



FOREWORD

I am proud to introduce The Art of Football: a unique and inspirational exhibition featuring eleven high profile AFL players, each baring their souls and sharing their own personal “inspiration” and “fight.” These personal expressions are artistically represented through the imagination, interpretation and discretion of eleven well known, contemporary artists.

This extraordinary exhibition is the brainchild of Xavier Davies, a well-known artist from Torquay in Victoria, who has been inspired by the brave battle of Maddie Riewoldt and her fight against Bone Marrow Failure Syndrome. Alongside good friend Nick Riewoldt, Xavier has created an unusual pairing of two distinct talents in support of something selfless and philanthropic. Together, Nick and Xavier have connected both artists and football

players to bring us this emotional and human interest exhibition. The telling of individual stories through an artistic expression on hand painted footballs.

Displayed in the foyer of the NAB building in Docklands, Melbourne from Wednesday 28th June to Saturday 8th July, this very public exhibition honours the life of Maddie Riewoldt who showed us the true meaning of digging deep and fighting for what you care about.

On behalf of Maddie Riewoldt’s Vision, I invite you to join me in supporting this unique effort of artists and players and all those who stand with the Riewoldt family to honour Maddie’s memory and the memory of every child, adolescent and adult lost to BMFS. Let’s all **#fightlikemaddie** to find a cure for BMFS.

Cameron Ling
Art of Football Ambassador

Nick Riewoldt

'Nick' (Rooney) Riewoldt is the longest serving captain of the St Kilda Football Club, and the fifth player in the club's history to hit a 300 game benchmark. At 34 years old, he has spent exactly half his life wearing the red, white and black. Appropriately, the artwork represents footy as half of Nick's passion - the other half, and his driving force, is the love of his family, including his mother Fiona, father Joe, brother Alex, and his beloved, late sister Maddie Riewoldt. Maddie's incredible strength and fight against Bone Marrow Failure Syndrome inspired Maddie Riewoldt's Vision. Nick's ball even includes his two boys - James and Will. Nick and the Riewoldt family, together with everyone at MRV, reminds us to **#FightLikeMaddie**.



Xavier Davies

Xavier is an artist, illustrator and lead designer for surf label Modom Surf. Xavier is the creative mastermind behind the Art of Football exhibition. Working hard at designing new surf gear in Torquay means his version of 'product-testing' consists of hitting the surf as hard as he can, every day that he can. Xavier wanted to do something to support Maddie's Vision in a meaningful way and has been instrumental in bringing the entire exhibition together.

Instagram: [@xavierdavies](https://www.instagram.com/xavierdavies)



Xavier has depicted Nick's passions split into two sides: half footy; half family. The hands of Nick's family symbolise their continued journey growing Maddie's legacy. Maddie is there too, marked by a purple heart. Purple, her favourite colour, is carried forth by her passionate vision to find a cure for bone marrow failure.

Jack Riewoldt

Two time Coleman medallist and Richmond spearhead Jack Riewoldt, alongside the entire Riewoldt family, has been of paramount importance to all the work Maddie's Vision has accomplished. Co-vice Captain for Richmond, Jack credits his maturing as a player to the strength that Maddie Riewoldt showed in her final years. Jack Riewoldt was born in Hobart, Tasmania to parents Chris and Lesley Riewoldt. He has two younger brothers, Harry and Charlie Riewoldt. Jack has played over 200 games, and in May 2017, kicked his 500th career goal - the sixth player to do so in the Club's history. Jack was one of the closest people to Maddie - both as a cousin and through a deep friendship.



Kasper Raglus

Kasper is a young artist, and self-labeled greaser, from Aireys Inlet. His signature style features intricate geometrics and beautifully colour-blocked, speckled shapes. Kasper's geometric minimalist works are gaining him much acclaim, however he also specialises in a rockabilly inspired style featuring vintage motifs. His love of 50s-style cars, clothes, houses and cafes comes across frequently in his works.

Instagram: @kasperraglus

Kasper has illustrated Jack Riewoldt's ball in a vintage barbershop look, featuring the Tiger's colours and mascot. The eight-ball features Jack's number and represents the gratefulness that Jack feels for being where he is in his career. The Riewoldt family's courage during an incredibly tough circumstance is present on Jack's ball too.



