

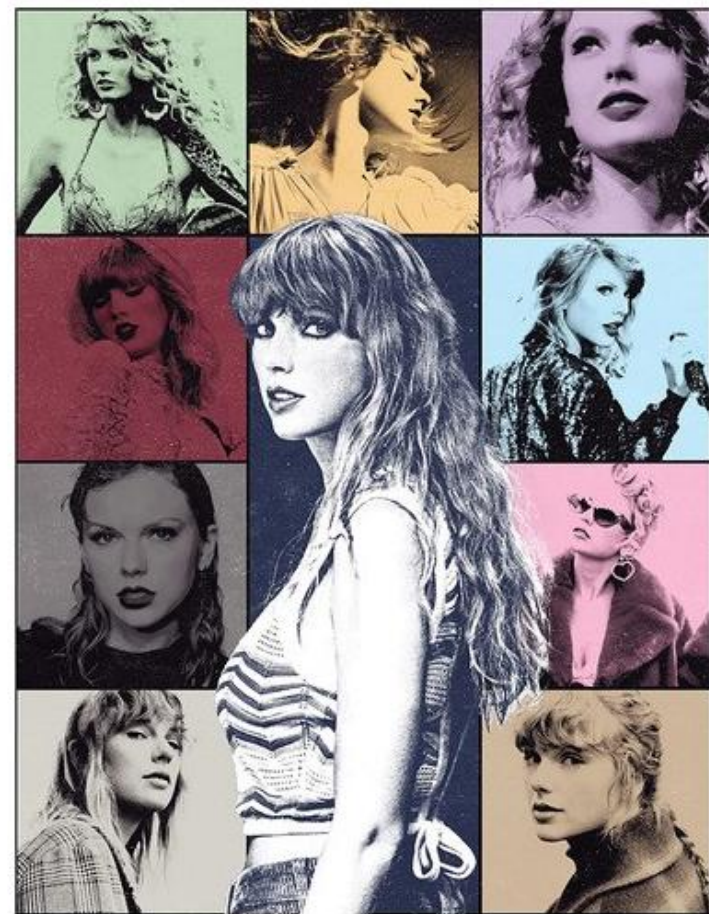


**STATE LIBRARY
VICTORIA**

Rapid collecting for the Taylor Swift Eras tour, 2024

Ellen Spalding, Collection Curator, State Library Victoria

Swiftmania!



TAYLOR SWIFT
THE ERAS TOUR

@GrahamDenholm / @GettyImages



Find related content **TICKETEK**

GENERAL PUBLIC ON SALE
FOR MELBOURNE CONCERTS STARTS
FRI 30 JUN, 2PM (AEST)

Your turn to purchase tickets is coming soon

Next update in 8 seconds

The Ticketek site is up and running, please sit tight and follow these tips.

Taylor Swift | The Eras Tour is headed to Australia in February 2024. Follow the tips below to give yourself the best chance of securing tickets.

- Don't close or refresh your browser. Sit tight and wait to be let through to the buying page. The page refreshes frequently to automatically let more fans

Australia News

'Ridiculous': Aussie Taylor Swift fans left fuming over Eras Tour concert rules for Melbourne and Sydney shows

Australian Taylor Swift fans were left fuming over concert rules of what they can and cannot bring to the Melbourne and Sydney shows of the highly anticipated Eras Tour.

14 Comments

Bianca Bongato Digital Reporter
2 min read February 8, 2024 - 2:45PM

Source <https://www.skynews.com.au/australia-news>

Screenshot from Eras Tour Ticketek registration screen supplied from Tik Tok.



Source <https://corporate.visitvictoria.com/news/melbourne-stages-taylor-swifts-biggest-audience>

Staff call out (Feb 2024)

All staff email

- Timely (day of first concert)
- Suggestions for donation material
- Not asking for people to spend money
- How to deliver to collections
- Who to contact





Photography



Taylor Swift Eras Tour, VIP section, H2024.41/23

Taylor Swift Eras Tour finale, H2024.41/25



Frances, Emma and Shalini, H2024.41/21

Frances, Emma and Shalini, H2024.41/16



Four young women, H2024.41/19



Crowd shot, H2024.41/10





Frances' hands, H2024.41/13



This way for Taylor Swift, H2024.41/2

Taylor Swift themed pins



The Tay Tam



"Playing with glittery eyeliner in the dressing room while @elizabethhuett and I discuss how caramel Tim Tams have changed our lives." - Taylor Swift Instagram post, 2010

