

MEDIA RELEASE

oOh!media Limited
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oOh! and National Gallery of Australia launch nation's largest art event

oOh!media and the National Gallery of Australia will join forces to present the nation's largest outdoor art event across the oOh!media networks from Monday 24 February.

The six-week Know My Name national art event will feature images of 76 works of art by 45 women-identifying artists from the National Gallery of Australia's collection on more than 1,500 locations across oOh!'s Billboard, Street, Retail, Office, Café, Venue and Airport networks.

The campaign seeks to support and champion some of Australia's best female artists by bringing their works into the lives of everyday Australians.

oOh!media Chief Content and Creative Officer, Neil Ackland, said oOh!'s network was a powerful and unique way to take this positive campaign beyond the walls of the National Gallery, reaching over 12 million Australians in both capital cities and regional areas.

"The *Know My Name* campaign demonstrates our commitment to the equality conversation and is the perfect initiative to really showcase how oOh!'s network can be used as a public space medium, captivating and educating Australians with these astonishing works of art at significant scale," he said.

To ensure the campaign reaches Australians far and wide, oOh!'s fully interactive Mobile Excite panels will be sent to a regional town in NSW which doesn't have a local gallery. The Excite panels will bring the art event to the area for two weeks in late March – enabling local schools and members of the public to view the works of art and use the interactive touch screen capability to learn about the artists.

Sally Smart, artist and member of the National Gallery of Australia Council said the collaboration with oOh!media will help strengthen the Know My Name initiative by taking works of art to people around Australia, from major cities through to regional areas.

"Recognising and celebrating the work of women artists is the first step in addressing inequality and we hope that as many people as possible see their art, hear their stories and know their names," she said.

The collaborative partnership with oOh!media is the first of a vibrant program of creative collaborations by the National Gallery of Australia to highlight the diversity and creativity of women artists through history to the present day.

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Know My Name national outdoor art event exhibiting artists include:

Jean Baptiste Aputimi, Del Kathryn Barton, Dorrit Black, Dora Chapman, Club Ate, Grace Cossington Smith, Olive Cotton, Grace Crowley, Virginia Cuppajidge, Janet Dawson, eX de Medici, Lesley Dumbrell, Cherine Fahd, Anne Ferran, Sue Ford, Agnes Goodsir, Fiona Hall, Melinda Harper, Joy Hester, Nora Heysen, Naomi Hobson, Carol Jerrems, Mabel Juli, Mirdidingkingathi Juwarnda Sally Gabori, Inge King, Emily Kame Kngwarreye, Yvonne Koolmatrie, Rosemary Laing, Nonggirnga Marawili, Sanné Mestrom, Tracey Moffatt, Ann Newmarch, Margaret Olley, Polixeni Papapetrou, Patricia Piccinini, Margaret Preston, Thea Proctor, Hilda Rix Nicholas, Sally Smart, Ethel Spowers, Robyn Stacey, Judy Watson, Margaret Worth, Nyapanyapa Yunupingu and Anne Zahalka

About Know My Name: Know My Name is an initiative of the National Gallery of Australia that celebrates the significant contributions of Australian women artists. The initiative aims to increase the representation of artists who identify as women and enhance understanding of the contributions they have made and continue to make to Australia's cultural life. Know My Name is a defining moment in the history of the Gallery and asserts the National Gallery's new mission to lead a progressive and inclusive cultural agenda. Know My Name is part of a global movement to increase representation of women identifying artists. It builds on the work of groups supporting gender equity cross the arts including Countess, Sheila Foundation and the #5WomenArtists campaign by the National Museum of Women in the Arts in Washington, DC.

About oOh!media: oOh!media is a leading media company in Australia and New Zealand that creates deep engagement between people and brands through an Unmissable world of physical and digital Out of Home advertising solutions. Our connected offline and online ecosystem makes brands Unmissable across oOh!'s diverse network of more than 37,000 locations across Australia and New Zealand including roadsides, retail centres, airports, train stations, bus stops, office towers, cafes, gyms, bars and universities and integrating with experiential, social, mobile and online - helping brands connect with their audiences through powerful integrated campaigns. We combine this unparalleled reach with the industry's best data, insights and media planning tools, as well as leading technological innovation, to give advertisers an added layer of campaign intelligence. oOh! delivers the reach, optimisation, engagement and impact to connect and influence audiences anytime and anywhere.

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