

MEDIA INFORMATION

A fresh decade dawns and a new horizon for leading arts organisation

Thursday 9 January 2020. KickArts begins a fresh chapter this week with a bold new brand identity and stellar program of events within a reinvigorated Centre of Contemporary Arts.

Since 1992, KickArts has presented contemporary artistic practice in Far North Queensland.

Now, following the completion of the Centre of Contemporary Arts' building redevelopment, the organisation is signifying its return with a refreshed artistic vision, exciting new brand identity and stimulating program of exhibitions and activities.

"The Board of KickArts Contemporary Arts is extremely proud of the organisation's evolution and look forward to celebrating our launch in the new building next month," said KickArts chairperson Kim Marsden.

"The prospect of a name change has been on successive KickArts Board agendas for over a decade.

"Now, with our return to the significantly reinvigorated Centre of Contemporary Arts, the time is ripe to spring forth and best position ourselves for the future.

"It is a momentous moment in our organisation's history as KickArts launches NorthSite Contemporary Arts.

"NorthSite reflects the diversity and growth of our organisation over the years and aligns with our re-positioning within the national sector.

"NorthSite is a new chapter in our journey from arts collective to not-for-profit company; in essence, an identity which encompasses a maturation of our work and identity.

"We anticipate NorthSite will encourage greater external investment in our company while allowing us to continue to support artists and co-achieve artistic aspirations," Ms Marsden said.

Since its establishment as an artist-run collective in Cairns during the nineties, KickArts has been a much-loved gathering place where art, conversations and ideas are shared.

"KickArts has pushed boundaries, unearthed talent and challenged audiences.

"We've launched the careers of many artists from Far North Queensland," said founding artist and KickArts board member Julie Poulsen.

"We are proud of what we have achieved over almost three decades and we will continue to build upon that legacy.

"This new direction is positive and inclusive, and it will provide a versatile platform for us to facilitate experiences for our community in line with current national practice," Ms Poulsen said.

With artists at the forefront of the new strategy and with the new Centre almost complete, NorthSite Director, Ashleigh Campbell, said the name change was timely.

“We’ve been working incredibly hard behind the scenes to fortify the organisation.

“NorthSite as a brand was conceived from a period of intense strategic planning and informal conversations with wide representation of artists and stakeholders.

“It demonstrates the progressive, ambitious forward-focused vision of the organisation while underpinning future programming.

“Our work is vital to creating a rich and engaged society where truth and human expression is valued.

“We are in the North, of the North, for the North and increasingly looking North, collaborating with our neighbors in PNG, South East Asia and across Melanesia, harnessing existing close ties with artists in these areas and creating dialogue and new opportunities for artists to be inspired, extend and connect.

“Site plays upon the guiding principle of place and respect for Country and the dual meaning of sight; the act of seeing. Site also references a place of constant renewal and development.

“We’re incredibly fortunate and grateful to have been provided generous support from leading brand expert Ty Bukewitsch at Envelope Group who we collaborated with to create this new identity. It forms a dynamic foundation from which we will communicate our artists and program to the world.

“This brand identity brings artists to the forefront, honours place and connection and makes artists and audiences intervisible.

“Everything we do is about exchanging ideas; facilitating new ways of seeing and providing transformative experiences and therefore it makes perfect sense to have a vibrant brand that reflects that commitment,” Ms Campbell said.

NorthSite’s 2020 season kicks off with six exhibitions, including the highly anticipated new LED façade that wraps the external curve of the renovated building, with new digital artworks created by artists Bernard Lee Singleton and Carl Marun Fourmile.

ENDS

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