

# MEDIA RELEASE

Monday, 25 February 2019



## MoAD's new Enlighten experience is big, bold and alive with song

MoAD (Museum of Australian Democracy) invites visitors to help them create an immersive installation. **33 Revolutions** gives people the opportunity to creatively express opinions and political ideas, inspired by the transformative power of music.

**33 Revolutions** explores songs of protest and covers themes including People Power, Equality for All and Celebrate Diversity. People are hardwired to respond to music, it generates a sense of community, articulates ideas and when done collectively generates social capital that can transform the world. Visitors are encouraged to decorate a vinyl record relating to an issue they are passionate about and contribute to the collaborative artwork that will take shape in King's Hall.

The unique art installation will continue to grow and evolve as thousands of people take part during Enlighten.

MoAD Director, Daryl Karp, says the evolving **33 Revolutions** inspires political action and encourages people to actively participate in democracy.

"Every year for the last 6 years, MoAD has encouraged people to come inside and creatively express themselves. This year, MoAD's Enlighten program is bigger, better, bolder and alive with song, and we're inviting everyone to be part of the collective experience of **33 Revolutions**"

"Music is a powerful form of political communication. From protest and propaganda, to resistance and national unity, it moves people to action, conveying political ideas and capturing the spirit of the time." she says.

Nanette Louchart-Fletcher, Creative Producer for Engagement at MoAD says "Songs of protest are an important part of Australian democracy. They can bring people together in times of social or political unrest."

"The collaborative artwork is designed to unite thousands of voices from different cultures, generations and identities."

For social media enthusiasts, there will be plenty of opportunities throughout the experience to capture the perfect Instagram shot.

For the first time ever, MoAD is creating a selfie space, where visitors can film a fun 15 second video of themselves lip-synching and dancing to their favourite song using social media platform TikTok.

Visitors can also take part in the social media phenomenon, #sleeveface, using famous vinyl record covers to obscure part of their face and create a cool photo illusion.

**33 Revolutions**, and the selfie space will be open for visitor participation on Friday 1 March, Saturday 2 March, Friday 8 March and Saturday 9 March from 6.30pm until 11pm.

During this time visitors can also explore the other exhibitions at MoAD, including *Behind the Lines*, *PlayUP* and *Democracy. Are You In?* Entry and participation in all activities is free.

The facade of Old Parliament House will also come alive with spectacular illuminations featuring graphics from some of MoAD's biggest exhibitions, including *Democracy. Are You In?*, *Behind the Lines* and *DressUP: Change the World*.

**33REVOLUTIONS**

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## **MEDIA OPPORTUNITIES**

**When:** Friday 1 March, Saturday 2 March, Friday 8 March and Saturday 9 March

**33 Revolutions** is open to the public from 6.30pm until 11pm.

Interviews, photos and filming can be arranged outside these days.

**Where:** MoAD (Museum of Australian Democracy)

**Who:** Daryl Karp, Director, MoAD

Nanette Louchart-Fletcher, Creative Producer – Museum Engagement

High resolution promotional photographs of **33 Revolutions** are available here:

<https://www.dropbox.com/sh/7npp5wd04o2zbg7/AACBx4vgNddSdeblej-SIMtha?dl=0>