

RESEARCH STATEMENT

Curated or Produced Substantial Public Exhibitions and Events

Citation: Pace, S 2012, *Raw digitalent 2012*, public exhibition of digital media works, Central Queensland Conservatorium of Music, Mackay, 5-26 October 2012.

Research Background

Digital media technology is evolving rapidly and opening up new possibilities for creation, dissemination and public engagement with artwork. While considerable attention has been given to the impact of networks and online virtual environments on the arts, this project focused on the challenges of facilitating public engagement with diverse digital media works in a physical exhibition space.

Research Contribution

Raw Digitalent 2012 was an interactive digital media exhibition held at the Central Queensland Conservatorium of Music in Mackay from 5th to 26th of October 2012. The exhibition showcased the work of selected students and recent graduates of the Bachelor of Multimedia Studies program at CQUniversity. The works on display included 2D and 3D animation, graphic design, web design, games, illustration, photography and video.

This project addressed the challenge of exhibiting a diverse collection of digital media artworks to a regional audience of varied technical ability within a physical exhibition space. Research and development work was required to produce the software interface that allowed exhibition visitors to explore and interact with the diverse creative works. The project also provided a case for comparison with a similar exhibition that was staged in the same community ten years earlier, when the digital media landscape was very different.

A secondary issue explored by this project was the question of how social media can help regional artists to reach their audiences. Social media sites such as YouTube, Facebook and Twitter were employed to raise awareness of the exhibition and to attract an audience.

Research Significance

This project exposed regional audiences to a novel kind of art exhibition that has been rarely seen in Mackay since the original Raw Digitalent exhibition in 2002. The exhibition was featured in local news articles and attracted many visitors and school groups. The works on display included culturally significant pieces such as Luke Mallie's award-winning national NAIDOC poster.

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Date: 15 December 2012

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