



CANT DO TOMORROW

**MEDIA RELEASE
FOR IMMEDIATE RELEASE**

**Melbourne's new urban art festival announced: Can't Do Tomorrow
The Facility: 20 - 29 February 2020
CALL FOR ARTIST SUBMISSIONS**

The first of its kind in Melbourne, Can't Do Tomorrow is a celebration of urban art and contemporary culture in one of the most iconic underground spaces in Australia: The Facility, Kensington. Everything at the summer festival is designed for people who want to immerse themselves in a new way of consuming, or being consumed by, art. Feast your eyes, gorge your stomach, shimmy to live music, play intellectual ping pong, snort espresso martinis and salute the scene's most smouldering talent.

Can't Do Tomorrow will transform The Facility into an outlandish Eden populated by a crowd more hedonistic than a 90s warehouse rave. More than 100 artists, galleries, crews and collectives will descend on The Facility to display and sell work in urban art disciplines as varied as: painting, murals, photography, stencil, sculpture, video, illustration and epic immersive installations.

Founded by Director of The Facility, Kent Johnston, the festival has been a long time coming. Johnston says, *"I'm not an expert in the urban art scene but I have always loved it! I've questioned why Melbourne hasn't had a large-scale celebration of its talent and my guess is there's never been the space. I'm lucky enough to work at The Facility every day - this incredible old wool store smack bang in the middle of the city. It's been the epicentre for Melbourne's artists for decades. Each day, hundreds of people pass it on their way to and from work by train but have never seen inside. Now's your chance."*

Headed by Festival Director, arts and event producer Zoe Paulsen, Can't Do Tomorrow is set to appeal to both the experienced urban art enthusiast as well as the novices among us. Paulsen says, *"We are serious about creating a community that encourages the urban and street art movement, giving it the recognition it deserves. We want to join the industry in advocating for the scene and inspire and invest in a new generation of talent."*

This is the right time for urban art to reach a broader Melbourne audience. Coinciding with NGV summer exhibitions – KAWS, Companionship in the Age of Loneliness and the world premiere of Keith Haring | Jean-Michel Basquiat, Crossing Lines – Can't Do Tomorrow will play a lead role in further positioning the city as the urban art capital of Australia."

CANTDOTOMORROW.COM

info@cantdotomorrow.com | +61 3 9999 2772 | Level 1, 12 Elizabeth Street, Kensington, VIC 3031

CANT DO TOMORROW

The festival will profile artists in three exhibitions sectors, curated by industry heavyweight **Toby Benador, Director of Just Another Agency**. Benador - known to push the boundaries and break the rules, says: *"I am honoured to be a part of a concept that celebrates and encompasses art and creativity on so many different levels. This festival is an incredible way of pushing boundaries, showcasing a range of creatives along with the incredible talent Melbourne has access to."*

UNLEASH: 80 independent artists from the scene will be showcasing and selling work across disciplines as diverse as painting, writing, video, sculpture, installation, prints and stencil design.

UNLOCK: showcases a number of established galleries and collectives exhibiting new and historic works from the urban art movement, through solo shows and group exhibitions.

UNLIMITED: get set to tumble down the rabbit hole into this immersive section, where dark dreamscapes and whimsical wonderlands lie in wait. UNLIMITED will show a series of fantastic environments, awe-inspiring installations and site-specific murals created by some of the biggest names in the underground urban arts scene, including Alex Lehours, Callum Preston, Georgie Seccull, Kaff-eine, and Michael Peck.

As well as art, Can't Do Tomorrow will be raising a glass to Australia's urban underground through a dynamic program of live music, workshops, performance and talks – full program announced November 2019.

Can't Do Tomorrow is CALLING FOR ARTIST SUBMISSIONS. Visit www.cantdotomorrow.com/artists for info on how to get involved. Applications close 1 September 2019.

Event Details:

20 – 29 February 2020

The Facility, 2R Chelmsford St, Kensington

cantdotomorrow.com

Follow us:

Facebook facebook.com/cantdotomorrow

Instagram @cantdotomorrow

Twitter @cantdotomorrow

Media Contact:

Fiona Macleod | fionamacleodpublicity@gmail.com | 0415 174 604

**** Notes to Editors ****

Kent Johnston, Festival Founder

Kent Johnston has over 18 years' experience in experiential marketing and production, delivering innovative concepts, builds and event management for leading brands and music and cultural festivals worldwide. Kent is Founder and Director of The Facility, an experiential agency, multi-disciplined workshop and production house delivering bespoke projects and big ideas since 2008. Clients include Telstra, Sydney Opera House, Nike, Mountain Goat, Stella Artois, Maserati, Heineken, Asahi and Melbourne Art Fair.

Zoe Paulsen, Festival Director

Zoe Paulsen is an arts professional with over 10 years' experience in the creative industry. Zoe started out producing for some of Australia's top creative agencies such as Leo Burnett and M&C Saatchi before embarking on a career in the Arts. Former Director of The Other Art Fair, Zoe is credited for successfully launching the international fair into the Australian market. Eight editions on and now firmly cemented in the Australian art scene, Zoe is proud to have established an event highly regarded in the industry. Zoe's interest in the visual arts has been further fed by her long-term membership of the Young Ambassador program at the Museum of Contemporary Art (MCA). In her role as Committee member, she seeks to activate awareness, engagement and support for the arts to a younger demographic.

Toby Benador, Festival Curator

With 14 years' experience, Toby Benador has cemented herself in Melbourne's vibrant creative arts community. A widely respected leader amongst her peers she has diligently and passionately worked to secure her standing within the top tier of arts professional's currently working in this highly competitive field. In 2010 Toby launched Just Another - an artist management agency based in Melbourne. Boasting a plethora of tools in their wheelhouse Just Another quickly become known within the creative community as a company fiercely dedicated to supporting, encouraging and providing opportunities for some of the industry's best creative talent. Something that has come to be expected with anything that Toby puts her name and brand to.

The Venue: The Facility

The Facility is one of Melbourne's most iconic underground spaces – the scene of sophisticated soirees and grimy after-parties. This turn-of-the-century industrial building is covered in murals by some of the city's most prolific artists and has more shadowy doorways leading to God knows where than the backstreets of Collingwood. It's a place where you'll stumble on quirky cocktail bars and secret stages cunningly concealed between the best installations in Melbourne (ok, ok, the whole of Australia). Meet the next generation of talent. Discover brave new worlds secreted in subterranean cellars. Drink craft brews or cheap domestics and cavort to covert DJ sets.