



## MEDIA RELEASE

# CROWN RIVERSIDE LAUNCHES 'THE WALL' - MELBOURNE'S LOCAL ICONIC ARTWORK AND LATEST TOURIST ATTRACTION

**Melbourne, Australia. June 2012.** On Wednesday 6 June The Honourable Lord Mayor of Melbourne, Robert Doyle will officially launch 'The Wall' located beneath the Kingsway Bridge along Crown Riverside. The Wall is a newly-developed artwork created by a series of local artists with the direction of Adrian Doyle. The mural is a reflection of Melbourne's culture and icons, linking contemporary images with the past to reflect the Australian dream and is set to become an attraction for locals and tourists alike.

45 metres in length, The Wall is a vibrant feature piece for the busy Crown Riverside that will draw the attention of passers-by as much as it will be sought out by art enthusiasts and marvelled at by visitors. Doyle who designed the project has won major awards and grants and features in many collections worldwide including the National Gallery of Australia. He is the director of the Melbourne street tours and Blender Studios and has more than 20 solo shows around the world.

Blender Studios has been at the heart of the Melbourne Street art movement for well over a decade so Doyle designed the mural to push the boundaries of contemporary street art language. "This mural is the kind of street/public art that will resonate with Melbournians and tourists alike. This is truly Art by the people for the people, and it will change the urban art scene completely" states Doyle. The mural was a collaborative effort by James Bonnici and Seb Franz plus contributors from internationally known street artists Regan Tamanui aka Ha – Ha, Anthony Lister, Makatron, Drewfunk and Michael Fikaris.

Melbourne's street art scene is unique and intrinsic bridging the gap between street and fine art using old techniques with new technology. Crown Riverside welcomes the new statement artwork for the public to enjoy and to celebrate Melbourne's diversity and talent as a key tourist destination.

<b>What:</b>	The launch of THE WALL
<b>Where:</b>	Crown Riverside, underneath the Kingsway Bridge.
<b>When:</b>	Midday – 1pm Wednesday 6 June 2012
<b>Guests:</b>	Honourable Lord Mayor, Robert Doyle Greg Hawkins, CEO of Crown Melbourne

For further information or media access for filming and photography please contact:

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