



MOVE

MUSEUM
OF
VAST
EXCHANGE

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MULTI-SITE ACTIVATION PROJECT PROFILE

MOVE PROJECT

MOVE - Museum of Vast Exchange - is still in concept stage and has not yet been funded. However, MOVE presents as an opportunity to engage and bring art and cultural experiences and exhibitions to regional centres and places. It provides local communities access to exhibitions, the arts through a movable gallery they may not have the opportunity to experience without travelling to major regional or city centres. Even though the premise of MOVE is to engage and provide access to the arts and cultural exhibitions to local communities, it also creates the opportunity to attract visitors to engage and experience MOVE with locals.

THE WONDER OF GONDWANA
A Journey into Ancient Australia



**DESTINATION
MARKETING
STORE**

MOVE PROJECT

MULTISITE ACTIVATION

MOVE - Museum of Vast Exchange - is a temporal museum based on a commercial building typology providing an environment to connect arts, sites, landscapes and communities.

The concept for MOVE is born out of a recognition that there are severe restrictions and limitations for display gallery and museum-based exhibitions outside of major institutions. Consideration of the limited access and exchange experienced by communities and audiences who are traditionally reached through major art institutions has motivated the project. While the proposed MOVE space will provide access to a range of contemporary art experiences for regional areas, it also has the potential for diverse applications including international touring (taking the *Wonders of Gondwana* to the world), destination art initiatives, exhibitions at cultural and music festivals, art fairs and international biennales.

CREATING A SIGNATURE EXPERIENCE

MOVE is an exciting opportunity for the entire region. The DNCO can work with the JOs and the CORRIDOR Project to support the funding of the MOVE project. Partnerships between government at all levels, the private sector, institutions and not for profit organisations are critical for the success of the project.