

ADELAIDE THINKERS FACE BLAST THEORY CHALLENGE

Award winning UK performance group Blast Theory, the first appointment for Adelaide Thinkers in Residence in 2004, is set to challenge Adelaide with cutting-edge new media technology.

Based in the United Kingdom, **Blast Theory** is a group of highly renowned and sought after artists, trainers and multimedia performers, recognised as leading experts in their field. Utilising cutting-edge technologies in combination with rigorous research, Blast Theory create highly interactive and socially engaging cultural performances.

Ann Clancy, **Adelaide Thinkers in Residence** Director, said, "Blast Theory bring an enormous amount of experience and knowledge to Adelaide. The group's appointment as Adelaide Thinkers in Residence 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."

Blast Theory will undertake a range of public, government and industry engagements including seminars, master classes and a public lecture. The residency will culminate in a world-first media technology performance for the 2004 Adelaide Fringe, providing access and experience of exciting new media cultural performances for the general community.

Karen Hadfield, Artistic Director of the Adelaide Fringe, describes Blast Theory's performance as "the world's biggest game that's played both online and physically in the street; it's a mixture of hide and seek, chasey and treasure hunt, using the sort of technology last seen in The Matrix."

Blast Theory's appointment as **Adelaide Thinkers in Residence** will run for twelve weeks, from **30 December 2003** through to **19 March 2004**.

ADELAIDE THINKERS IN RESIDENCE

Adelaide Thinkers in Residence brings world-leading thinkers to live and work in Adelaide, to assist in the strategic development and promotion of South Australia.

Mike Rann, the Premier of South Australia, is inviting some of the world's most esteemed thinkers to come to Adelaide to live and work for periods of two to six months. Some will be people with long-established reputations and stellar careers, others will be young people - emerging leaders in the fields of tomorrow.

Thinkers will challenge our beliefs, spark fresh ideas and set new directions for South Australia.



BLAST THEORY AT ADELAIDE THINKERS IN RESIDENCE

BLAST THEORY'S WEBSITE

BLAST THEORY IS . . .

Blast Theory is one the leading artists' groups in Britain making interactive performances, installations, video and mixed reality projects.

Combining rigorous research and development with leading edge technologies, their practice ranges across media and disciplines, taking risks and encouraging critical debate.

Their work confronts a media saturated world in which popular culture rules. It uses video and computers to ask questions about the ideologies present in the information that envelops us. The work is a fast cutting collage of images and actions, often appropriated from elsewhere.

Based in London since 1991, the group has a creative team of three. They have shown work in galleries, theatres, cinemas, universities and found spaces throughout Europe and beyond.

Blast Theory aims to make work that is direct, accessible and has something to say.

Each Thinker in Residence will work on programs which have tangible benefits to the State in the areas including health, education, social progress, the environment, science, research and economic development. The Thinkers will have a tailored program of activities, including project leadership, research, master-classes, public lectures, mentoring, writing and publishing.

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