Luke Hodge

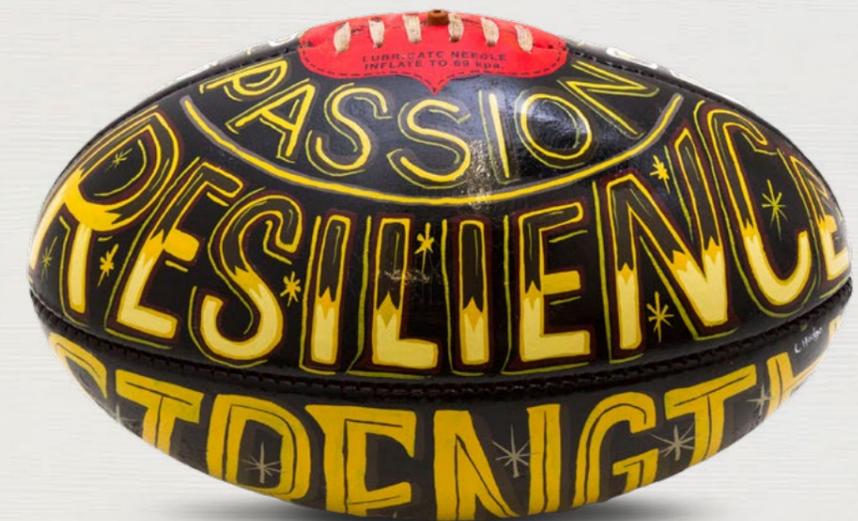
Luke Hodge is the epitome of a fighter. He has captained the Hawthorn Hawks from 2011 - 2016. If Luke's career could be summed up in a single word - Resilience. He draws inspiration and passion from his family: sister Bianca, brother Dylan, mother Leanne and father Bryson.

Callum Preston

Callum is an artist, signwriter, and graphic design rockstar from Melbourne. Rubbing shoulders with the likes of Converse, and reality TV show The Block, he's also part of the Everfresh Studio crew.

Instagram: @callumpreston

Luke's football has been strewn with beautifully painted vintage style lettering, covering off just some of the words that resonate for Luke. Painted in a dynamic yet distressed retro style, the design captures the feel of strongmen circus posters from yesteryear.



Patrick Dangerfield

Patrick (Danger) Dangerfield made his debut for Geelong in the opening round of the 2016 season and won several awards - including the coveted 2016 Brownlow Medal. Patrick grew up in Moggs Creek, where he developed a love of the surf that continues to this day. After graduating from AIS-AFL Academy, Patrick toured South Africa in 2007 and was picked to play for the Adelaide Crows in 2008. From Moggs Creek to the lights of the 'G,' Danger has been aided on his journey by his partner Mardi who is expecting their first child this year.



Wonderlust

Wonderlust is a prominent street artist on the walls of Melbourne and beyond. He's famously part of the Everfresh crew with other prolific artists such as Rone. If you have ever stopped to look at the "Welcome to Sunny Fitzroy" mural on the side of The Night Cat on Johnston Street then you've admired some of Wonderlust's work.

Instagram: [wonder_lust](#)



Wonderlust has visualised Patrick Dangerfield's story washing around the ball, the curling and clashing surf that swept him from Moggs Creek all the way to the MCG.

Nathan Jones

Nathan Jones has been an integral force for the Melbourne Demons since his debut in 2006. Serving as team captain from 2014 until now, Jones has faced some real adversity and challenges in his career. He played most of the 2015 season with a serious neck injury and had surgery at the end of the season to have an artificial disc inserted to fix it. Despite this, he has raised the standards of play in the Demons, displaying true grit and firm leadership. He and his wife, Jerri run a fashion label and cherish the time spent with their little girl Bobbi.

Mayonaize

Mayonaize is a contemporary fine artist and highly sought after tattooist, specialising in a unique large scale calligraphy style of lettering. Mayo's work can be found on walls, floors, skin, abandoned spaces and even a hotdog restaurant in Thornbury. His pieces are recognisable through his distinct and deliberate handwork with a swift yet precise execution of a complex and elaborate style of monochromatic text.

Instagram: @mayonaize



Mayonaize says it best: "I'm not much for meanings and stuff. It's just about having fun with what you have." He certainly had fun with this brief.

