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## PRESS RELEASE

### HEIDE MUSEUM OF MODERN ART MAKES 'ART-TALK' INTERACTIVE

Heide Museum of Modern Art will revolutionise the way people interact with art through its new brand campaign - 'The People's Panel' - created by M&C Saatchi Melbourne. A first-of-its-kind for the historic cultural institution, the museum will install interactive panels enabling individuals to share their own thoughts on the art.

Heide is famously known as the property of cultural leaders John and Sunday Reed, who purchased the site in 1934 to create a home they generously shared with a generation of Australian artists.

At the museum, digital panels will replace the familiar static wall panels explaining artworks. People will be able to use social media to share their opinions on the art, interacting with comments by others. Visitors simply tweet their thoughts using the hashtags provided.

The campaign will also feature replicas of artworks placed in Melbourne's city centre, opposite Flinders Street station. There, people will be invited to interact with art outside a traditional gallery space.

The campaign will launch with a selection of works from Heide's new exhibition, *Call of the Avant-Garde: Constructivism and Australian Art*.

M&C Saatchi Melbourne Creative Mike Plumridge said the team had loved creating a new way for everyday Australians to get their thoughts out there.

"You don't have to be a film critic to have an opinion on a movie, and you shouldn't have to be an art historian to give an opinion on art."

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“We’re delighted to work with the M&C Saatchi team. The People’s Panel brings art to the people, and people to art, in an innovative way – and it’s faithful to Heide’s distinctive legacy as a place for lively discussion.” said Dr Natasha Cica, Heide’s Director and CEO.

The campaign will be live at Heide Museum of Modern Art and in central Melbourne from August 7.

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## ABOUT HEIDE

Heide Museum of Modern Art began life in 1934 as the Melbourne home of art patrons John and Sunday Reed, and has since evolved into one of Australia’s most unique destinations for modern and contemporary art. The Reeds promoted and encouraged successive generations of artists, including Albert Tucker, Sidney Nolan, Joy Hester and Charles Blackman – some of Australia’s most famous painters. Today at Heide, the Reeds’ legacy is honoured with a variety of changing exhibitions that draw on the museum’s modernist history and its founders’ philosophy of supporting innovative contemporary art.

Located just twenty minutes from the city, Heide boasts sixteen acres of beautiful parkland, five exhibition spaces housed in buildings of architectural significance, two historic kitchen gardens, a sculpture park, store and Café Heide.

Heide's current major exhibition, *Call of the Avant-Garde: Constructivism and Australian Art*, reveals how this early Russian modern art movement influenced Australian artists from the 1930s to today. Showing until 8 October, 2017.

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## Credits

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