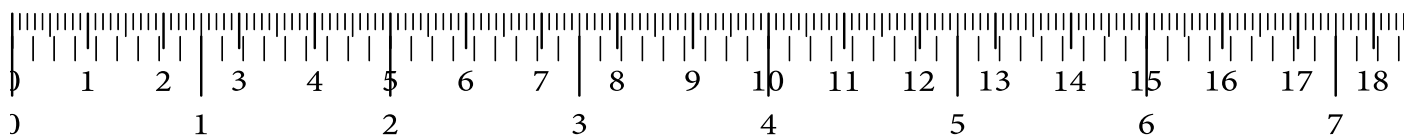


‘Exotic Birds’

Wallpaper by Florence Broadhurst

Curated by Collette Dinnigan





Florence Broadhurst

Image Courtesy of Robert Lloyd-Lewis, 1974

About the Artist

Florence Broadhurst was one of Australia's most enigmatic and influential designers, known for her fearless approach to pattern, scale, and surface. Born in 1899 in rural Queensland, she lived many lives, as a singer, fashion entrepreneur, and eventually, a design visionary who redefined wallpaper in mid-20th-century Australia.

In the 1960s and '70s, from her Sydney studio, Broadhurst produced over 500 hand-drawn wallpaper designs, ranging from oversized florals to geometric prints and chinoiserie motifs. Her work was unapologetically bold and merging theatrical composition with global influences and meticulous detail. With a personal style as flamboyant as her patterns, she challenged the conventions of her time and left a legacy that continues to inspire.

Today, Florence Broadhurst's archive remains one of the most important surface design collections in Australia a reflection of a woman whose creative ambition, mystery, and talent continue to captivate the worlds of fashion, interiors, and art.

About the Australian Museum of Design

The Australian Museum of Design (AMoD) is a cultural initiative founded to preserve, honour and revitalise Australia's design legacy, and to share it with the world. At its heart is a growing archive of more than 10,500 hand-drawn surface designs created by Australian artists across the 20th century, many of which have never been seen publicly until now.

AMoD exists to make this rich history accessible for study and for everyday use. From wallpaper and textiles to digital licensing and design exhibitions, we bring historical designs into modern homes, commercial interiors and creative projects. Each work is carefully digitised and restored, ensuring the artist's original intent and craft are respected while enabling new forms of expression and appreciation.

Our purpose goes beyond preservation. We are building a bridge between generations, where the imagination, skill and stories of Australian artists are no longer confined to archives, but reintroduced as part of a living, design-led conversation. Through collaborations, education and commercial partnerships, AMoD supports both the cultural and economic value of Australian design, championing creators past and present. Whether it's through curated wallpaper collections, designer features, or licensing support for brands and makers, AMoD is helping to define a new chapter in the story of Australian visual identity that honours the past while creating opportunities for the future.

GENERAL ENQUIRIES, ORDER & PRODUCTS

+61 400 492 100

Mon-Fri: 8am - 5pm

wallpaper@australianmuseumdesign.com.au

australianmuseumdesign.com.au





Full Motif



Insitu



Pattern

‘Exotic Birds’

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Exotic Birds is a light and lyrical wallpaper design by Florence Broadhurst, featuring elegant long-tailed birds perched among soft, flowering vines. With sweeping featherwork and gentle linework, the design captures a sense of movement and stillness, set against a softly spaced repeat that feels both refined and romantic.

Originally drawn in the late 1960s, Exotic Birds reflects Broadhurst’s fascination with organic form and her talent for turning nature into ornament. The composition is deceptively simple, with delicate butterflies, trailing branches and curved tailfeathers combining to create rhythm and balance across the surface.

Now presented by the Australian Museum of Design, Exotic Birds is available in non-woven paper or matte vinyl. It’s ideal for serene bedrooms, garden-inspired spaces, boutique interiors or powder rooms or anywhere a sense of calm, airiness, and soft sophistication is welcome.

A lasting example of Florence Broadhurst’s quieter design voice, filled with charm and control.

Substrates

Vinyl Eden TPO for a refined, paper-like finish.

It is a flame retardant, digitally printed to order, and suitable for both residential and commercial spaces.

Features & Installation

Finish: Digital Print on optional substrates

Width: 134cm x 5m (double standard wallpaper width)

Pattern Repeat: Half Drop

Fire Rating: AS/NZS 3837, Group 1 (flame retardant)

Application: Suitable for residential and commercial interiors

Printing: On demand 3-4 weeks

Installation: Specialist installers recommended

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**Australian
Museum of
Design**

SUBSTRATE & PRINT OPTIONS

The Australian Museum of Design offers a curated collection of wallpapers created from the AMoD Design Archive and exclusive artist partnerships. All designs are printed to order using professional-grade materials, certified substrates, and established production methods. This specification sheet outlines the shared features across the range, the available substrate and printing options, fire safety certifications, and key ordering and installation considerations to assist with your interior project.

PRODUCTS

Non-Woven Wallpaper

- Breathable and PVC-free, ideal for most residential and commercial settings.
- Paste-the-wall application.
- Tear-resistant, washable and stable.
- Printed digitally using high-resolution pigment inks.

Matte Vinyl Wallpaper

- Smooth finish, scuff-resistant, and suitable for high-traffic areas such as hallways, cafes or hotels.
- Durable and wipeable.
- Printed digitally with rich colour depth and surface precision.

Special Edition: Rotary Screen

- Features a bespoke matte coloured base and a special ink (slate matt) applied via rotary screen printing.
- Offers exquisite texture, reflective qualities, and a traditional artisan finish.

Peel & Stick Adhesive Wallpaper

- Self-adhesive backing for simple, paste-free application.
- Designed for rental properties
- Digitally printed with high-resolution inks for lasting colour and detail.

CERTIFICATIONS

All AMoD wallpapers have achieved the following fire and flammability classifications:

North America:

Class A – ASTM E84-15a / UL 723 / ANSI/NFPA No. 255 / UBC No. 8-1

Recognised in the National Fire Protection Association (NFPA 101) and International Building Code, Chapter 8

Australia & New Zealand:

Group 1 – AS/NZS 3837:1998

Compliant with the Building Code of Australia (BCA)

COMMON FEATURES

All AMoD wallpapers, regardless of substrate or print method, share the following characteristics:

Printed to order: Produced specifically for your project to ensure consistent batching and minimal waste.

Custom lengths: Rolls can be supplied to suit your wall height, reducing waste and simplifying installation.

Join types vary by design: Most wallpapers use butted joins for edge-to-edge alignment. Some large-scale artworks print across 2-roll or 3-roll sequences to maintain pattern accuracy.

Sustainable production: Water-based inks with no heavy metals or harmful substances. Non-woven substrates are PVC-free and derived from FSC-certified fibres.

Design flexibility: Artwork scale, colourways, or background colour can be customised on request.

ORDERING, BATCHING & DELIVERY

Samples: Supplied for design and material reference. Not colour-accurate due to variations in print runs.

Batching: All wallpaper is printed in matching batches. Please order sufficient quantity at once to avoid mismatch between different runs.

Lead Times: Standard production time is 3–4 weeks. Customised orders may take longer.

Packaging: Rolled and packed securely for transport.

Installation: We recommend professional installation for best results. Installation guides are available on request.

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