



Australian  
String  
Quartet

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## MEDIA RELEASE

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### The Australian String Quartet (ASQ) creates a new interactive listening experience with experience design company, Sandpit.

In the 250<sup>th</sup> anniversary of the great composer's birth, the ASQ pays homage to Beethoven in a brand-new interactive experience for music-lovers young and old, presented in Melbourne, Brisbane, Sydney and at the Adelaide Fringe Festival.

The Quartet has teamed up with **Sandpit**, the experience design company behind exhibitions at ACMI (Melbourne), Arts Centre Melbourne, Google's Creative Lab, the University of South Australia's MoD (Adelaide), Beyond Blue, Penguin Books, Melbourne Zoo and more, to deliver **Project Ludwig** – an interactive journey into Beethoven's sound-world, where the audience determines the program.

Deviating from the traditional string quartet performance, audiences will be able to participate in this interactive adventure by walking through the performance space gathering information about Beethoven's famous Opus 18 string quartets, listening to excerpts through 'bone-conductive sound technology', and ultimately, using NFC-chip technology to vote for which movements they'd like the ASQ to perform. This show is designed to be enjoyed by everybody, regardless of age, classical music knowledge, experience or expertise.

Collaborations at the core, the State Library of New South Wales, Museum of Brisbane and SAHMRI (South Australia Health and Medical Research Institute) all join the project as presentation partners with the ethos of learning and discovery truly at the project's core, and Adelaide-based luthier URTEXT Stringed Instruments joins as the project's Listening Installation Partner.

*"There are so many ways to enjoy music other than just sitting in a seat and quietly listening. We believe that behind every sound, lies a journey of discovery waiting to be explored. Through Beethoven's stunning Opus 18 string quartets, with the inspiring and creative minds at Sandpit, we hope to help illuminate the path of musical discovery for everyone!"* Francesca Hiew, Violin 2, Australian String Quartet

*"Sandpit's approach, as with much of our work, is to create an immersive, magical experience for the audience – where technology is hidden into seemingly ordinary objects that come to life during the performance."* Sam Haren, Creative Director, Sandpit

This is the second time the ASQ has created a new interactive listening experience for Adelaide Fringe audiences, following the success of its sell-out, five-star hit **PitchFork**, a collaboration with food experience producers Post Dining, which went on to win a Fringe Weekly Award for *Best Interactive, Film or Digital Work* and currently shortlisted for an Adelaide Critics Circle award for *Independent Arts Foundation Award for Innovation*.

**Melbourne** Mon 24 February, 6.30pm, Melbourne Recital Centre (Salon)

**Sydney** Wed 26 February, 6.30pm, State Library of NSW

**Brisbane** Thu 27 February, 6.30pm, Museum of Brisbane

**Adelaide** Sun 1 March, 2pm & 4pm Mon 2 March, 6pm, SAHMRI Auditorium

#### More information and for interviews please contact:

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## **BIOGRAPHY – AUSTRALIAN STRING QUARTET**

For over 30 years, the Australian String Quartet (ASQ) has created unforgettable string quartet performances for national and international audiences. Dedicated to musical excellence with a distinctly Australian character, the Quartet's purpose is to create chemistry and amplify intimacy through experiences that connect people with string quartet music.

From its home base at the University of Adelaide, Elder Conservatorium of Music, the ASQ reaches out across Australia and the world to engage people with an outstanding program of performances, workshops, commissions and education projects. The Quartet's distinct sound is enhanced by a matched set of 18<sup>th</sup> century Guaragnini instruments, handcrafted by Giovanni Battista Guaragnini between c.1743 and 1784 in Turin and Piacenza, Italy. These precious instruments are on loan for the ASQ's exclusive use through the generosity of UKARIA.

*Dale Barltrop plays a 1784 Guaragnini Violin, Turin*

*Francesca Hiew plays a 1748-49 Guaragnini Violin, Piacenza*

*Stephen King plays a 1783 Guaragnini Viola, Turin*

*Sharon Grigoryan plays a c.1743 Guaragnini Violoncello, Piacenza, 'Ngeringa'*

## **BIOGRAPHY – SANDPIT**

Sandpit is an Australian experience design studio with offices in Melbourne, Sydney and Adelaide. They are a team of designers, developers, artists and engineers that create immersive, personal experiences that change people. Sandpit places audiences right at the centre of interactive experiences that connect physical things to the digital world. It was founded in 2012 and is a collaboration between Creative Directors Sam Haren and Dan Koerner, and Technical Director Robin Moyer who between them have diverse experience in placemaking, live events, screen media, digital content and developing new technologies.

Sandpit has created experiences for Google's Creative Lab, the Australian Centre for the Moving Image, Museums Victoria, Penguin Books, the Melbourne Zoo and ArtScience Museum Singapore.

Sandpit recently created The Lost Map of Wonderland, a magical, digitally connected illustrated map to accompany Wonderland, ACMI's immersive exhibition that tells the story of Lewis Carroll's timeless story. Wonderland has now embarked on an epic world tour, taking over museums across the globe.

See Sandpit's work here – [www.wearesandpit.com](http://www.wearesandpit.com)