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BIENNALE
OF SYDNEY

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2016

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Media release

**MEDIA
RELEASE**
20TH BIENNALE
OF SYDNEY

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BIENNALE
OF SYDNEY**
18 MARCH —
5 JUNE 2016

Media release

FOR IMMEDIATE RELEASE: Thursday, 30 July 2015

BIENNALE OF SYDNEY APPOINTS NEW AGENCY: FOR THE PEOPLE

Start-up agency **For The People** has been appointed to design the visual identity for the 20th Biennale of Sydney (2016), working collaboratively with the Biennale team and challenging the more traditional approaches taken to engage arts audiences.

The Artistic Director of the 20th Biennale of Sydney **Stephanie Rosenthal** says, 'I'm delighted to be collaborating with For The People. Their innovative approach will bring to life the various facets of the exhibition and animate the themes and ideas informing this edition.'

'Understanding the artistic vision of Stephanie Rosenthal gave us a very clear, very exciting direction,' says **Jason Little**, Co-Founder and Creative Director of For The People. 'Often branding for cultural events can be either impenetrable or apologetic, and neither help involve audiences. We have been a lot more playful and expressive with our solution, experimenting with the conventions of branding to surprise and engage people. The identity features typographic cultures and cross-breeding fonts. There are animated characters, with DNA inspired by the 20th Biennale themes. We have also begun an exciting collaboration with UNSW Art & Design: blending the disciplines of design, art and technology, a series of "wormholes" will be built to connect visitors, artists and venues throughout the Biennale.'

The Biennale's Head of Marketing **Terry Harding** says, 'Collaborating with For The People has offered the Biennale an intelligent and integrated set of solutions. The branding integrates our print and digital campaigns seamlessly, introducing technological solutions allowing the Biennale to service its expanding audience over the three-month exhibition. Connecting the event's themes and artworks with the hundreds of thousands of people expected to attend was at the centre of our needs. For The People's thinking has offered us all the right responses.'

FOR THE PEOPLE

Established in early 2015, For The People was co-founded by **Damian Borchok**, **Jason Little** and **Andy Wright**. Experienced strategists and designers, For The People are dedicated to new models, new theories and new ways of working for this century.

— ENDS —

20TH BIENNALE OF SYDNEY

Media Preview: Tuesday, 15 March 2016

Vernissage: Tuesday, 15 March – Thursday, 17 March 2016

Public dates: Friday, 18 March – Sunday, 5 June 2016

OPENING WEEK ACCREDITATION

Accreditation is now open for arts industry and media professionals to register their interest in attending opening week. Register at biennaleofsydney.com.au/registration

MEDIA CONTACT

Requests for interviews and further information should be directed to: Terry Harding, Head of Marketing T +61 (0) 2 8484 8700 E terry@biennaleofsydney.com.au

ABOUT THE BIENNALE OF SYDNEY

Held every two years, the Biennale of Sydney is a three-month exhibition accompanied by a range of public engagement and education programs.

Since its inception in 1973, the Biennale of Sydney has provided an international platform for innovative and challenging contemporary art, showcasing the work of nearly 1700 artists from over 100 countries. Today it ranks as one of the leading international festivals of contemporary art and continues to be recognised for presenting the freshest and most provocative art from Australia and around the world.

The 19th Biennale of Sydney (2014) attracted more than 623,000 visitors. With 40 per cent of visits made by people from outside of Sydney, the Biennale holds an important place on both the national and international stage.

The 20th Biennale of Sydney (2016) will be curated by Stephanie Rosenthal and will be presented from Friday, 18 March – Sunday, 5 June 2016.

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