

10 September 2008

## **Experimenta received recognition by AbaF for its partnership with the Sofitel Melbourne on Collins**

At the prestigious Victorian Australian Business Arts Awards ceremony held in Melbourne on 10 September, Experimenta and Sofitel Melbourne on Collins were awarded a certificate of good practice in partnering.

The successful partnership was a result of discussions between Experimenta and Sofitel Melbourne on Collins that centred on exploring ways to present contemporary media artwork in a new context, and ways of generating support for the development of new artworks by Australian artists.

Sofitel Melbourne on Collins became the Accommodation and Special Events Partner for *Experimenta Playground: International Biennial of Media Arts*, providing five-star luxury accommodation for visiting artists and speakers as well as hosting a launch party and networking cocktail event with catering. The hotel also provided ongoing support for the development and presentation of new artworks.

Experimenta curated video artworks by two prominent International artists, Hiraki Sawa and June Bum Park. The works were projected on screens installed in the lounge area at the entrance to the hotel and gave audiences a new experience of video art in a space that usually features more traditional art forms. Installed in the foyer near hotel reception were interactive artworks by Australian artists. *The Shy Picture* and *Zizi: the Affectionate Couch* extremely popular, providing delightful and unexpected experiences for guests. Hotel staff commented that the artworks enhanced their creativity and helped them engage with guests in new and enjoyable ways.

Experimenta is well known throughout Australia and Internationally for transforming public spaces, exhibition venues and corporate environments into captivating, interactive and thought-provoking destinations. The artworks of interactive installations and video art commissioned and curated by the Melbourne-based organisation are innovative and appeal to a broad range of art-loving and general public audiences. As part of its mission to reach new audiences, Experimenta offered the Sofitel Melbourne on Collins an exclusive exhibition of five high quality interactive and screen-based media artworks. The Sofitel Melbourne on Collins wished to build on its reputation as the Hotel for the Arts and saw the benefits of making the exciting exhibition of cutting edge contemporary media art available to a wide range of hotel guests, people attending events, those dining at the restaurants and staff.

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