

18 February 2010

New Media Prize Announced for Telstra Art Award

The Museum and Art Gallery of the Northern Territory (MAGNT) and Principal Sponsor Telstra are proud to announce the inaugural Telstra New Media Award to commence in the 27th *Telstra National Aboriginal & Torres Strait Islander Art Award* with the theme of 'connections'.

Entries for the 2010 Telstra Art Award are open from this Friday, 19 February.

Acting Director of the Museum and Art Gallery of the Northern Territory (MAGNT) Darlene Lion said that new media is an emerging category, and incorporating it into the Telstra Art Award aimed to recognise and celebrate the increasing number of Indigenous artists using new media as part of their art practice.

"New media works can range from conceptual to virtual art and could be in the form of installation or mixed media presentation, as long as the work involves a new media component in the creation and presentation of the piece and relates to the 'connections' theme," Ms Lion said.

"Telstra has generously provided an additional \$3,000 prize money for this new category."

Artists working in new media use new and emerging technologies to create works that explore new modes of artistic expression; this may include using virtual and immersive environments, audio technology and interactive technologies.

Telstra Group Managing Director, Strategic Marketing, Kate McKenzie, said the theme of 'connections' had a natural fit with Telstra's business of keeping more people connected via innovative technology, and its commitment to connecting some of Australia's finest Indigenous artists with the nation.

"There are an increasing number of Indigenous artists embracing technology as a form of artistic expression, so we are very proud to expand the Awards and create new opportunities and exposure for the Indigenous art community."

"2010 marks the 19th year Telstra has been the principal sponsor of this Award and during this time we have helped bring the talents of some incredible artists to light. By continuing to evolve the Awards we are opening up relevant avenues for new and emerging Indigenous artists," she continued.

The Telstra Art Award will continue to award the \$40,000 Telstra Award and \$4,000 to other categories including; the Telstra General Painting Award, the Telstra Bark Painting Award, the Telstra Work on Paper Award and the Wandjuk Marika Memorial 3D Award (also sponsored by Telstra) in addition to the New Media Award (\$3,000).

Last year's \$40,000 Telstra Award winner Danie Mellor has had his winning entry, *From Rite to Ritual*, acquired by the National Gallery of Australia.

In 2010 the Telstra Art Award will celebrate its 27th year and is the longest running art award dedicated to the work of Aboriginal and Torres Strait Islander artists. It is considered the premier national event in the Australian Indigenous arts calendar.

The 27th *Telstra National Aboriginal & Torres Strait Islander Art Award* exhibition opens, and award presentations will be made, on Friday, 13 August 2010.

Entries for the 27th *Telstra National Aboriginal and Torres Strait Islander Art Award* close on Friday, 2nd April 2010. For an entry form, please contact the Award Coordinator at the Museum and Art Gallery of the Northern Territory, GPO Box 4646, DARWIN NT 0801, phone 08 8999 8203 or email natsiaa@nt.gov.au or go to www.magnt.nt.gov.au/natsiaa

For media inquiries or interviews please contact Anne Marshall on 08 8999 4730

Image: 2009 Telstra Award winner Danie Mellor pictured with his mixed media on paper, *From Rite to Ritual*.

The 27th *Telstra National Aboriginal & Torres Strait Islander Art Award* is supported by the Visual Arts and Craft Strategy, an initiative of the Australian, State and Territory Governments



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