



Media release

For immediate release

Date: 6 February 2015

Art, tech and culture combine at Subiaco pARk: part of the Perth International Arts Festival 2015

With the help of advanced augmented reality (AR) technology, Subiaco's Theatre Gardens will be transformed this weekend into a sculpture park with a difference, as part of the 2015 Perth International Arts Festival.

Augmented reality involves adding digital content such as graphics, sound or animation, to real-world environments, altering what we already see or hear.

Using the Subiaco pARk app developed by local innovative architectural design team Felix, and the GPS and camera functions on a smartphone or tablet, users will be able to view and interact with seven artworks in the park, which are otherwise invisible to the naked eye.

The City of Subiaco, together with curator for the project Gemma Weston, asked eight Western Australian artists to create augmented reality works in collaboration with Felix, taking their cues from the park's flora and fauna, and buildings and infrastructure.

Local artists Abdul Rahman Abdullah, Joshua Cobb-Diamond, Dan Bourke, Simone Johnston, Loren Kronemyer, Minaxi May and the Martin Kippenberger Appreciation Society (represented by Kieron Broadhurst and Joanne Richardson), have each brought a unique perspective to the project, using sound, drawing, animation, digital model making and digital 'found objects' to augment the landscape of Theatre Gardens.

Subiaco pARk curator Gemma Weston said she was drawn to augmented reality's potential to re-engage the viewer with the space around them.

"Although it's viewed through screens we often use to distract ourselves from reality, there's enormous potential for augmented reality to re-ignite our sense of wonder and curiosity about the real world."

She explained: "I was interested in using the medium to closely examine Theatre Gardens itself, the experience of being in this 'natural' urban sanctuary, and how that experience of nature and public space is in a way already augmented and highly designed."



City of Subiaco Mayor Heather Henderson said: "I am very impressed with how cleverly designed and well thought out this project is and with the quality of works that have been produced as a result of collaborations between local artists, curator Gemma Weston and the app developers, Felix.

"Subiaco pARk is an engaging and awe-inspiring piece of public art which complements and highlights the beautiful park spaces we are lucky enough to enjoy in Subiaco, through the use of new technology."

Subiaco pARk is presented by the City of Subiaco as a 2015 Perth International Arts Festival event, supported by Visual Arts Program Partner Wesfarmers Arts.

Subiaco pARk runs from Saturday 7 February to Sunday 29 March at Theatre Gardens, off Bagot Road in Subiaco.

The free Subiaco pARk app is available for download from the App Store for Apple iOS or the Google Play Store for Android. Instructions for downloading and using the app are available on the City of Subiaco website www.subiaco.wa.gov.au

For more information, visit www.subiaco.wa.gov.au or follow @SubiacopARk on Twitter.

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Notes to the Editor

Artists and artworks

Abdul-Rahman Abdullah
Moon calendar II

Dan Bourke
Relaxation sessions

Joshua Cobb-Diamond
Rebuilt Ruin



Simone Johnston
We are all of us always moving

Minaxi May
Arcadia

Martin Kippenberger Appreciation Society (Kieron Broadhurst and Joanne Richardson)
21cm Underground: Virtually not Actually

Photo and interview opportunities

Photos and interviews with curator Gemma Weston and artists Loren Kronemyer and Simone Johnston can be arranged on request.

Photos and interviews with City of Subiaco Mayor Heather Henderson can also be arranged on request.

Attachments

- Media backgrounder
- About the artists
- Curatorial statement
- Image: *Concept for Moon Calendar, 2014, Abdul-Rahman Abdullah*

About the City of Subiaco

The City of Subiaco is recognised as a local government leader in a range of areas such as environmental and social initiatives, and long-term planning for the future. It is located in the inner metropolitan area of Perth and includes the suburbs of Subiaco, Daglish and parts of Nedlands, Shenton Park, Crawley and Jolimont. A major centre for employment with a diverse and growing business sector, the city provides important services including waste collection, town planning and public recreation facilities, to more than 19 000 residents. The city aims to maintain its vibrant sense of community and enhance the lives and well-being of everyone who lives, visits and works in Subiaco. For more information about the City of Subiaco, visit www.subiaco.wa.gov.au