

9 March 2010

## Telstra Art Award now on Twitter

The art world is twittering with anticipation as the countdown to Australia's most prestigious Indigenous art award begins, and now the latest news and updates can be shared and discovered by people all across the world through social networking site Twitter.

The Museum and Art Gallery of the Northern Territory (MAGNT) and sponsor Telstra announced the call for entries and introduced the inaugural Telstra New Media Award for the 27<sup>th</sup> *Telstra National Aboriginal & Torres Strait Islander Art Award* (NATSIAA) on Friday, 19 February 2010.

Acting Director of MAGNT Darlene Lion said 2010 is all about embracing new technology and taking the national award to an international audience.

"With more than 26 million people around the world using Twitter, and an estimated 800 000 Australians among them, Twitter will provide an additional avenue for the community to stay in touch with the latest Award news," Ms Lion said.

"Over the last few years the Telstra Art Award has been reaching broader audiences through the introduction of the online gallery and the virtual tour, allowing people all across the globe to view Australia's best Indigenous art."

Artists, art centres, art enthusiasts and all interested people can now access the latest news and updates by following us on Twitter. To follow the *Telstra National Aboriginal and Torres Strait Islander Art Award* on Twitter go to [www.twitter.com/natsiaa](http://www.twitter.com/natsiaa)

Ms Lion also announced the closing date for entries in the inaugural Telstra New Media Award has been extended and will now close on Friday, 30 April 2010.

"We want to provide new media artists with the best possible opportunity to enter the Awards, so we have extended the deadline for the Telstra New Media Award to allow new media artists to develop works related to the 'Connections' theme," Ms Lion said.

The Telstra Art Award comprises 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 Telstra New Media Award (\$3,000).

In 2010 the Telstra Art Award will celebrate its 27<sup>th</sup> 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 27<sup>th</sup> *Telstra National Aboriginal & Torres Strait Islander Art Award* exhibition opens, and award presentations will be made, on Friday, 13 August 2010.

Entries for the 27<sup>th</sup> *Telstra National Aboriginal and Torres Strait Islander Art Award* close on Friday, 2 April 2010. Entries for the inaugural Telstra New Media Award close on Friday, 30 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, email [natsiaa@nt.gov.au](mailto:natsiaa@nt.gov.au) or go to [www.magnt.nt.gov.au/natsiaa](http://www.magnt.nt.gov.au/natsiaa).

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

The 27<sup>th</sup> *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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