

# BLAST THEORY

in collaboration with the Mixed Reality Lab, University of Nottingham

## PRESS RELEASE

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## I LIKE FRANK IN ADELAIDE

2 - 13 March 2004

to play online, register at:  
www.ilikefrank.com

### **Premiere of the world's first 3G mixed reality game by award-winning artists' group Blast Theory**

On 2 March 2004, Blast Theory will premiere the world's first 3G mixed reality game in Australia in collaboration with the Mixed Reality Lab, University of Nottingham.

**I Like Frank in Adelaide** will premiere at the **Adelaide Fringe**. This groundbreaking project will take place online at [www.ilikefrank.com](http://www.ilikefrank.com) and on the streets using 3G phones. Players in the real city can chat with players in the virtual city as they search for the elusive Frank. Whether braving the 40-degree heat of a South Australian summer or logging from around the world, the players will build relationships, swap information and test the possibilities of a new hybrid space.

Following *The Matrix* we have become accustomed to the blurring between the real and the virtual. Blast Theory and the Mixed Reality Lab at the University of Nottingham have become world renowned for starting to take the first steps towards realising these possibilities.

Blast Theory believes that live multi-player games using mobile phones will be a significant cultural form in the future. The group, who pioneered the use of new technologies within performance contexts in the early nineties, has been researching the convergence of mobile and online technologies since 2000. **Can You See Me Now?** won the **Prix Ars Electronica Golden Nica for Interactive Art** in 2003 and **Uncle Roy All Around You** is continuing its UK tour this year. The group is currently working with BBC Interactive to develop an interactive television programme. **I Like Frank in Adelaide** builds on the experience and technology of these projects.

Blast Theory are currently **Adelaide Thinkers in Residence** for 12 weeks, an annual programme which brings world-leading thinkers to live and work in Adelaide - a city that has a reputation for innovation in many fields, particularly new media technology.

#### **Ann Clancy, Director of Adelaide Thinkers in Residence:**

**"Blast Theory brings an enormous amount of experience and knowledge to Adelaide. The group's appointment will not only leave a lasting impact on the state artistically and technologically, but will also allow South Australia's capacity in technology and the arts to be communicated to a broader national and international audience."**

Partners in Blast Theory's visit to Adelaide include Dept. of the Premier and Cabinet, Adelaide Fringe 2004, m.Net, SA Film Corporation, Australian Network for Art & Technology and Dept. of Education and Children's Services, with support from Internode, Australia Council for the Arts, Technology School of the Future, Australian Film Commission, Arts SA and Dept. of Further Education, Employment, Science and Technology.

**For further information about the Adelaide Thinkers in Residence programme, please contact:**