

MEDIA RELEASE

Melbourne
Fringe



22 August 2011

Walk The Talk A Cultural Value Production

Do you consider yourself an empathic person? Maybe you're more of a narcissist? Walk the Talk@Fringe is a participatory artwork project that explores the theme of empathy by inviting strangers to walk alongside one another for an hour in the Fitzroy Gardens. Devised by Cultural Value's director, Peter Ghin, this initiative is a lighthearted exploration of modern life and its impact on how we engage with people who exist outside our social tribes.

As part of the 2011 Melbourne Fringe Festival, Walk the Talk@Fringe will invite people to hone their empathic skills and assemble in a public park, pair up with someone they don't know, and go on an en-mass self-directed stroll for an hour. Whatever happens during that hour is up to the participants to negotiate. There might be cartwheels, confessions, awkward silences, revisiting of childhood memories (good ones hopefully) or rose pruning tips - it's all in the hands of the participants. A post-event survey will capture peoples' experiences and participants will be able to post their reflections on a representational map on site.

While this is a playful event, it has been created in response to a genuine desire to explore the expression of empathy within our contemporary culture. The project has been inspired by the event creator's life-long fascination with the subject; in particular the conundrum of why (if we are all in fact 'hard-wired' for empathy as neuroscience tells us) is it that some people find it so easy to place themselves into the shoes of another while others just don't seem to give a hoot?

Underlying this event are deeper questions about the ubiquitous nature of technology and social media, and the emphasis now being placed on the breadth of human relatedness, perhaps at the expense of depth.

At heart Walk the Talk@Fringe is a feel good project designed to remind us that while Twitter may be awesome and Facebook friends might be real, they ain't ever gonna replace a walk in the park with a random.

Cultural Value is a Melbourne-based management consultancy and creative practice that works predominantly within the arts and cultural sector.

"Hopefully an even ratio of narcissists and empaths turn up on the day" - Peter Ghin, event creator

"A lot can happen in hour-there could be laughs, there could be tears." - Peter Ghin, event creator

"There may be discomfort but also space for surprise and room for transformation" - Eleanor Whitworth

<http://www.culturalvalue.com.au>

<http://www.pozible.com/index.php/archive/index/1191>

<http://www.facebook.com/pages/Cultural-Value/255878021094956?sk=wall>

Walk The Talk

VENUE

Fitzroy Gardens - Old Bandstand
cnr Clarendon and Grey St
East Melbourne, Victoria 3002

DATES: 2 Oct

TIME: 1.30pm for 2.00pm start (60min)

TICKETS

FREE

TO BOOK visit melbournefringe.com.au or call (03) 9660 9666

SHOW PUBLICIST

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