Oliver Wines

Oliver 'Ollie' Wines, reputation as one of the game's leading inside midfielders is astonishing given the early stage of his AFL career. In 2017, he was appointed as vice-captain of Port Adelaide Football Club, and will likely be heir to the throne that Travis Boak currently holds in years to come. Ollie is an export of Echuca's Murray River area, where he grew up and which continues to hold a very special place in his heart. A keen skier and fisherman, Ollie pushed through the isolation of being located three hours away from Melbourne while he was striving towards a place in the AFL. His perseverance and dedication have now paid off in a big way. Ollie agreed to support the Art of Football after seeing first hand the personal loss that his close friends went through. Ollie grew up with the Evans Family in Echuca, and in joining this special exhibition is paying tribute to Sally Evans. Sally bravely fought a long battle with Myeloma.

Kentaro Yoshida

Kentaro Yoshida was born and raised in Japan, and moved to Australia at the age of eighteen. After a decade in Australia, he now works as an illustrator and graphic artist, currently based in Sydney's Northern Beaches. Kentaro's motifs often feature skulls, surf, snakes and nightlife culture. The clean lines of his style fit his personality. He enjoys the challenge of taking popular subject matter and personalising them in his unique aesthetic.

Instagram: @kentaro_yoshida



Kentaro's concept for the Art of Football is titled HOMESICK. This piece resonates with Ollie's story, as well as Kentaro's - "Homesick boy misses his homeland and beautiful nature there in his mind."

Moana Hope

Originally hailing from Broadmeadows, Collingwood footballer Moana “Mo” Hope is an early star of the inaugural AFL Women’s competition. The first player to kick 100 goals in the Women’s league, Mo began playing Australian football competitively at the age of seven, playing with boys teams at Glenroy through under-12s. She is one of 14 kids, and is the full-time carer for her younger sister who suffers from Möbius syndrome. Now an author, her autobiography ‘My Way’ describes the struggles of losing her father at age 14 and her journey to becoming an inspirational athlete and footballer.

Madeleine Stamer

Melbourne artist Madeleine Stamer combines her freelance illustration, limited edition prints and art pieces under the guise of Little Circus Design. She describes herself as a mumma, teacher, folk lover, bird watcher and daydreamer. Her captivating style infuses folk art, nature, old school tattoos, 70’s design and the natural world around her. She is a featured artist for The Jacky Winter Group, and Greenhouse Interiors.

Instagram: @madeleine_stamer

Moana’s journey has been captured by Madeleine’s unique style in the iconic black and white of the Pies. The ball features flora-and-fauna iconography and motifs that have surrounded Mo’s life, struggles and rise to stardom.



Darcy Vescio

As well as Darcy being a passionate athlete and footballer, she is an accomplished graphic designer with a flair for typography and lettering. A marquee player for Carlton, Darcy is responsible for designing the inaugural women's jersey for the Blues. She began playing footy with the boys when she was only five, and by the age of eighteen moved from Wangaratta and joined the Darebin Falcons in the Victorian Women's Football League, winning three premierships. Darcy was the leading goal kicker for the inaugural WAFL in 2017. She is well aware of the uphill battle women face in the sporting world, and is driven in her career to smash ahead, paving new pathways for the stars of tomorrow.

Carla McRae

Carla is 'The Paper Beast', an outstanding Melbourne based illustrator and artist, originally from the Sunshine Coast. Carla's drawings pull together a blank space with crisp lines, geometric shapes, strong colour and characters. She works freelance, designs for sock company Odd Pears, and is represented by The Jacky Winters Group.

Instagram: @carlamcrae



Acknowledging the uneven playing field that many female athletes encounter, EQUALITY NOW adorns Darcy's ball. Over the other side, represented in the club's famous navy blue, donning the number 3 guernsey and with her iconic top-knot, is Darcy herself.

Brendon Goddard

Brendon (BJ) is in the 15th year of his AFL career, and spent his 2016 season as the Captain of the Essendon Football Club. Endurance in the face of adversity and scrutiny has been key to Brendon's career. His willingness to fight and overcome adversity is what makes BJ the man, husband, father and player he is today. Brendon is inspired by Maddie Riewoldt's own battle with illness, and hopes he can be half as strong as she was in her fight! Brendon was one of Maddie's closest friends. He loves spending his time with his 11 month old baby girl Billie, and wife Rosie. If he isn't playing footy or enjoying family time, you can find him at the golf course.

Ling ID

Ling, short for Linguist, is a street artist, and Essendon supporter from Melbourne. Recently married, and a member of the Everfresh crew, Ling ID's designs are reminiscent of the vibrant graffiti styles of New York in the 80s. Appropriately, his most memorable piece involved painting the New York Subways.

Instagram: @lingrid



Donning Brendon's famous number 9, and in signature Bomber black and red, Ling's artwork features family, overcoming struggles and fighting, to capture all of the key elements of Goddard's story.

