

33 REVOLUTIONS

BE PART OF
SOMETHING BIG

Until 11pm
1st, 2nd & 8th, 9th March 2019



FREE



Old
Parliament
House

1-17 MAR 2019
FESTIVAL
ENLIGHTEN
EAT SEE EXPLORE

MEDIA KIT

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.

Ms Karp notes "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*.

About MoAD

The Museum of Australian Democracy celebrates Australia's proud history as a democratic nation and actively promotes the participation of its citizens in determining its future.

MoAD is a museum not just of objects but of ideas. In our iconic heritage building, we tell the story of Australia's journey to becoming one of the world's most vibrant and multicultural democratic nations.

MoAD is a place where stories, conversations and narratives from myriad perspectives can be heard and discussed.

ENDS

For further information, please contact Annika Scott, annika.scott@moadoph.gov.au, (02) 6270 8120 or 0400 946 608

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>

Top 10 Reasons to start your Enlighten experience at MoAD

There is so much to see and explore this year at MoAD during Enlighten. It's the perfect place to start your Enlighten experience.

1. Your chance to be part of something big!

This year's Enlighten experience is bigger, better, bolder and alive with song *with 33 Revolutions* – a collaborative artwork inspired by the transformative power of music.

Join us to build an inspiring creation from recycled vinyl records, hanging from a height above King's Hall. Each night the communal artwork will grow as more and more people contribute to it, connecting thousands of voices from different generations, cultures and identities.

2. The illuminations

Don't miss the colour and movement of the amazing illuminations that light up the entire front of Old Parliament House. The spectacular light show features elements from some of MoAD's most popular exhibitions, including *Behind the Lines* and *DressUP: Change the World*.

3. Our awesome playlist

Where else in Canberra can you hear The Presets, Paul Kelly and Aretha Franklin all on the one playlist?

We are hardwired to respond to music. It's collective and communal, binding people together. It's also transformative - able to change attitudes and influence political change.

We'll be playing a soundtrack of all the best protest songs in King's Hall to entertain and inspire you as you contribute to our collaborative installation - 33 Revolutions.

4. The car parks

Forget driving around for looking for a car park. Just behind us, off Queen Victoria Terrace, are two huge car parks - the perfect stress-free place to park and make your way around the Enlighten precinct. Accessible from Commonwealth Ave or Kings Ave, you won't have to dodge the many roadblocks in place for Enlighten.

5. The family spaces

We have some of the best family spaces in Canberra, and they'll all be open late for your convenience. *PlayUP* is the perfect sanctuary if your little ones are getting overwhelmed by the lights and action of the Enlighten Festival. They can take some time out, and play quietly before getting back into the action.

For the older kids, the brand new *DressUP* and *Zine Lounge* offers a cool, comfortable place for them to hang out with their friends, read a book and dress up as inspirational people such as Beyoncé, Adam Goodes, Dr Karl and Frida Kahlo.

6. We have amenities with the best view in the house!

Find a better view from a toilet in Canberra. We'll wait...

Not only can you avoid the long portaloos, you'll be treated to an uninterrupted view of Enlighten, across the lake to Mount Ainslie and the War Memorial.

7. We've got your social media content covered!

Want to make a fun video of yourself lip-synching to your favourite protest song to share on your social channels? We've got you covered! We will have a dedicated Tik Tok selfie space, with framed backgrounds and funky backdrops.

You can also take part in the social media phenomenon, #sleeveface. Choose a famous vinyl record cover to obscure part of your face and create a cool photo illusion – perfect for your insta-feed!

8. Behind the Lines after dark

If you haven't gone down the rabbit hole and experienced Behind the Lines at MoAD, now's your chance. See the exhibition of the year's best political cartoons, inspired by the topsy-turvy world of Alice's Adventures in Wonderland. The young ones will have fun dressing up as the characters of Wonderland and looking at themselves in our crazy mirrors.

9. Friday Night Drinks – the perfect starting point

Meet your friends after work and start your Enlighten experience with our famous Friday Night Drinks! Purchase a frozen margarita or two in the stunning House of Reps Courtyard while you wait for the sun to go down.

10. We are free!

Whether you want to join in and contribute to our 33 Revolutions artwork, create a rocking Tik Tok video or wander the halls and check out our many exhibitions – it's all on us.

IMAGES:

High resolution to accompany the Top 10 list are available here:

https://www.dropbox.com/sh/ncswsvr6rp2qzlk/AABecMZ_P1bN7d78ICKTvjSca?dl=0