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Art meets IT in Adelaide

ACCLAIMED new-media artists Blast Theory are in town to create a "cracking game" and redefine the boundaries between art and technology.

The London trio of Matt Adams, Ju Row Farr and Nick Tandavanitj are Adelaide's newest Thinkers in Residence.

The aim of their residency is to explore the boundaries between SA's cultural and IT sectors and to promote SA as a leader in new media technologies.

They will spend the next 12 weeks working with Adelaide's IT sector, university and school students to create an interactive performance piece for this year's Adelaide Fringe festival.

Titled *I Like Frank in Adelaide*, the game will be played physically (using 3G handsets) and on-line as players try to find Frank on the streets of Adelaide.

Physical and on-line players can either play alone or team-up to try and find the elusive Frank.

Mr Adams said the game was about taking people into

areas of the city they may not expect to go and where not everything is as it appears.

"As the game develops it gradually shifts slightly as to what you think you're involved in; I can't say much more about that," he said.

"It's a different way of thinking about your city and how you respond to it."

He compared the experience to the movie *The Game* starring Michael Douglas which began "where the real ends".

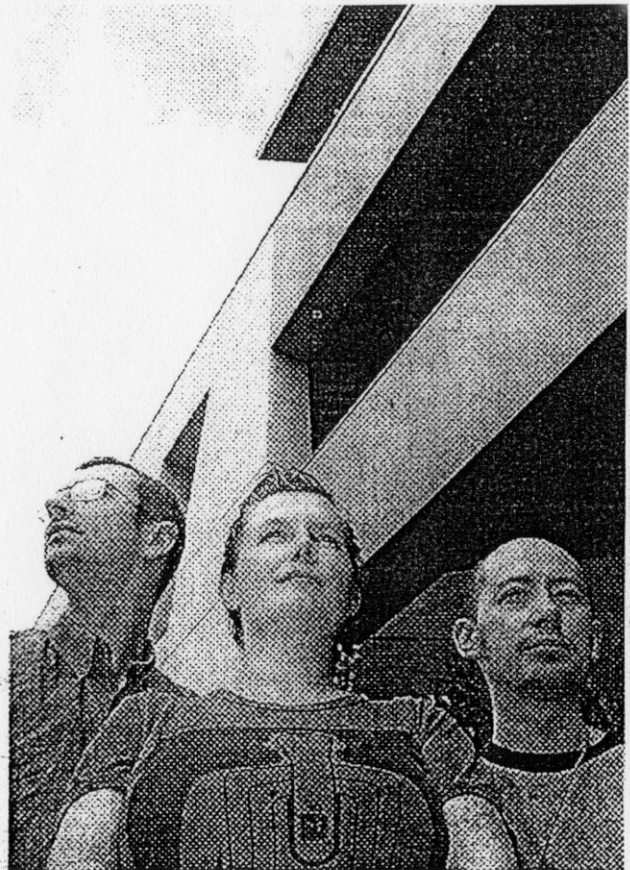
He said Blast Theory was lured to Adelaide by the prospect of working with its 3G wireless network.

"There's clearly areas in which Adelaide leads the world.

"In terms of its new media community there is a tremendously outward looking and enthusiastic approach here that is very refreshing, there's a stronger sense of community."

— RENATO CASTELLO

('I Like Frank in Adelaide' premieres at the Adelaide Fringe on March 1. Blast Theory will hold a public lecture at the Adelaide Town Hall on Tuesday, March 16.)



Blast Theory thinkers-in-residence (from left) Matt Adams, Ju Row Farr and Nick Tandavanitj. Photo: Keryn Seidel 51522