Zachary Williams

Zachary “Zac” Williams, hailing from Narrandera in the NSW Riverina, is one of the brightest young stars in the AFL. Playing for the GWS Giants, Zac made his debut in the 2013 season and has gone from strength-to-strength, firmly establishing himself as a key member of the Giants’ backline. Zac recently learned that his Pop, elder Ed Murray of the Wiradjuri people, was a part of the stolen generation. He fully embraces his Indigenous identity, and says he owes everything to his mother who raised him after his father passed away early in Zac’s childhood.



Otis Carey

Otis Carey is an accomplished Indigenous artist, professional surfer, and chiseled model from Coffs Harbour. A triple-threat making waves in more than one sense of the word, Otis holds a strong connection to the ocean (Gaagal), which is the totem of the Gumbaynggirr people. His art brings a modern spin to traditional Indigenous painting styles. Recently he designed a collection of surf apparel for Billabong, and was featured on VICELAND documentary ‘Young & Black’.



Otis Carey and Zac Williams chose to dedicate the design of their ball to Maddie Riewoldt’s Vision, with strong Indigenous symbolism and tradition. To paraphrase Otis: The black lines represent traditional broken down forms from a symbol that represent the ocean, and the red lines represent a song about the ocean. The ocean holds many healing elements, honouring Maddie’s vision of healing and moving forward in health.

Rory Sloane

Rory “Smiley 9” Sloane, as he has come to be known by his fans, is the Adelaide Crow’s star midfielder, with almost a full decade in the big league. His nickname refers to his player number and joyful demeanor, but for Rory, “Smiley 9” has come to stand for much more. Namely, staying true to what he loves, and making the time for it, whether that’s footy, family, friends or hobbies like surfing (his escape from the stresses of professional football).



Luke Day

Originally from Adelaide, Luke is a designer and illustrator currently residing on the sunny Gold Coast. His work is a playful combination of carefully handcrafted typography and minimalist illustration. Working with brands locally and across the globe, including Element Skateboards, Belief NYC and The Quiet Life, Luke once told a high-school career advisor that he wanted to be a graphic designer, who then talked him into doing a plumbing apprenticeship. Suffice to say, his best work did not end up being pipe-related.



Rory’s ball is a minimalist rendering of the hard work and training it took to get him to where he is. The “Smiley 9” himself, charging through it all with a toothy grin. Luke has crafted a dynamic, alternative design to the tradition Adelaide Crows sigil.

ABOUT MADDIE RIEWOLDT'S VISION

Following the tragic death of Maddie Riewoldt on 24th February, 2015, Maddie Riewoldt's Vision was founded by the Riewoldt family with the aim of raising funds to **#fightlikemaddie** and find new treatments, and ultimately a cure for Bone Marrow Failure Syndrome.*

For 5 long years Maddie fought this disease bravely. Everyone around her was amazed at how she would fight and the depths of her resilience. When Maddie knew her fight was ending, she just wanted to make sure her suffering would make a difference.

Maddie Riewoldt's Vision is that difference. Our organisation has been created to support the understanding of Bone Marrow Failure Syndromes, to help those suffering from the disease and continue towards our ultimate goal – finding the cure.

Maddie Riewoldt's Vision was launched at the first 'Maddie's Match' on Sunday 19th July, the AFL round between St Kilda and Richmond at Etihad Stadium, raising \$314,000 in just one day. Now a bi-annual event on the AFL fixture, Maddie's Match, along with our ambassadors and continued community support has helped Maddie Riewoldt's Vision raise over \$1.6 million, with \$1million already granted to vital medical research projects. Maddie's Match is scheduled for Round 16 (July 8th) when St Kilda take on Richmond. Join us at the game, or if you can't get there you can still take part by donating online. Your support will move us another step closer to finding a cure for the Bone Marrow Failure syndromes that affect young Australians each year. Maddie fought her battle with inspiring determination and courage. It's now up to us to put our heads down and lift our hearts and **#FightLikeMaddie**



Maddie (centre) with parents Joe and Fiona.

**Bone marrow is an organ in the body that keeps your blood healthy; producing red and white blood cells and platelets that carry oxygen around your body and help fight disease. When you have a Bone Marrow Failure Syndrome (BMFS) your bone marrow stops producing and it's only through repeated blood transfusions and bone marrow transplants that people can hope to survive.*





To donate towards a cure, go to www.mrv.org.au/donate