

MEDIA RELEASE



12 October 2018

VR Transmedia artist Simon Wilkinson at 2018 SDSW

British Transmedia storyteller, Simon Wilkinson (CiRCA69) is in Adelaide as the special guest of the 2018 Sit Down Shutup and Watch Film & New Media Festival. Simon will deliver a keynote speech next Friday 19 and Saturday 20 October on the subject "Virtual Reality is a Punk Moment".

Specialising in immersive technologies and transmedia storytelling since 2008, Simon's virtual reality artworks have toured 21 nations across six continents, most recently in Qatar for Doha Film Institute's QUMRA Festival.

In the week leading up to the SDSW Festival, Simon is delivering a Virtual Reality Masterclass to South Australian filmmakers with a disability, introducing them to the amazing world of VR. Disability filmmakers are being given the opportunity to create their own VR artworks by learning how to transform their drawings and paintings into incredible virtual worlds.

"With gaming now arguably the most important cultural medium on the planet and with virtual reality and immersive technologies being part of the maturation of that medium, I think it's important that we make sure everyone has the opportunity to tell their stories through it" he said.

"These workshops are aimed at giving the guys at Tutti the tools to be able to do just that: to have a voice in the world of virtual reality and playful media."

Simon's extensive body of work incorporates audiovisual, installation, VR, AR, Ai, electronic music, online and performance mediums; often combining multiple approaches simultaneously to create highly immersive narrative environments, which invite prolonged audience engagement.

A guest lecturer at a large number of international universities (Netherlands Film Academy, Sarajevo Academy of Fine Art, Bilkent University Ankara, Lima University of Technology, Engineering London College of Communication) Simon was the lead facilitator on the British Council's Transmedia Thinktank in Venezuela in 2016, and in 2017 was a resident at Cambridge University's Centre for the Future of Intelligence, exploring the use of artificial intelligence in his practice.

WHAT: Keynote - 2018 Sit Down Shutup and Watch Film & New Media Festival

WHEN: Friday 19 and Saturday 20 October - 11am (both days)

WHERE: Angaston Town Hall, Barossa Valley

Full SDSW Festival details can be found at www.sitdownshutupandwatch.com

See below for images and contacts:



Photo credit: P. Soteriou



Photo credit: Manel Ortega

Copies of the above can be supplied upon request, with full captions and photo credits.

*To arrange a print or radio interview or photo please contact:
Emily Galdes 0498 021 975 or Sharon Cleary 0407 990 983*

*Sit Down Shutup and Watch
is an initiative of Tutti Arts*

