

SAMSTAG
MUSEUM

Media Release

Experimenta Playground

29 August – 17 October 2008

Gallery 1 and 2

Co-curators: Liz Hughes and Emma McRae

Escape into *Experimenta Playground*, an exhibition of artworks that beg to be touched and invite your interaction. Experience a digital media playground of interactive artworks, video installations, short films and extreme art on screen by over 30 Australian and international artists. *Experimenta Playground* is a free exhibition that promises an unforgettable experience. Experience for yourself contemporary art that made 44,043 people in Melbourne smile. Audience comments included:

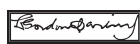
Fantastic. It's amazing that this is free. Excellent interactivity. Very cool! Awesome and interesting. More surreal than real life. What a fabulous thing to stumble across – marvellous! Excellent. Stimulating. Loved it!

Experimenta commissioned three interactive artworks for the exhibition including a deliciously impetuous and humorous piece by Sydney duo, Jaki Middleton and David Lawrey. Titled *What's Yours is Mine* visitors peer into a Magic Faraway Tree to get a glimpse into a fairytale forest in which a virtual bear pays homage to pioneer video artist Bruce Nauman. *Immersion* by Angela Barnett, Andrew Buchanan, Darren Ballingall, Chris MacKellar and Christian Rubino is a treat for the senses as it lets visitors play with sea creatures in a virtual underwater world. *Charmed* by Priscilla Bracks, Gavin Sade and Matt Dwyer offers omnipotence through a touch screen as the artwork invites visitors to tinker with the lives of animated people in a tabletop city. International artists include Fischli and Weiss, Hiraki Sawa, Guy Ben-Ner and June Bum Park. Australian artists featured include Shaun Gladwell, whose video art was shown at the 2007 Venice Biennale of Contemporary Art, Daniel Crooks, Narinda Reeders and Stelarc.

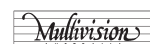
In enjoyable and sometimes surprising ways, the artists examine the role of play in social behaviour, the creation of identity and our creativity. "*Experimenta Playground* draws together a collection of artworks that encourage playfulness, placing the audience in a central role in bringing the exhibition to life," said Liz Hughes, co-curator and Artistic Director of *Experimenta*. "The artworks reinvent old games and our known environment, push the boundaries of cinematic language and reveal narratives in the most unexpected places," continues Emma McRae, co-curator.



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After Adelaide the exhibition continues its national tour to galleries in cities and regional centres including Perth, Bendigo and Albury. *Experimenta*, Australia's powerhouse of media art, has been delighting audiences in Australia and overseas for 22 years. Previous touring exhibitions, including *Experimenta Vanishing Point* and *Experimenta House of Tomorrow*, have been enjoyed by hundreds of thousands of people nationwide.

Complementing *Experimenta Playground* is the regional forum – *Media Art Curating* – to be presented in the Bradley Forum located alongside the Museum in the Hawke Building, Level 5, on Friday 29 August from 2–5pm. Bookings essential: samstagmuseum@unisa.edu.au

Media Art Curating looks at video installations, interactive artworks and multimedia (now part of mainstream contemporary visual arts and growing in popularity), and how we should program these works into exhibitions and add them to collections.

Exhibition hours: Tuesday to Friday 11–5pm, Sunday 2–5pm. The exhibition will also be open 2–5pm Saturday 21 June and 2–5pm every Saturday during SALA Festival, 1 – 17 August.

For further information about *Experimenta*, please contact Erica Green, Director, Samstag Museum, telephone 08 8302 0870, mobile 0438 821 239.

Experimenta acknowledges the generous support of



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Media Partner

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