

MEDIA RELEASE



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Made by Melbourne Fringe

ATLAS

Three local artists undertake a very public challenge to create, install and engage an audience in an ongoing exploration of place, identity and locality.

In line with Melbourne Fringe's fundamental objective to nurture and mentor independent local artists, Benjamin Ducroz, Kieran Swann and Kit Webster have spent the past three months in workshops with leading arts practitioners to embrace the emerging live, spectator-as-performer artform.

They've worked with digital arts practitioner Simon Goodrich, architect/curator Rochus Hinkel and VCA Design Lecturer Greg Clarke, to adapt their individual practices towards the challenges of producing large scale, public, site-specific work. Works to emerge from the Atlas program are expected to be of a scale and standard that is beyond the usual financial or technical capabilities of an independent artist. And the audience can watch it as it unfolds.

Benjamin Ducroz uses stop motion animation and abstracted video to make installations inspired by patterns and movement found in nature. <http://www.ducroz.com/>

Kieran Swann, a multi-disciplinary artist working in the area of performance, video and installation. <http://kieranjuliancooperswann.tumblr.com/>

Kit Webster makes audiovisual installations, digital sculptures and projections. <http://kitwebster.com.au/>

The works will unfold over the next few weeks as the artists develop their ideas and begin the process of building or making. You can follow their progress and find the final works by visiting the Atlas blog melbournefringe.com.au/atlas.

Melbourne Fringe is the leading organisation for the independent arts in Victoria, managing the annual, open access Melbourne Fringe Festival and a series of forums, workshops, events and individual consultations, all aimed at supporting the state's diverse independent artistic community.

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