



MEDIA RELEASE - FOR IMMEDIATE RELEASE

20 November 2020

4A TRANSFORMS ART INTO INTERACTIVE POSTERS IN BRISBANE, MELBOURNE AND SYDNEY

4A Digital Hits the Streets: Joanna Frank and Spectator Jonze
23 November – 14 December 2020
Various street locations in Brisbane, Melbourne, and Sydney



4A Centre for Contemporary Asian Art is thrilled to announce *4A Digital Hits the Streets*, an ephemeral exhibition that will transform digital artworks into interactive street posters across Brisbane, Melbourne, and Sydney this summer. Programmed as part of 4A's online commissioning platform, *4A Digital*, this timely project encourages the public to re-enchant themselves with CBD and civic spaces by engaging with the mesmerising works of **Joanna Frank** and **Spectator Jonze**.

4A curators Con Gerakaris and Reina Takeuchi have invited the artists to create new works that capture their vivid, character-driven aesthetics, with anthemic themes that celebrate the resilient and dynamic nature that comes with being a woman artist.

For the heroine-driven work, *DEADALIVE*, Taiwanese-Australian artist-musician Jonze tackles the taboo of coronavirus and maintaining creative stamina during times of unrest. Jonze explains: "For the poster, I wanted to capture the feelings of suffocation, isolation, health technologies and anxiety, but I also wanted to show that out of the rubble, I found the fighter, the survivor and also the amazing fortunes that 2020 has brought me as well."

Frank's pulsating work, *Face is the Index of the Mind*, pays ode to the lived experiences of creative women of colour: "Having resilience as a migrant is parallel to being an artist: we have this ability to use limited resources and materials to our advantage, and I think this is pretty astonishing when it comes to making art," says Frank. "I created the work as a reminder of the value and power that women hold in this world."

Around 300 posters will be prominently displayed in partnership with leading poster distributor Plakkit, and with support from the City of Sydney. To elevate the experience, these images are integrated with an augmented reality component custom-created by Frank and Jonze. Enter the artists' conceptual worlds by downloading the [Eyejack app](#) on their smartphone, pointing their screen towards the posters, and activating their AR animation in real-time.

Gerakaris says: "*4A Digital Hits the Streets* allows 4A to highlight contemporary artists in a guerilla-style exhibition. Alongside the augmented reality videos the project is a unique hybrid of street art, design and digital art showcasing the bold and psychedelic work of Frank and Jonze. Frank's work, *Face is the index of the mind*, is a self-assertion of power and confidence, twisting science fiction aesthetics into a visage of a female-driven future."

Adds Takeuchi: "Spectator Jonze is an evocative multidisciplinary artist whose practice spans across digital media, drawing, performance and sound. Having experienced the COVID-19 virus first hand, *DEADALIVE*

speaks directly to Jonze's strength as a fighter, artist and survivor in the face of adversity. It's with great pleasure that we present her work alongside Joanna Frank's as a part of our initiative."

4A invites the public to interact with the posters in Brisbane, Melbourne and Sydney via the hashtag #4ADigital and tagging [@4A_au](#) on Instagram for a chance to win 4A summer prize packs, including limited-edition artist prints, a 4A tote bag, and publications. Stay tuned for updates via [our website](#) from 23 November onwards.

[ACCESS ARTIST INFORMATION HERE.](#)

For high-res artwork images, or to arrange artist interviews, contact Mariam Arcilla on mariam.arcilla@4a.com.au or 0412 940 357.

ABOUT THE ARTISTS



Joanna Frank is a Sydney based artist/designer born in Chennai, India. Her collages are a series of visual experiments that are created in a dynamic moment. They combine a variety of collected imagery such as personal photos, logos, religious icons, video screen shots and magazine ads. Through both intention and chance these images are layered, distorted and assembled to create new narratives. Frank has exhibited at Goodspace Gallery (Sydney) and Down/Under Space (Sydney). Her work has been published in Apostrophe Magazine, and The Lifted Brow and appeared on album covers and posters for Gauci, DMA's, Triple One and more. Her commercial clients have included EMI, Pseushi and Universal Music. Joanna Frank is also a musician, and in October, she released her latest EP, FRANK-X *Wild Love!*



Spectator Jonze is the artist moniker of Deena Lynch. Lynch was born in Yokohama, Japan to a Taiwanese mother and an Australian father. She migrated to Australia under less than certain circumstances when she was 6 years old. For Lynch, art became a medium she utilised as a cathartic vessel to uncover the secrets she had even hidden from herself. 'Spectator Jonze' is the culmination of self-discovery and healing that has evolved into a project of passion – bringing mental health to light by depicting the often taboo subject of our individual battles into a colourful, comedic display of imperfectly perfect beauty. Lynch's other projects include her work as Jaguar Jonze, where her enigmatic yet vulnerable songwriting has seen her music recognised in NME. To celebrate the release of Jaguar Jonze's latest single, DEADALIVE, she is currently touring across Australia in November and December, with gigs in Queensland, South Australia and New South Wales.

ABOUT 4A DIGITAL

Launched in April 2020, [4A Digital](#) is an online platform for commissioned projects by Australian artists, and acts as a space for creative and academic exploration, giving artists, writers, academics and professionals the opportunity to experiment and investigate concepts and ideas outside of the exhibition and published journal formats – outside our gallery walls.

