

Australian Centre for Contemporary Art
M E D I A R E L E A S E

FOR IMMEDIATE RELEASE 28 JULY 1994

Esensual Fragments

VNS MATRIX
PUBLIC INTERVENTION
PROJECT

Exhibition dates: 1 – 31 August 1994

They crawled out of the cyberswamp during a southern summer circa 1991 on a mission to hijack cowboy toys and remap cyberspace. The hype on the net is that the group plan to download direct to your cerebral cortex digital propaganda, soon, so sharpen your synapses...

VNS Matrix, who manifest as Josephine Starrs, Julianne Pearce, Francesca da Rimini and Virginia Barratt, are cyberfeminists with attitude, committed to redefining the role and image of women in art and technology. Based in Adelaide and Sydney, their ironic and witty art injects a critical edge into the arena of art and new technologies, imagining and imaging alternative future worlds.

For the *Esensual Fragments* project, VNS Matrix have designed a new image which will materialise at bus stops and other public sites around Melbourne during the month of August. This poster goes some way towards infiltrating the domain of private enterprise to offer new representations of women and technology.

VNS Matrix have attracted wide national and international attention for their current work. In particular, their development of an interactive computer game entitled **All New Gen** which is the antithesis of 'Gameboy' style games which have become rapidly embedded in popular (male youth) culture, has been controversial. **All New Gen** is 'Gamegirl' supported by her Zonegirls, the DNA Sluts. Her mission of sabotage is to act as a virus in cyberspace, infiltrating and corrupting the fathernet of power and ambition.

In conjunction with this project, VNS Matrix will present **Pathogenic Vectors**, a performative introduction to their work at ACCA on Saturday 6 August at 5pm. Tickets \$5/\$3 (ACCA members and concessions). For bookings tel. ACCA on (03) 654 6422

A final comment from the Matrix: 'Be aware that there is no moral code in the Zone!'

For further information please contact Clare Williamson at ACCA:

Tel: (03) 654 6422

Fax: (03) 650 3438

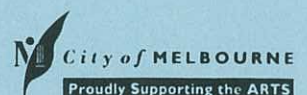
The assistance of the City of Melbourne in providing access to their public sites at Wait N See, a part of City Art Public Space, is gratefully acknowledged.

Esensual Fragments is an exhibition project in several parts, co-ordinated by Juliana Engberg and Rachel Young for the Australian Centre for Contemporary Art. *Esensual Fragments* has been generously assisted by the Australia Council through the Visual Arts/Craft Board.

ACCA is assisted by the Australia Council, the Federal Government's arts funding and advisory body. ACCA acknowledges the financial support of Arts Victoria, a division of the Department of Arts, Sport and Tourism.



ACCA • Dallas Brooks Drive South Yarra 3141 Australia
Telephone (61) (3) 654 6422 • Facsimile (61) (3) 650 3438 • Director Jenepher Duncan



AFFILIATED WITH MONASH UNIVERSITY