

CINEMA ALLEY

CONTEMPORARY ASIAN VIDEO ART IN A STREET CINEMA

Gallery 4A transforms a local Haymarket Street into a temporary street cinema.

For one night only *Cinema Alley* presents video art by important young Asian artists.

Artists involved:

Qiu Anxiong (Shanghai)

Ming Wong (Berlin/Singapore)

For one-night only Gallery 4A will transform a Haymarket street into a 'street cinema' presenting video artworks by important young Asian artists.

Gallery 4A will present the work of two young Asian video artists Qiu Anxiong and Ming Wong.

Cinema Alley coincides with major solo exhibitions at Gallery 4A by two Asian artists.

In 2009 we are planning a Cinema Alley project with the Shanghai-based artist Qiu Anxiong and the Berlin-based Singaporean artist Ming Wong, who have both recently begun to receive serious international curatorial attention.

Both artist's projects will have the same format

including:

a six-week solo exhibition at Gallery 4A

catalogue

public screening of their work in Cinema Alley

Cinema Alley explores an art/cinema cross over as a way of thinking through the impact of media and the screen on our understanding of the contemporary world. From our observations, film and cinema are often the first points of contact that audiences (both Australian and Asian) have with contemporary Asian culture. We are using these projects as a way to explore these conceptual ideas as well as an audience development project.

Both artists deal with aspects of these observations, using the film format and both are attracted to the idea of a public street cinema as a site for exhibition. For Ming Wong, his work reflects on his own understanding of cross cultural experience while studying in Germany by reconstructing scenes of racial and cultural difference that occur in western films, acting all parts and learning different languages to present situations of absurdity and humour. His work is appropriate and timed for the end of the Sydney Gay and Lesbian Mardi Gras. Qiu Anxiong's work *The New Sutra of the Mountains and the Oceans* is an animation consists of 6000 of Qiu's own original ink-wash drawing aims to explore the impact of development on the natural world. His project is planned for the City of Sydney Chinese New Year Festival.

What's involved?

PUBLIC SCREENING in a temporary street cinema- Cinema Alley

Each project has one night only screening on Parker street in Haymarket, which runs directly behind Capitol Theatre and adjacent to Gallery 4A. Parker St is a no through road primarily used for parking and deliveries during business hours. For one night the street will be closed, projectors will be brought in and a cinema screen with seating for about 200 people for free. We are currently working closely with the City of Sydney to deliver aspects of this complex event.

Audience:

These projects have been aimed to coincide with festivals which have large followings for culture. This will assist us in expanding the awareness of the project and Gallery 4A's activities. For the cinema event, we are currently planning to have a capacity of 200 people per event. Overall combine with exhibitions in gallery space we expect visitation to each exhibition to be about 2000. The catalogue accompanying the exhibition and the Cinema Alley screening will be distributed nationally and

internationally through the gallery's networks. With the relationship with the Chinese New Year Festival, and as the cinema alley project is a key event, we will be able to reach a very large, culturally diverse audience through their various marketing and media strategies.

WHY

The motivation in developing a large outdoor cinema, has been to develop a younger audience who visit and live in the local city area who are interested in both contemporary art and Asian culture or audiences who identify with an Asian heritage. As we are ideally located to engage a culturally diverse audience including; Chinatown visitors, students, city residents, Asian- Australian audiences, young people, culturally specific groups including Asian audiences, contemporary art audiences, film and city visitors during these festival times. This is an audience which is often under-catered for within more traditional festivals. Cinema Alley presents a great opportunity for audience development and is an innovative cultural development project that will lead to significant platforms for future engagement with new young Asian-Australian audiences.