

PM opens Asialink Arts touring exhibition *FACE TO FACE: Portraiture in a digital age*

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For immediate release

Australian Prime Minister, Julia Gillard, opened Asialink Arts touring exhibition, ***Face to Face: Portraiture in a digital age***, at the prestigious Seoul Art Museum KOREA. The exhibition opened in Korea on April 25 after previously touring Bangkok, Singapore and Manila.

Featuring 14 Australian artists including Daniel Crooks, Stelarc, David Rosetzky and Rachel Scott, the exhibition builds on the success of Asialink's ongoing touring program that aims to promote intercultural understanding between Australia and the countries of Asia.

Face to Face explores the ways in which the traditional art form of portraiture can be translated into new media. Video, digital photographs and interactive installations all feature in this innovative exhibition, which provides a unique perspective on how new technology is reshaping our identities. Using popular technology such as photo booths and mobile phones, the artists address our dependence on these new technologies and how they affect our identities.

Lesley Alway, Director Asialink Arts, welcomed the Prime Minister's involvement in the exhibition as part of her important North Asia tour. "It demonstrates the significance placed by the Prime Minister on Australian art and culture in an international context - and bodes well for a global and regional focus in the forthcoming new National Cultural Policy that the Gillard Government has committed to deliver," she said today. "Projects that encourage people-to-people engagement are central to the development of broader cultural understanding between Australia and Asia. We are now in the "Asian Century" and increasingly cultural exchange is about collaboration and reciprocity."

Sarah Bond, Director Asialink Visual Arts Program said today: "This exhibition represents a very forward-looking Australia, going beyond the stereotypical image many Koreans and Asians may have of us. It takes viewers beyond the traditional idea of portraits and drawings, and gives portraiture a contemporary relevance. New imaging and media technologies have given us wonderful new ways of representing the human face as a visual image."

The exhibition, developed by Asialink Arts in partnership with d/Lux/MediaArt, will be at Seoul Art Museum from April 25 to June 29, 2011. It is one of a number of events being presented by Asialink Arts in Korea during 2011 as part of the Korea-Australia Exchange Program to mark the 50th Anniversary of Diplomatic Relations.

Other projects include a reciprocal tour and poetry exchange by Australian and Korean writers, a special edition of Cordite poetry magazine "OZ_KO" The first part of the issue, featuring Australian works inspired by Korea, is now online <http://www.cordite.org.au/content/poetry/ozko-envoy>. A new exhibition "Selectively Revealed" will open at the Goyang Cultural Foundation in Seoul on 26 October 2011.

For pictures, go to the interactive exhibition catalogue:

<http://www.dlux.org.au/cms/index.php?/Catalogues/face-to-face-the-catalogue.html>

For more information about this media release please contact Sarah Bond: s.bond@asialink.unimelb.edu.au or tel +61 3 8344 3580 or 0417 981 904.

This exhibition has been developed by Asialink and d/Lux/MediaArts and is supported the Australian Government through the Australian Visual Arts Touring Program of the Australia International Cultural Council, an initiative of the Department of Foreign Affairs and Trade; the Australia Council, the Australian Government's arts funding and advisory body; and The Visual Arts and crafts strategy, an initiative of the Australian, State and Territory Governments.