

## SENIORS WEEK AT THE MCA – DIGITAL PHOTOGRAPHY FOR OVER-55s



**Sydney, Australia:** Seniors from across Sydney are proving it's never too late to learn something new. Thirty senior citizens are taking part in a 'digital photography for beginners' workshop at the Museum of Contemporary Art (MCA). The three-day course will culminate in an exhibition of their photographs on Friday 25 March to celebrate Seniors Week 2011.

Organised as a collaboration between the MCA, The Aviiid Foundation and the Australian Centre for Photography (ACP), the 'Snap and Click' workshops are designed for people aged 55 and over with little or no knowledge of photography.

The workshops begin with a guided visit to the MCA introducing participants to concepts and themes in contemporary art. This is followed by one-on-one tuition in digital photography conducted by art professionals from the MCA and ACP. Tutors then lead students through the technical features of a digital SLR camera and basic photographic principles before participants put their new skills into practice in a field assignment around Sydney's historic Rocks area. The following week, their images are printed with the help of professional staff to guide participants through the developing and photo editing process. One image per participant will feature in an exhibition at the MCA on Friday 25 March, on show for family, friends and the general public.

"The 'Snap and Click' workshops celebrate the important contribution seniors make to the community. At the same time, they offer an exciting and interactive learning opportunity for Sydney's older population," said MCA Director, Elizabeth Ann Macgregor.

"Since the workshops began last year, the MCA has been overwhelmed by the enthusiastic response. This year places filled in just three hours and there is already a long waiting list of hopeful participants for next year. Sydney's seniors clearly have a thirst for knowledge and a desire to explore their creativity and we are delighted to put them in touch with art professionals to nourish that passion."

"The Aviiid Foundation is very happy to once again be offering 'Snap & Click' and its underlying message of empowerment and celebration of Third-age Australians. This program exemplifies the spirit that our nation and its ageing population can be proud of. It's all about the reality of people living, contributing

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and enjoying life for longer and, in particular, how those involved in providing services for older Australians can support this healthy community engagement,” said Director of the Aviiid Foundation, Scott Marinchek.

**NSW Seniors Week will take place from Sunday 20 March – Sunday 27 March 2011. The *Snap and Click* photographic exhibition will be open from 10am–5pm on Friday 25 March at the MCA.**



### 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 Aviiid Foundation

The Aviiid Foundation is a cultural organisation which through the arts seeks to promote ‘age is not a factor’ and inspire Australians to think differently about ageing and the aged. The Aviiid Foundation is committed to encouraging 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 Aviiid 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 Janne Ryan, Director of The Aviiid Foundation.

### About the ACP

The Australian Centre for Photography (ACP) is the country’s leading arts centre for the exhibition, publication and education in photo-based practice. It is the longest running contemporary art space in Australia, with over 35 years of exhibiting experience. The ACP Education program runs over fifty different workshops a term, from foundation courses in photography to specialist programs taught by leading national and international practitioners.

ACP was established in 1973 as a place where photographers could exhibit their work and learn about the best in current practice, both nationally and internationally.