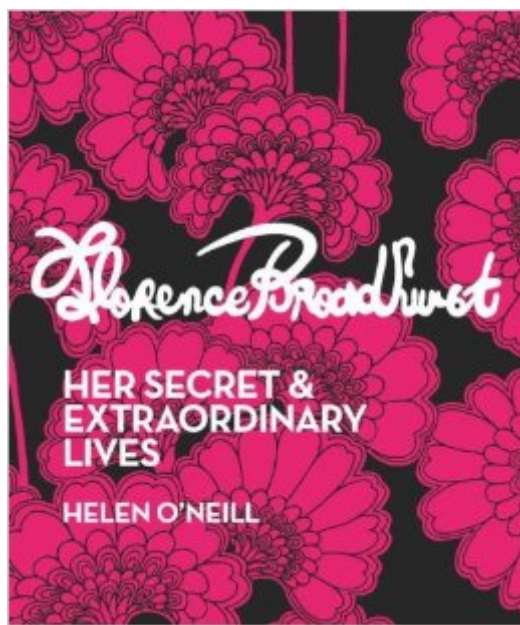


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# Florence Broadhurst: Her Secret & Extraordinary Lives



## Synopsis

With stunning full-page prints of Florence Broadhurst's distinctive fabric and wallpaper designs, together with gorgeous photographs of interiors from around the world, this deluxe edition of Helen O'Neill's award-winning book is a must-have for lovers of design. In a volume as captivating as its subject, Florence Broadhurst paints an unforgettable portrait of a woman ahead of her time. To this day, mystery shrouds her myriad personae of starlet, couturier, and painter; as well as her unsolved murder. One thing is certain, however; Broadhurst's place in the history of interior decor. She created more than 800 hugely popular designs that defined the swinging sixties. Recognized worldwide for her groundbreaking wallpaper patterns, this enigmatic Australian left behind a trove of exquisite work, brilliantly displayed here in this authorized biography. Her extraordinary life led to a tragic end, when on October 16, 1977, the design icon was found murdered in her Paddington wallpaper showroom. This amazing package showcases more than 100 of her never-before-published patterns and popular prints such as those owned by Marc Jacobs, Stella McCartney, and Carly Simon, alongside a fascinating murder mystery.

## Book Information

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## Customer Reviews

I had heard of Florence Broadhurst but didn't know a lot about her. I read this book cover to cover (granted, it is not that thick) without putting it down, it was so interesting! I never realised the amount of scandal involved in one of Australia's greatest designers of the time. I found her life fascinating and her wallpaper designs so beautiful. I did feel that the book could have shown more designs but

it was excellent as an introduction to Florence Broadhurst and her more popular wallpapers.

This book is perfect for the design fanatic- especially prints and home decor. The cover is made of a sweet fabric and seems precious. The inside features amazing color images of Florence Broadhurst's one of a kind work. There are many great wallpapers and prints that span the art deco style to modern geometrics. As a painter I found the patterns fascinating. Makes for a great gift.

All in all I really enjoyed the book. I thought that the title built up the story to be more than it was, I could have used a lot more text (Keep all the photos though). There wasn't as much detail into Florence's life as I would have liked. But the book introduced me to another great designer and all her (or someone else's) great work. A wonderful reference for designers

Fabulous read! Even if you're not a design buff you will love this book. I found this book when looking for wall paper and I loved the patterns and looked up who designed them originally and from there bought this book. You won't be disappointed.

Gift to niece and she loved it. She has seen special on TV about Florence Broadhurst so was excited to read book and see all wall paper Broadhurst had designed. I was attracted to Florence Broadhurst from TV special on her life. Here was a woman who reinvented herself as the situation dictated - a real role model.

I took this book in and read it little by little.... As if it was a fiction mystery novel.... Very well written, GORGEOUS pictures of Broadhurst's work! What a character!!! Love LOVE this book! Not only the story is great, but also the pictures in it of F. Broadhurst's work are an inspiration!!!! have to say, before this, I had no idea who she was, now that I know and see how she has been criticized.... won't tell you why.... but will tell you this.... THAT'S WHAT ART DIRECTOR DO!!!! DIRECT!!! Those who critique her cannot also see that the woman had a vision, she was ahead of her time... and had the passion to keep this 3 step forward going!! I want to see more of her work!!!! LOVED-IT!!!

A compelling story (that you can actually read, as opposed to skim) plus stunning visuals - what more could you want? Broadhurst comes across as a real character, part charlatan, part entrepreneur, and the reproductions of her designs (some of which haven't been seen since the 1960s) are comprehensive and beautiful. No mention of the book can be made without remarking on

the actual physical book itself, which is a fabric-covered hardback with a belly band with spot gloss. You'll gaze at it for hours.

A biography of Florence Broadbent, an Australian woman who had a career as a singer in various places, then ran a dress shop, and finally, back in Australia, reinvented herself in the 70s as a high end wallpaper designer. She was a crazy, flamboyant personality whose designs are now being reproduced and have appeared in museums where she's regarded as a pioneer of Australian design. She was murdered in her studio and the crime remains unsolved (though she was known to carry large sums of money at all times and it seems likely that was the motive.) It reminds me of the biography of P.L. Travers that I read earlier this year, another Australian who used the theater as a way to get away from her roots, and who lied about her origins and presented herself as more English than the English. People like this make me think about the line between "reinvented herself" and "fraud". Her designs were drawn by people who worked for her, but she knew what she wanted them to do and she was skilled at bringing design elements together. Reading the zeitgeist and producing what people wanted to buy is a skill, too. It was mildly interesting as a story of one woman's strange life, but not great.

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