4A DIGITAL HITS THE STREETS - DATES AND KEY AREAS

Sydney: 23 November - 14 December 2020 | Haymarket, Alexandria, CBD, Darlinghurst, Leichhardt, Marrickville, Mascot, Newtown, Paddington, Surry Hills and more.

Melbourne: 23 November - 14 December 2020 | CBD, Southbank, Carlton North, Collingwood, Fitzroy, Footscray, Richmond, Box Hill, Thornbury, Preston, Prahran and more.

Brisbane: 27 November - 11 December 2020 | Airport, Fortitude Valley, Griffith Uni, Indooroopilly, Kangaroo Point, Kelvin Grove, Mt Gravatt, Paddington, Woolloongabba and more.

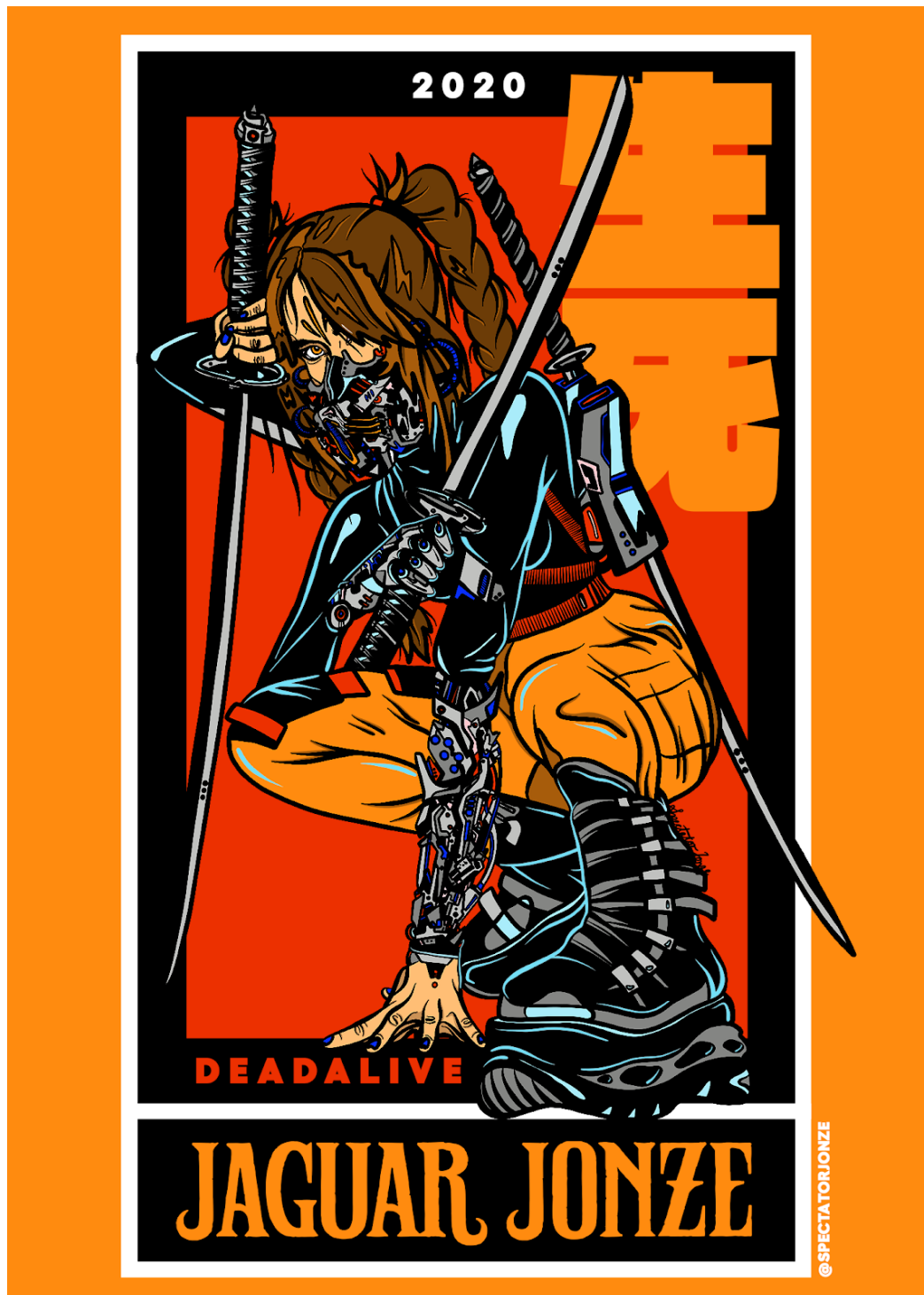
The 4A Digital Program in 2020 is supported by the City of Sydney.

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Joanna Frank, *Face is the Index of the Mind* (detail), 2020; courtesy the artist.

4A Digital Hits the Streets: Spectator Jonze
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Spectator Jonze, *DEADALIVE* (detail), 2020, courtesy the artist.

Image captions:

1. *4A Digital Hits the Streets* banner L-R Spectator Jonze, *DEADALIVE* (detail), 2020, courtesy the artist; Joanna Frank, *Face is the Index of the Mind* (detail), 2020
2. Joanna Frank, self-portrait (cropped); courtesy the artist.
3. Spectator Jonze, self-portrait; courtesy the artist.
4. Joanna Frank, *Face is the Index of the Mind*, 2020
5. Spectator Jonze, *DEADALIVE*, 2020, courtesy the artist;

Contact Mariam Arcilla on mariam.arcilla@4a.com.au or 0412 940 357 to receive high-res poster images or other artwork images, or to arrange artist interviews.

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