

Australian first for on-line games at Adelaide Fringe

World renowned UK multi-media group Blast Theory (Adelaide's current Thinkers in Residence) are premiering the world's first 3G mixed reality game in Australia from March 2-14 as part of this year's Adelaide Fringe Festival.

'I Like Frank in Adelaide' is a groundbreaking project that takes place online at www.ilikefrank.com and on the streets of Adelaide 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 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.

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, chase 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, the Adelaide Fringe Festival runs from February 21 to March 14.



I Like Frank in Adelaide

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.



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.

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.

The British Council is the United Kingdom's international organisation for educational opportunities and cultural relations.
We are registered in England as a charity. [Our privacy statement.](#) [Our Freedom of Information Publications Scheme.](#)

[Australia home](#)

[Science](#)

[Sitemap](#)

© British Council