



EXPERIMENTA UTOPIA NOW

INTERNATIONAL BIENNIAL OF MEDIA ART

PRESS RELEASE

Experimenta Utopia Now is an engaging, hands-on exhibition showcasing the best of Australian and international interactive and moving image artwork. Invading MONA this August, **Experimenta Utopia Now** critiques the scope for happiness on Earth as we know it, pokes fun at social and physical boundaries and questions the human race's ability to preserve itself. Ominous yet optimistic, innovative and interactive, **Experimenta Utopia Now** dares and double dares you to take the fate of the world into your hands.

Experimenta Utopia Now: International Biennial of Media Art
MONA, Hobart, Tasmania
Friday 5 August – 3 October 2011

Irrepressible works include *Life Writer*, the interactive typewriter that unleashes an infestation of hungry and promiscuous little bugs that hunt to mate all over your page; *You Were in My Dream*, an off-the-wall 'choose your own adventure' dreamscape where interacting with familiar fairytale characters draws you into an enchanted fractured forest; and the hauntingly beautiful *Whose Utopia*, that tears holes in daydream ambitions.

Experimenta Utopia Now features artists including Patrick Bernatchez (Canada), Michael Burton (UK), Cao Fei (China), Christopher Fulham (Australia), Christian Jankowski (Germany), Laurent Mignonneau & Christa Sommerer (France/Austria), Kit Wise (Australia) and dynamic Melbourne duo, Van Sowerwine & Isobel Knowles (Australia), whose featured work, *You Were in My Dream*, won the coveted Premier of Queensland's National New Media Art Award 2010.

Together the artists in **Experimenta Utopia Now** envisage and reveal the ideological flaws in the drive to engineer a perfect world. From ominous to optimistic, they highlight the responsibility of the individual to choose, hope and work for a better tomorrow.

Experimenta is Australia's leading organisation dedicated to commissioning, exhibiting and promoting the most advanced media and technology based art.

www.experimenta.org

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