

## **Exclusive sponsorship opportunity for 'Looking @ Looking' a unique international collaboration where science and art meet .... art direct from the eye to the page**

### **The Concept**

Through the ages Homo sapiens have demonstrated a desire to make their mark. From cave drawings through to ornate tapestries and the great masterpieces, many mark-making techniques have evolved yet traditionally these represent only a small number of hand-based methods (i.e.: paint, charcoal, lead). For the first time, science had enabled the eye alone to be harnessed as the means to make a mark. But how?

In a unique collaboration between an artist (Hamish Ta-mé an Australian artist/photographer) and a scientist (Dr. Tamara Russell a British cognitive neuroscientist), cutting edge technology developed for investigations in cognitive neuroscience has been harnessed as a means to make a mark. The EyeLink II (housed at Macquarie University) allows for the real-time measurement of eye movements as the participant views a stimulus. Detailed parameters of fixations (where the eye stops) and saccades (where the eye moves) are obtained. These fixations and saccades are an output of an individual's visual attention and are normally used by Dr. Russell to measure changes in visual attention in psychiatric populations, but in a highly creative application, these now form the basis of a new pattern, or mark. This technique has thus been removed from a sterile laboratory setting and repositioned in a new context as a fine-art application.

Using this technique, this collaboration has led to the production of fine-art prints to be exhibited in Sydney in early 2007. There is also the possibility of a parallel show to be held in London, UK to capitalise on the international nature of this collaboration. The highly novel application of this scientific technique has intrigued both those in the science and arts realms. Major media in Australia and the UK have expressed standing interest and await announcements about the show (Sydney Morning Herald, ABC, Daily Telegraph UK). Wider press interest in this event has been expressed by a number of academic journals which reflect the burgeoning fascination with how science and art can interact and inform each other's practice.

### **Sponsorship opportunities**

Sponsorship of this event would provide exposure for your organization to a diverse demographic – ranging from the specialist fine art and scientific communities to the wider general public. As this new work represents an exciting foray into a new medium for art, association with this event will position your organization in the same domain – cutting edge, innovative and international. We believe your organization's current marketing direction runs parallel with our artistic vision: highly innovative technology used creatively. We are positioning ourselves as brand leaders in art/science collaboration focusing on the eye, in the same vein, your organization are the brand leaders in eye care.

### **Why sponsor 'Looking @ Looking'?**

By aligning your brand with this exhibition you can maximize your organization's visibility with a diverse, yet highly media savvy, audience. We are offering a single sponsorship opportunity for this event to a corporation that is interested in reaching a wide, aesthetic and affluent audience while also supporting the arts. Our audience consists primarily of Sydney (and potentially London, UK) residents of mixed age groups; from professionals in their early 30's, to gallery owners, businesspeople and students.

Through supporting this exhibition your organization will achieve:

- A key branding message during your sponsorship of the 'Looking @ Looking' exhibition
- Reinforcement of your organization's innovative leading edge technology branding
- Adding value to customer's experience
- Enhanced customer relationship building

### **Cost of Sponsorship**

We are offering a single sponsor package for this exhibition. The cost for sponsorship for this event is \$18000. Included in this sponsorship:

- Branding on all exhibition materials (literature, website, catalogue, calendar, invites, signage at the exhibition and other materials (i.e., inserts etc.))
- Sponsors mentioned in press release and in the notes to editors
- Quotes in the press release from your organization about their involvement
- Hospitality opportunities (i.e., a preview evening for guests of your organization; opening night event, two planned educational (lecture) evenings)

Specific details available on request from Tamara Russell (trussell@maccs.mq.edu.au).

### **Biographies**

**Hamish Ta-mé** (ASSDip, MA) is one of Australia's leading commercial and fine art photographer ([www.doofdoofdoof.com](http://www.doofdoofdoof.com)). He is well-known for his high-end fashion work seen in magazines such as Madison, In Style, Who Weekly, Crema, as well as working regularly at Sydney and Melbourne Fashion weeks. From his Paddington studio, he is heavily involved in the fine-art community nationally as the founding president of International Noise ([www.internationalnoise.org](http://www.internationalnoise.org)) an artist run initiative with an innovative guerrilla art program. Hamish lectures in photography and fine art at Sydney University, the Australian Center for Photography and others. His work appears in many private collections in Australia and abroad.

**Dr. Tamara Russell** (BSc, MSc, PhD) is a research neuroscientist working in psychiatry. Her research looks at how individuals with mental illness (particularly schizophrenia) perceive and understand social signals such as eye gaze and facial expressions of emotion. Based in Australia for the last eighteen months, her work on emotion recognition training for individuals with schizophrenia has garnered national and international media exposure. Please see the following web links:

<http://www.abc.net.au/news/newsitems/200602/s1571929.htm>,

<http://www.abc.net.au/rn/allinthemind/stories/2006/1610233.htm>,

<http://www.pr.mq.edu.au/macnews/showitem.asp?ItemID=455> and her forthcoming segment on the Discovery Channel's "One Step Beyond" (due for release Christmas 2006). Tamara has a passion for the public understanding of science and a curiosity about new directions for scientific exploration, which in part, led to the current collaboration.