

# MELBOURNE NOW

ngv  
National  
Gallery of  
Victoria

22 November 2013 – 23 March 2014 | The Ian Potter Centre: NGV Australia and NGV International

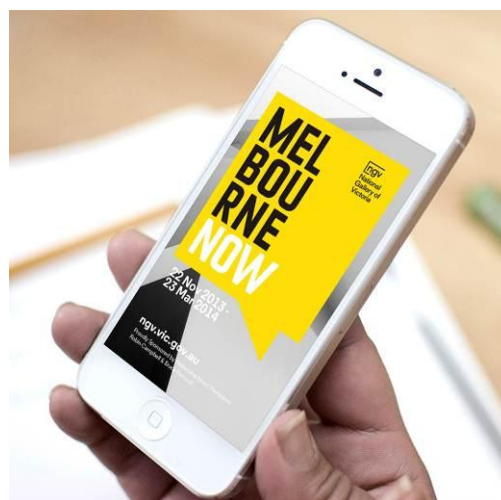
## Join the conversation

More than one third of *Melbourne Now* is dedicated to design: from architecture and product design, to fashion, jewellery, bespoke shoe making and graphic design. The investment in design and innovation is reflected in *Melbourne Now's* engagement with the latest technologies to enhance the experience, share information and connect the widest possible audience. A number of initiatives have been developed:

### **Melbourne Now App**

The NGV has collaborated with Carter Digital to produce a dynamic *Melbourne Now* App. Users can browse more than 180 projects including painting, sculpture, video art, performance, design, architecture, jewellery, fashion, sound, projects for children and dance and can personalise their own tour to share with friends, or take a curated tour of the exhibition. Users also have access to artist interviews, behind the scenes videos and audio clips.

The App allows users to stay up-to-date quickly and easily browsing the wealth of programs and events associated with *Melbourne Now*. Users are able to add programs of interest to their smart phone's calendar. The *Melbourne Now* App is available for download from the [Apple App Store](#) and the [Google Play Store](#).



### **Melbourne Now Microsite**

The NGV has designed a dedicated *Melbourne Now* website featuring in-depth content about the exhibition, the artists and projects, what's on and education programs. Including video interviews with artists, behind the scenes information, the microsite is a handy one stop shop that gets you inside and connected to *Melbourne Now*.

### **ebook**

The NGV design team has worked closely with Slattery Media to develop this rich and dynamic digital platform that will be free for everyone to download from the [App Store](#) or [online](#) for Android devices. Each artist entry has been enhanced with multimedia content that can be bookmarked and shared. The ebook will be updated during January and March 2014 with up-to-the-minute content direct from the exhibition.

### **Digital project**

**Selina Ou**

**#CLICKWITHME**

For *Melbourne Now*, Ou invites Melbourne's photographic community (professionals and amateurs alike) to join in her project of documenting the city and its people. Taking inspiration from the artist's own carefully selected portraits of men and women captured in the midst of their daily routine, members of the public are

encouraged to take images that record the city's community as part of an effort to record Melbourne now. Photographs submitted via the project's website will be selected by Ou for inclusion in the project.

**Social media**

The NGV is encouraging everyone to engage with *Melbourne Now* through Facebook, Twitter and Instagram using the hashtag #melbournenow and to check out the NGV Blog at [blog.ngv.vic.gov.au](http://blog.ngv.vic.gov.au) to discover more.

*Melbourne Now* is on display at The Ian Potter Centre: NGV Australia and NGV International from 22 November 2013 – 23 March 2014. 10am – 5pm. Free entry.



Join the conversation via #melbournenow and download the free *Melbourne Now* App and ebook.  
[ngv.vic.gov.au](http://ngv.vic.gov.au)

Image caption: *Melbourne Now* App