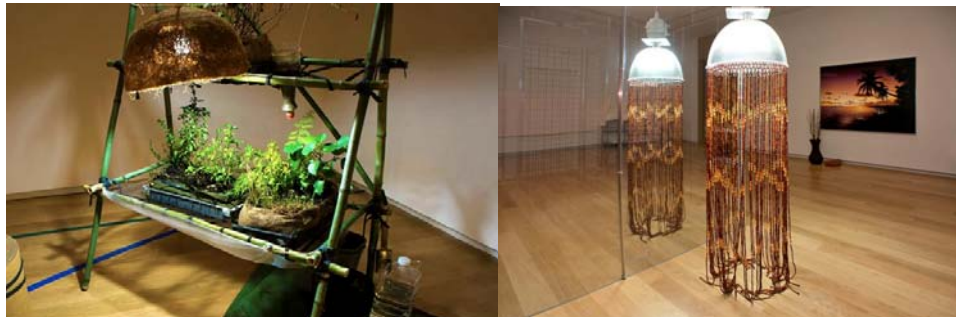


# AUCKLAND ART GALLERY TOI O TĀMAKI

Media release: 25 October, 2013



Principal partner



Exhibition partner

CONTEMPORARY  
BENEFACTORS

## **Freedom Farmers opens this Saturday at Auckland Art Gallery**

Auckland Art Gallery kicks off Labour Weekend with the opening of *Freedom Farmers: New Zealand Artists Growing Ideas*, the largest overview of new contemporary art in New Zealand today.

This dynamic and free exhibition sees 20 artists engage with ideas of utopia and sustainability, and demonstrates the way these creative thinkers act as leaders and innovators in New Zealand – a country whose culture values invention, ingenuity and liberty.

In his new installation for the exhibition New York-based artist Martin Basher comments on the ideals portrayed in modern advertising with *Untitled (Spiritual-Marketplace 01)*, as does newcomer Dorota Broda in her work, *Power to you*. Adventurous visitors to *Freedom Farmers* can physically climb into Richard Maloy's *Treehouse* or consider different ways of living with Louise Menzies's video work on the alternative living community *Peloha*. Walters Prize winning artist Dan Arps shows his latest large-scale installation which scrutinises the world of daycare creativity and copyright.

Auckland Art Gallery Curator Contemporary Art, Natasha Conland, says, '*Freedom Farmers* gives visitors an opportunity to explore how artists have examined tried and true values of New Zealand society, our care of the environment, our ability to live creatively and with freedom.'

'Our opening weekend offers rolling artist talks, an overview by myself, pottery demonstration, and leads into an exceptionally dynamic visitor programme over the four months.'

Auckland Art Gallery Director, Rhana Devenport, says, '*Freedom Farmers* reveals an energetic, varied view of New Zealand art not seen for some time, and is a continuation of the Gallery's commitment to contemporary art.'

'Equally exciting is the full events programme which has been workshopped together with the artists and The University of Auckland's Creative Thinking Project, which celebrates the importance of creativity not just within the arts world, but in all aspects of society today.'

The events programme features a mix of performances, guest lectures, special events and ongoing artist talks. Upcoming event highlights include:

## AUCKLAND ART GALLERY TOI O TĀMAKI

- 3 November, 3pm – Artist Talks listen to artist Xin Cheng discuss her work with University of Auckland Senior Lecturer in Fine Arts, Allan Smith - FREE
- 10 November, 1pm – World-famous Bogan expert Dr Dave Snell talks on this unique and interesting subculture - FREE
- 17 November, 1pm – Learn about traditional Māori bush medicine with Ricki Bennett – FREE
- 26 November, 6-9pm – Late Night Event: A panel discussion on creative living featuring prominent New Zealand thinkers, including Eco Store Founder Malcolm Rands, The University of Auckland neuroscientists, historians and others. Hosted by Kim Hill - Cost:\$10

Artists showing in *Freedom Farmers: New Zealand Artists Growing Ideas*:

- Edith Amituanai
- Dan Arps
- Wayne Barrar
- Martin Basher
- Mladen Bizumic
- Dorota Broda
- Steve Carr
- Xin Cheng
- Stella Corkery
- et al.
- Tessa Laird
- Allan McDonald
- Richard Maloy
- Louise Menzies
- Shannon Novak
- Ava Seymour
- Shannon Te Ao and Iain Frengley
- Isobel Thom
- Francis Upritchard

*Freedom Farmers: New Zealand Artists Growing Ideas* from 26 October to 23 February 2014. Entry is free.

This exhibition is generously supported by the Chartwell Trust and Auckland Art Gallery's Contemporary Benefactors.

For more information visit [www.aucklandartgallery.com](http://www.aucklandartgallery.com)

- ENDS -

Image credits – from left:

### **Martin Basher**

*Untitled (Spiritual-Marketplace 01)*, 2013 (installation detail)

Oil on canvas; oil, acrylic, enamel and tape on cardboard; acrylic sheet and aluminium; metal halide lamp and beads; plastic plants and consumer goods

Dimensions variable

Auckland Art Gallery

### **Xin Cheng**

*Propositions*, 2013 (installation detail)

Vinyl, felted wool, corrugated cardboard, native edible plants, potting mix, bamboo, fabric, plastic, used tires, tiedowns, Paul Hogan's tire tree idea, used inner bicycle inner tubes and bicycle chains (courtesy of T White's Bikes and Tumeke Cycle Space, Jevgen)

Dimensions variable

Auckland Art Gallery

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