



Media Release

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Atmospheric Lab

A Geelong Gallery immersive experience
1 April to 9 July 2023



Geelong Gallery exterior, Photographer: Hails & Shine.

Sandpit and Geelong Gallery work together to create a unique and personal immersion based on the work of beloved Australian artist Clarice Beckett

Opening on 1 April, Geelong Gallery presents its next major ticketed exhibition: *Clarice Beckett—Atmosphere*, to be shown exclusively in Geelong. This much anticipated exhibition will include rarely seen works from private collectors displaying over 60 exquisite paintings dating from 1919 to the early 1930s.

Experience design studio **Sandpit** have worked with Geelong Gallery to create a unique interpretation of the artist's modernist style. Visitors will enter *Atmospheric Lab*, an immersive environment which connects Clarice Beckett's tonal style to a location that is meaningful to the visitor. *Atmospheric Lab* is a room surrounded by three large wall projections. In the middle of the room a table with a tablet will invite individuals to enter the location of a place that holds meaning to them: this could be the street they grew up on; the location of a first date, or somewhere of meaning to their family. Photographic street view imagery of the chosen location will then project across the three walls and simultaneously blend the image in a style similar to Clarice Beckett's characteristic soft-focus, immersing the visitor in their own personalised artwork.

Sandpit co-founder **Dan Koerner** said, 'It is such a privilege to work with Geelong Gallery on extending the visitor experience for Clarice Beckett enthusiasts. Bringing stories to life and creating meaningful experiences is always at the heart of what we do here at Sandpit. With *Atmospheric Lab* we're offering visitors a personal encounter with one of Australia's greatest female artists, which is bound to stir up some

emotions and provide a memorable experience.'

Geelong Gallery Director and CEO, **Jason Smith** said: 'Clarice Beckett's extraordinary visual acuity and her depiction of atmospheric effects and phenomena—the conditions of light, climate, and moments in time as she saw and felt them on suburban streets, at the water's edge, and in the landscape provide the backdrop to this innovative project. Our team has been delighted to work with Sandpit whose expertise has allowed us to bring an interdisciplinary approach to the realisation of *Atmospheric Lab*—encouraging audiences to test and experience Clarice Beckett's interplay between tone, colour and atmosphere in a virtual environment. *Atmospheric Lab* promotes Geelong Gallery's commitment to digital innovation, ensuring audiences have opportunities to experience art in different ways.'

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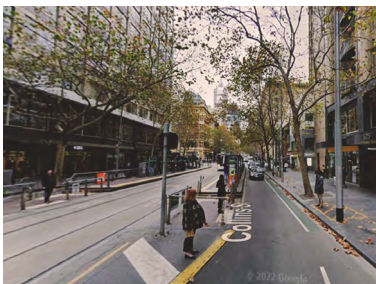
Clarice Beckett—Atmosphere is on at Geelong Gallery until Sunday 9 July. Entry fees apply to the exhibition which includes access to *Atmospheric Lab*.

Open 10.00am to 5.00pm daily. Closed Good Friday.

Atmospheric Lab partners



Above image with *Atmospheric Lab* treatment



Collins St, Melbourne Google Maps view



Above image with *Atmospheric Lab* treatment



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Background information



Clarice Beckett
Rainy day 1930
oil on canvas on board
Geelong Gallery
Purchased 1973
Photographer: Andrew Curtis

About Sandpit

Sandpit is a leading, award-winning technology and experience design studio. Partnering with museums, brands and cultural institutions, Sandpit has connected millions of people to the best in immersive, creative and participatory technology. Sandpit's architectural and exhibition design services place audiences right at the centre of an interactive journey that connects the physical to the digital. Founded in 2012, Sandpit's Co-founders Sam Haren and Dan Koerner have merged their diverse set of experience in placemaking, multimedia, the arts and digital content to develop cutting edge technology and create new and accessible ways of storytelling. With an expert team of designers, developers, artists, architects and engineers, Sandpit continuously discovers new ways of bringing information to life.

About the exhibition

Geelong Gallery presents an exclusive in-focus, thematic survey of the work of Australian artist Clarice Beckett (1887–1935). This much anticipated exhibition will present key works from across Beckett's oeuvre from 1919 to the early 1930s, providing a critical representation of this enduringly enigmatic modernist artist's atmospheric depictions of light, climate, and bayside Melbourne. Beckett's beautiful paintings are revered for the ways in which they captured the essence of Beaumaris streetscapes and Melbourne cityscapes in varying light and weather conditions, as well as atmospheric vistas towards the waters of Port Phillip Bay. A key focus of the exhibition will be works completed by Beckett in our region including Western District landscapes and coastal scenes of Anglesea.

Clarice Beckett—Atmosphere partners

Geelong presenting partner



Major partners



Indemnification for the exhibition is provided by the Victorian Government

Exhibition partners



Ruth Fagg Foundation Trust

Dimmick Charitable Trust



This ambitious exhibition is proudly supported by a collective of Geelong Gallery donors from our 2022 Annual Giving program

Publication partner

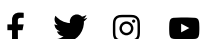


Ticket prices

Adult	\$20.00
Concession	\$15.00
Members	\$12.50
Children (5–15 years)	\$9.00
Children under 5	Free
Family (2 adults and 2 children)	\$50.00
Group (over 10)	\$17.50
Companion Card holders	Free

Tickets on sale now:

<https://www.geelonggallery.org.au/claricebeckettatmosphere>



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