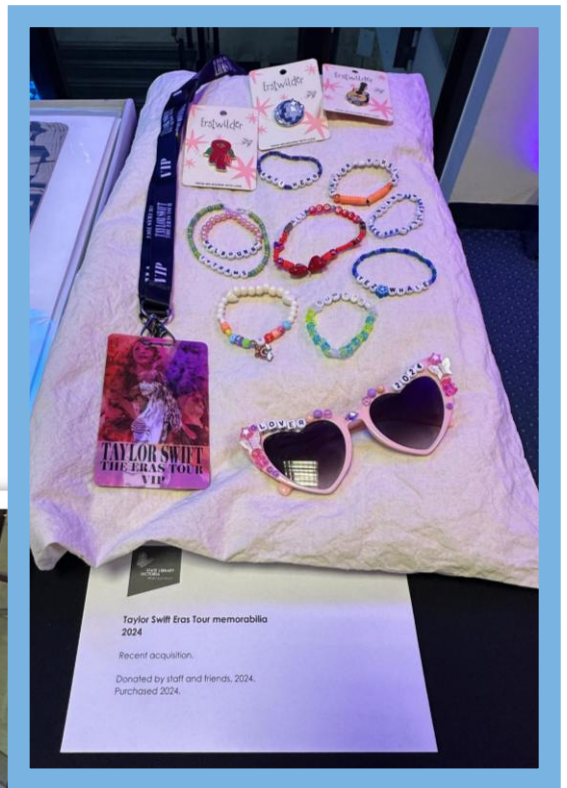




Army Biscuit No. 4, H28109

Collection viewing (May 2024)

Members Program: New acquisitions



Taylor Swift Eras Tour memorabilia
2024
Recent acquisition.
Donated by staff and friends, 2024.
Purchased 2024.



Description (June 2024)

- Bibliographic record (ALMA)
- Finding Aid (ArchivesSpace)
- Discovery available (Primo)

Subjects

[Melbourne Cricket Ground \(Vic.\) -- Pictorial works >](#)
[Concert tours -- Victoria -- Melbourne >](#)
[Women musicians -- United States >](#)
[Melbourne \(Vic.\) -- Pictorial works >](#)

Preservation and Publication (Oct 2024)

- Custom boxing







1 pair sunglasses : plastic, H2024.39

Lanyards & wristbands, H2024.38/49, H2024.38/52



Fran and her Taylor Swift glasses, H2024.41/15



Hands holding glowing LED wristbands, H2024.41/24



Tim Tams, H2024.40/1-5

FRED - Forensic Recovery of Evidence Device

- Ingesting the photographic files





COLLECTION

Collection of realia and ephemera relating to the Taylor Swift Eras Tour, Melbourne 2024.

2024

Contributor(s) [Swift, Taylor, 1989- performer.](#) >
[Erstwilder. creator.](#) >
[Arnott's Group, manufacturer.](#) >

 **Available Digital item** see record details for access options **Digital Picture** [Check other locations](#) >

Date 2024.

Description 10 badges : enamel, metal, paper ; 4.5 x 2.5 cm or smaller, on card 10 x 7 cm + 1 card and 1 box
39 bracelets : plastic, textile, enamel ; various
2 tickets : paper ; 17.2 x 15.2 cm + 1 envelope
6 wristbands : plastic, textile, metal ; 3 x 36.5 cm or smaller
1 lanyard : textile, metal ; 2 x 90 cm
1 VIP pass : plastic, paper ; 12.7 x 7.6 cm + 1 box
1 pair sunglasses : plastic ; 6.3 x 15.5 cm
3 pieces confetti : paper ; 5.7 x 1.7 cm
3 packets biscuits ; 7.4 x 27 cm or smaller
1 card : paper ; 14.8 x 21 cm
6 stickers : paper, plastic ; 3.4 x 7.8, on sheet 10.4 x 26.6 cm
25 photographs : digital, JPEG, colour

Access conditions • Physical objects: Restricted access.
• Digital materials: Restricted access. Please contact the Library for more information.

Finding aid [EAD finding aid.](#)

Identifier(s) Accession No : H2024.37/1-12
Accession No : H2024.38/1-55
Accession No : H2024.39
Accession No : H2024.40/1-5
Accession No : H2024.41/1-25

Subjects [Melbourne Cricket Ground \(Vic.\) -- Pictorial works](#) >
[Concert tours -- Victoria -- Melbourne](#) >
[Women musicians -- United States](#) >
[Melbourne \(Vic.\) -- Pictorial works](#) >

Genre/Form [Pictorial works](#) >
[realia](#) >
[badges](#) >
[printed ephemera](#) >
[food](#) >
[Digital photographs](#) >



'Rebel Heart' Exhibition (Feb – Jun 2026)

Featured in 'Modern Fandom' section

- Bracelets made for the Taylor Swift Eras Tour 2024
- Exhibition launched 12 February 2026



Wrap up



Hands forming a love heart shape, H2024.41/18

Thank you



**STATE LIBRARY
VICTORIA**

Contact details

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