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media release

Experimenta celebrates artists' win

Immersion, a work of interactive video projection by Melbourne-based team of artists, filmmakers, programmers and designers won the Australian Teachers of Media (ATOM) award for the best Multimedia work at the Awards Gala Presentation in Melbourne on Friday 24 October 2008. We congratulate the team of talented creators and are extremely proud to have commissioned the work.

The work is a treat for the senses as images projected from above create a virtual underwater ocean. Responding to visitors' shadows as if by magic, the vibrant animated sea creatures swim away, set off lighting and create symphonic sounds to our great delight and surprise.

Angela Barnett commented that "creating *Immersion* has been an amazing journey for all artists involved. From the initial vision to exhibition we have grown so much as media artists and professionals in the industry. Winning the ATOM Award for Best Multimedia work is a fantastic complement to our hard work and dedication to excellence. We hope that this recognition will open up many more industry doors in the near future."

The artwork is currently touring nationally and can next be seen in Perth from 15 November where it is presented by AWESOME Arts, the Western Australian Museum and proudly supported by Wesfarmers Arts. *Immersion* was commissioned by Experimenta and had its world premiere at *Experimenta Playground: International Biennial of Media Arts* in Melbourne in August 2007. The touring exhibition and screening program features works by over 30 Australian and International artists.

"*Immersion* is an impressive first commission by recent graduates. It is a gorgeous work that extends audience expectations of the screen and creates an empowering experience. The animations are brought to life by our movements and the effect is completely captivating and emotionally engaging" said Liz Hughes, Executive Director of Experimenta.

Experimenta has commissioned 18 interactive media artworks for exhibitions and outdoor spaces over the past five years. The program has nurtured new Australian talent by encouraging partnerships with industry, by providing mentoring throughout the development of the works and the opportunity to participate in group exhibitions with 24 month touring schedules.

Angela Barnett is a media artist and filmmaker:
Andrew Buchanan is a 3D animator, artist and filmmaker:
Christian Rubino is a 3D animator, game developer and digital artist:
Darren Ballingall is an animator and interactive media artist:
Chris MacKellar is a sound artist, composer and audio engineer.

Links:

www.immersionart.com/
www.experimenta.org/playground-touring/
www.atomawards.org/Atom_Awards_Winners

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