MPavilion join together with Geelong Gallery and Shepparton Art Museum to deliver new regional program

Wednesday 27 September 2017

Concept image: MPavilion 2017.
Image courtesy OMA.

Geelong Gallery and **Shepparton Art Museum (SAM)** have joined together with **MPavilion** to deliver a new special regional program of workshops and public events designed to connect community groups, cultural institutions and government bodies, and to foster meaningful conversations around design.

Opening on Tuesday 3 October 2017 and running until Sunday 4 February 2018, MPavilion 2017 is designed by renowned international architects **Rem Koolhaas** and **David Gianotten** of **OMA**. Inspired by Koolhaas's current preoccupation with the countryside and urban design, for the first time, this year **MPavilion** is extending its reach from the heart of Melbourne to work with key partners in regional Victoria. Held throughout October 2017 and February 2018, the series of workshops and events are curated and facilitated by MPavilion in collaboration with **Geelong Gallery**; **Shepparton Art Museum**; **Jack Self (director, REAL Foundation, UK; co-curator, British Pavilion, Venice Biennale 2016); artist Keg de Souza (NSW); and Sarah Lynn Rees (MPavilion Regional Program Manager; Indigenous Architecture & Design Victoria**).

Naomi Milgrom, Founder of **MPavilion** said "This season the MPavilion program has been developed in collaboration with our architects Rem Koolhaas, David Gianotten of OMA. A main focus of OMA's current research is the notion of countryside. It was important to us that we interrogate this theme with a focus on the unique Australian context. Through this project, we will investigate regional Victoria as a product of its Indigenous continuous living histories and its colonial history, as well as how it continues to evolve through immigration, infrastructure and agriculture."

With Geelong and Shepparton as central case studies, the program considers how regional Australia might address issues of inclusion, diversity, innovation and evolving industrial landscapes through the lenses of architecture, design and the built environment.

Director of **Geelong Gallery**, **Jason Smith** said "This is a timely and exciting collaboration for Geelong Gallery. Over the past year the Gallery has contributed to the thinking and planning for the community-led blueprint for Greater Geelong to be recognised regionally, nationally and internationally, as a clever and creative city-region. The opportunity to collaborate with MPavilion, OMA and our close colleagues at SAM aligns perfectly with our commitment to Geelong's future."

Director of **Shepparton Art Museum**, **Rebecca Coates**, said "We are delighted to be partnering with MPavilion and Geelong Gallery on this exciting project. As the new SAM project is demonstrating, great art and design can be central to how we want to live and who we are. We look forward to exploring these ideas, through the lens of a unique part of regional Victoria."

The program will comprises of series of workshops and events including regional workshops in October 2017 in Geelong and Shepparton with international guest **Jack Self** and **Sarah Lynn Rees** of **MPavilion**; a Melbourne workshop with **Rem Koolhaas** & **David Gianotten** (**OMA**), **Geelong Gallery** and **Shepparton Art Museum**.

In February 2018, Sydney-based interdisciplinary artist, **Keg de Souza** will present a collaborative project with program participants at SAM in Shepparton and Geelong Gallery. With particular interest in the built environment and the social spaces and communities that inhabit them, de Souza's wide-ranging practice is informed by her architectural training and encompasses video, performance, installation, publishing and inflatable architecture. Her work has recently featured in the Biennale of Sydney 2016, and the 5th Auckland Triennial, curated by **Hou Hanru**.

Designed to empower participants and associated organisations to instigate and support change in Shepparton and Geelong and elsewhere at grassroots and government levels, a high-quality not-for-profit publication—produced and globally distributed by Jack Self's REAL Foundation—will also be produced that can be adopted and employed by all participants involved in the program.

Ends

For further information, or to arrange interviews with MPavilion please contact Rhiannon Broomfield at ARTICULATE on 0410 596 021 or rhiannon@articulatepr.com.au

To arrange interviews with Geelong Gallery Director, Jason Smith, please contact Penny Whitehead on 03 5229 3645 or penny@geelonggallery.org.au

To arrange interviews with SAM's Director Rebecca Coates please contact SAM Marketing Coordinators by phone (03) 5832 9494 or by email on sarah.werkmeister@shepparton.vic.gov.au or amina.barolli@shepparton.vic.gov.au.

Resources

Dropbox of high-res images: https://www.dropbox.com/sh/f7h0grw17c39l1m/AAD_iHKxYFJQt-B5Yk23TvjLa?dl=0

A video featuring **MPavilion** 2017 architect **Rem Koolhaas** discussing the importance of the countryside can be found and shared through the following link: https://www.dropbox.com/s/qniez5z3cy6o7bz/Video_Rem%20Koolhaas%20%282%20mins%29_5%20September%202017.mov?dl=0

MPavilion key dates and useful links:

- MPavilion will open free to the public on Tuesday 3 October 2017 until Sunday 4 February 2018

- For further information, please visit www.mpavilion.org

Geelong Gallery

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media release

About OMA

OMA (Office for Metropolitan Architecture) is an international practice operating within the traditional boundaries of architecture and urbanism and was founded by visionary **Rem Koolhaas**, a Pritzker prize-winning architect. Together with 8 partners Koolhaas heads the work of both **OMA** and **AMO**, the research branch of OMA, operating in areas beyond the realm of architecture such as media, politics, renewable energy and fashion. **David Gianotten** is OMA's Managing Partner-Architect; responsible for the management and growth of OMA worldwide and is the responsible partner-in-charge of numerous projects in Asia, Australia and Europe including the New Museum project in Perth and Rotterdam's new Feyenoord football stadium. Together Koolhaas and Gianotten are responsible for the design and execution of the Taipei Performing Arts Centre.

OMA completed large scale projects in recent years include the Qatar Foundation Headquarters in Doha; Faena District in Miami; London's Design Museum; Garage Museum of Contemporary Art in Moscow; Fondazione Prada in Milan; Shenzhen Stock Exchange; De Rotterdam; and CCTV Headquarters in Beijing.

About MPavilion

MPavilion is Australia's leading architectural commission and design event conceived and created by the Naomi Milgrom Foundation in 2014. Every year one new temporary pavilion, designed by a leading international architect, is erected in Melbourne's historic Queen Victoria Gardens. From October through February, the MPavilion becomes a design and cultural laboratory, and home to a series of talks, workshops, performances and installations. At the end of each season MPavilion is moved to a permanent new home within Melbourne's CBD, creating an ongoing legacy in Melbourne's increasingly sophisticated architectural landscape. Australian architect Sean Godsell designed MPavilion 2014 (now at the Hellenic Museum); and in 2015 MPavilion was designed by British architect Amanda Levete of AL_A (now in Collins Street, Docklands). Indian architect Bijoy Jain of Studio Mumbai designed MPavilion 2016 (soon to be relocated to the Melbourne Zoo).

Australian philanthropist Naomi Milgrom AO initiated MPavilion. She is also the Commissioner for the Australian representation at the 57th International Art Exhibition Venice Biennale, Tracey Moffatt exhibition 2017.

Geelong Gallery