

## MEDIA RELEASE

# ART IT UP!

## MELBOURNE FRINGE SETS THE CHALLENGE

Melbourne Fringe unveiled highlights of the 2005 Melbourne Fringe Festival program at a spectacular launch at Melbourne's HiFi Bar and Ballroom this morning.

The 2005 Melbourne Fringe Festival arts up the city from 21 September to 9 October and challenges everyone to get involved. The broad program of events across all artforms entices audiences to uncover the throbbing heart of Melbourne's arts scene in the theatres, galleries, nooks, crannies and dark alleys of the city.

Creativity, rebellion, excitement and artistic excellence are all a part of the artistic frenzy that is Melbourne Fringe.

At the core of Melbourne Fringe is its independent artists program. The 2005 Melbourne Fringe Festival will present more than 240 independent productions of new and innovative theatre, comedy, circus, cabaret, music, visual art, film and movement in more than 100 different venues across the city.

Minister for the Arts, The Hon Mary Delahunty MP, supported Melbourne Fringe and the role it plays in Melbourne's cultural life: "Fringe continues to push boundaries, break new ground and challenge audiences with fresh and original ideas and experiences", she said.

Central to the 2005 Melbourne Fringe Festival is Bracks Government's **Go for your life** message. "The Go for your life campaign is about being active, eating well, having fun and finding new friends," Health Minister Bronwyn Pike said at the launch. "We hope the Melbourne Fringe festival is a wake up call for people to turn off the TV, lose the remote control, forget the fast food and get involved in the festival, try something different and be a part of life," she said

The **North Melbourne Festival Hub** has been completely re-designed and re-invigorated for 2005. You will be busting to see performances in one of the nine Festival Hub venues presenting theatre, dance, acrobatics, circus, cabaret, comedy, music and multimedia. The Festival Club takes over the Main Hall at North Melbourne Town Hall to become the ultimate Fringe playground and a destination all of its own. The Festival Club will feature a penny arcade of risqué, sexy and pumping live performances plus Melbourne's hottest DJs, VJs and live music.

Federation Square will host **Human Momentum** - a Fringe produced, public art event designed to boldly, loudly and publicly support and empower young people's understanding of their potential. Human Momentum is a giant interactive bamboo installation which will be propelled into motion by human energy during the Festival. Designed by Bambuco, the installation will act as the stage for stunning circus performances by Dislocate.

**Fringe Furniture** is one of the iconic events of Melbourne Fringe. This eye-popping event presents one-off furniture designs from over 80 designers and artists Australia-wide. In 2005, Fringe Furniture will again be held at Melbourne Museum. The theme for 2005 is 'Resurrection' inspiring the re-imagining of what is old, recycled, antique or passed its use-by date, to be 'resurrected' into a new and contemporary furniture design.

**SOIL** is a community cultural development project bringing together some of Melbourne's leading Indigenous and East Timorese artists, elders and young people. Soil is an interactive, visual art installation that highlights the power of people. Over the course of the festival the steps of Old Treasury will be transformed as the communities create a giant mandala inspired by coloured soils, sand bark and leaves. Watch or participate in this cultural transformation.

For media information about Melbourne Fringe please contact Buxton Walker Publicity

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Creativity, design, innovation and excellence in education by children and young people are the focus of **Fringe Ideas**, a project designed to inspire children to be designers, thinkers and creators. The result is an exhibition of ideas which are both visionary and practical. The highlight is **Fringe Family Day** on Saturday 8 October 10am - 4pm.

Plus we have tons of great shows for kids in our Rated G Family Program and plenty more...

**So come on – grab a program and have an art attack at the 2005 Melbourne Fringe Festival!**

**Tickets are on sale from 1 September 2004 and programs are available all around town.**

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