

Australian Centre for Contemporary Art  
M E D I A R E L E A S E

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*Esensual Fragments*

VNS MATRIX  
PUBLIC INTERVENTION  
PROJECT

**Exhibition dates: 1 – 31 August 1994**

They crawled out of the cyberswamp during a southern summer circa 1991 on a mission to hijack cowboy toys and remap cyberspace. The hype on the net is that the group plan to download direct to your cerebral cortex digital propaganda, soon, so sharpen your synapses...

VNS Matrix, who manifest as Josephine Starrs, Julianne Pearce, Francesca da Rimini and Virginia Barratt, are cyberfeminists with attitude, committed to redefining the role and image of women in art and technology. Based in Adelaide and Sydney, their ironic and witty art injects a critical edge into the arena of art and new technologies, imagining and imaging alternative future worlds.

For the *Esensual Fragments* project, VNS Matrix have designed a new image which will materialise at bus stops and other public sites around Melbourne during the month of August. This poster goes some way towards infiltrating the domain of private enterprise to offer new representations of women and technology.

VNS Matrix have attracted wide national and international attention for their current work. In particular, their development of an interactive computer game entitled **All New Gen** which is the antithesis of 'Gameboy' style games which have become rapidly embedded in popular (male youth) culture, has been controversial. **All New Gen** is 'Gamegirl' supported by her Zonegirls, the DNA Sluts. Her mission of sabotage is to act as a virus in cyberspace, infiltrating and corrupting the fathernet of power and ambition.

In conjunction with this project, VNS Matrix will present **Pathogenic Vectors**, a performative introduction to their work at ACCA on Saturday 6 August at 5pm. Tickets \$5/\$3 (ACCA members and concessions). For bookings tel. ACCA on (03) 654 6422

A final comment from the Matrix: 'Be aware that there is no moral code in the Zone!'

**For further information please contact Clare Williamson at ACCA:**

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The assistance of the City of Melbourne in providing access to their public sites at Wait N See, a part of City Art Public Space, is gratefully acknowledged.

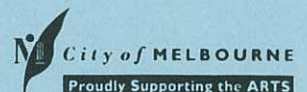
*Esensual Fragments* is an exhibition project in several parts, co-ordinated by Juliana Engberg and Rachel Young for the Australian Centre for Contemporary Art. *Esensual Fragments* has been generously assisted by the Australia Council through the Visual Arts/Craft Board.

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