

Media Release

Steve Dimopoulos MP

Minister for Tourism, Sport and Major Events
Minister for Creative Industries



Thursday, 13 October 2022

GOVERNMENT BACKS INNOVATIVE PUBLIC ART IN MORNINGTON

The Andrews Labor Government is helping transform the Mornington Peninsula Regional Gallery into a work of art, transforming the gallery's exterior walls into a giant canvas that will draw even more visitors to the region.

Early works are now underway on *Skein of Air*, a new public art project by Victorian artist Cameron Robbins that will harness the wind to create a large scale drawing on the gallery's exterior.

Working with the gallery team to finalise the design of the work, the finished product is expected to be unveiled as a new tourism offering for visitors in 2024.

Funded through a near \$100,000 investment from the Labor Government's *Creative Activation Fund*, *Skein of Air* joins other innovative arts projects dotted throughout Victoria that have become local landmarks since their installation.

These include silo art projects in St Arnaud and Picola, open-air murals in Wedderburn and an augmented reality tour of Melbourne's Fitzroy that explores sites of cultural and historical significance to First Peoples.

Since opening its doors in 1971 Mornington Peninsula Regional Gallery's has grown into the largest public gallery in Melbourne's south-east region. Entry to the gallery is free, with the collection including over 1,900 objects including paintings, drawings, prints and sculptures.

In 2019, the Mornington Peninsula proved to be a favorite Victorian holiday destination, welcoming 8.5 million visitors who spent \$1.4 billion and employed over 9,000 people.

To find out more about the Creative Activation Fund projects, visit creative.vic.gov.au.

Explore what's on at Mornington Peninsula Regional Gallery, visit mprg.mornpen.vic.gov.au.

Quotes attributable to Minister for Creative Industries Steve Dimopoulos

"Victoria's reputation as Australia's cultural capital is built on the back of the creative talent that call the state home, with projects like this we're ensuring they continue to deliver the works that Victorians love."

"Only a Labor Government supports Victoria's creative talent, while backing local businesses and offering even more reasons to explore regional destinations across the state."