

14/12/2021

## **BRISBANE CITY COUNCIL**

### **Finalist at State Awards**

The Winners and Finalists of the **2021 Gallery and Museum Achievement Awards** (GAMAA) were proudly announced by Museums & Galleries Queensland tonight, 14 December, at a special live-streamed presentation.

The **Brisbane City Council** was recognised as a **Finalist** for its achievements in the category of Engagement: Organisations with Paid Staff for its project ***City-wide Outdoor Gallery Augmented Reality Art Treasure Hunt***.

Using their mobile phones and preferred mode of transport – walking, running, cycling, scootering, wheeling a pram – Brisbane’s residents were invited to take part in an exciting city-wide, augmented reality treasure hunt through Brisbane City Council's Outdoor Gallery. The event kicked off in March 2021.

Brisbane City Council was successful in receiving an Arts Queensland Open Air Grant as part of programming for Council’s Outdoor Gallery Exhibition, ‘*Sunny Side Up*’. This allowed Council to increase and diversify its engagement programs in response to COVID-19. Significantly, it enabled Council to continue delivering safe cultural initiatives, supporting local creatives, building new audiences, piloting innovative cultural offerings for the first time in Brisbane, and growing the career trajectories of the engaged creative sector.

**Museums & Galleries Queensland** (M&G QLD) Executive Director, Rebekah Butler said, “Brisbane City Council is to be commended for this great initiative. The project provided training workshops to upskill the 13 artists, collectives, curators and project manager involved in the

project. Each created their very own augmented reality artworks that connected to their original artworks within the exhibition. Overall, the project resulted in the creation of 20 new artworks.”

“Multiple city-wide art races encouraged audiences with an active appetite to explore the Outdoor Gallery for the first time. ‘Racers’ who completed the race were given a limited-edition artwork by one of the emerging artists within the exhibition – for most participants, starting their very own art collection.” Ms Butler continued, “It also delivered accessible engagement for those who physically could not attend, by creating a virtual curator’s walk through the exhibition, exhibition documentation and an educators’ resource.”

The GAMAA were established by Museums & Galleries Queensland in 2004 to honour the achievements of our State’s individuals and organisations in striving towards excellence.

For the full list of GAMAA Winners and Finalists and to view the GAMAA presentation visit:  
[https://magsq.com.au/?page\\_id=5826](https://magsq.com.au/?page_id=5826).

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