

9 March 2010

**SENIORS WEEK AT THE MCA
'SNAP AND CLICK': DIGITAL PHOTOGRAPHY BY OVER-55s**

Sydney, Australia: The Museum of Contemporary Art (MCA) is delighted to announce a series of photographic workshops for Seniors Week, culminating in a showcase exhibition of photography by Sydney seniors at the Museum on Friday 26 March. The project is generously supported by The Aviird Foundation.

'Snap and Click' will present the creative outcomes of three-day photographic workshops attended by people aged 55 and over. Held between 1 March and 16 March, the workshops are designed for seniors with little or no knowledge of photography and include one-on-one tuition in digital photography conducted by experienced art professionals.

Designed to celebrate the contribution seniors make throughout the community, the 'Snap and Click' workshops and touring exhibition also create exciting and interactive learning opportunities for Australia's older population, while inspiring ordinary Australians with their candid self-expression.

"This is the first time the MCA has undertaken a Seniors Week project on this scale and we have been delighted by the enthusiastic response from willing participants," said MCA Senior Manager Education and Access, Emma Nicolson.

"There is clearly a thirst for learning among Sydney's senior citizens and we are so pleased to put them in touch with art professionals. Learning is a fundamental component of the MCA's remit and this is yet another example of the diverse range of education programs on offer at the MCA, both inside the gallery walls and well beyond," said Ms Nicolson.

This inaugural project marks the start of a long-term cultural partnership between the MCA and The Aviird Foundation. The Aviird Foundation was launched late last year as a charitable initiative of the Aviird Group, an investment and property management business focused on creating sustainable accommodation and lifestyle services for Australians aged over 55.

"The fact that 'Snap and Click' is fully-subscribed and has been inundated with applicants requesting to go on waiting lists for future programmes highlights an enormous wealth of imagination, creativity and determination to reach out among Third-age Australians. We hope that ongoing endeavours of organisations like The Aviird Foundation will continue to serve as a catalyst to provide more and more older individuals and communities with positive outlets to showcase their talent," said Scott Marinchek, Managing Director of Aviird Third-age Living, the Aviird Group's major investment entity.

The three-day photography workshops include a guided visit to the MCA, introducing participants to concepts and themes within contemporary art. Australian Centre for Photography (ACP) and MCA tutors then take students through the technical features of a digital SLR camera and basic photographic principles, including aperture shutter speed and depth of field. Participants put their new skills into practice during a facilitated field assignment around Sydney's oldest neighbourhood, The Rocks. Their images will be printed at the ACP where professional staff will guide them through the developing and photo editing process. One work per participant will then be unveiled during the exhibition for family, friends and the public at the MCA on Friday 26 March, as part of Seniors Week celebrations. The exhibition is then available to tour interested communities across Australia.

NSW Seniors Week will take place from Sunday 21 March – Sunday 28 March 2010. The *Snap and Click* photographic exhibition will be open from 10am-5.00pm at the MCA on Friday 26 March.

MCA Media Contact: Gabrielle Wilson Tel: 02 9245 2434 or email Gabrielle.Wilson@mca.com.au

Aviid Media Contact: Kaitlin Walsh Tel: 02 9018 8600 or email Kaitlin@bluechipcommunication.com.au

About the MCA

The MCA is the only institution in Australia devoted to exhibiting and collecting contemporary art. It is renowned for making art accessible and engaging for a broad spectrum of public audiences through stimulating exhibitions, educational programs and special events. The MCA was voted as Sydney's favourite museum in 2007 by an independent poll conducted by the Sydney Chamber of Commerce. In 2008 and 2009, it was named Sydney's Favourite Museum in the Alternative Media Awards and was also last year the winner in the category of Cultural and Creative Services in the City of Sydney Business Awards.

About The Aviid Foundation

The Aviid Foundation is a cultural organisation which through the arts seeks to inspire Australians to think differently about ageing and the aged. The Aviid Foundation is committed to supporting innovative and creative endeavours that benefit members of our community in their Third-age of living through social, well-being, economic, cultural or other means.

"The Aviid Foundation seeks opportunities to directly benefit the lives of Third-age Australians in ways that not only promote community engagement and creativity, but also have the potential to inspire others. 'Snap and Click' represents both, giving participants the chance to learn about the latest digital technology then share their achievements through the resulting touring exhibition and when they take their enhanced skill, knowledge and creative enthusiasm back to their own communities," said Scott Marinchek, Aviid Managing Director.