

Introducing the Inaugural Telstra New Media Award (\$3,000)

■ Background

Established in 1984, the Telstra National Aboriginal & Torres Strait Islander Art Award (NATSIAA) is the longest running art award dedicated to Indigenous artists.

The Award exhibition has shown an array of remarkable work, mirroring the changing face of Indigenous art practice around the country. When the Award was founded, the majority of artists resided in the Northern Territory, where bark and canvas painting dominated. As the art market blossomed, the number of artists nation-wide increased dramatically, with practitioners from all regions embracing a vast range of media and developing their distinct and unique visual styles.

In recent years, a growing number of Indigenous artists have embraced new media in their art practice. These artists, through new media, are creating innovative and powerful new ways of cultural expression, and further pushing the boundaries of Indigenous art.

■ Prize money and theme

To recognise this emerging field in Indigenous art practice and the talent of artists working with it, NATSIAA has introduced a new prize category – the Inaugural Telstra New Media Award.

The prize money for this category is \$3,000 and is non-acquisitive.

Artworks submitted for consideration in the new category in this year's Award should reflect the theme 'connections'.

The aim of this category is to provide a national platform for Indigenous artists working with new technologies and cross-disciplinary areas.

New Media can include but is not limited to:

- Digital photography / video / animation / projections
- Soundscapes / audio / music
- Computer generated games / interactive works
- Installation
- Constructions / installations that have a digital component creating movement.

In 2010, MAGNT and Telstra join in celebrating and promoting the changing face of Indigenous art in Australia.
