



2009 Melbourne Bicycle Film Festival
November 12 - 29
A community event for the cyclists of Melbourne

MEDIA RELEASE – OCTOBER 14

SWEET RIDE YOU GOT THERE – BFF ART SHOW AND FESTIVAL HUB

Melbourne is going mad for bicycles and nowhere is this more evident than the inner-city hipster art scene. A fixed gear bike has become the accessory du jour (complements the skinny jeans nicely) and the BFF is pleased to be the leader of the pack when it comes to matching your bike to your outfit. Scratch a little deeper however and you will uncover the association is more than just aesthetic, artists have been obsessing over bikes as long as their wheels have been in motion. There is just something about the bicycle's marriage of functionality and form, sculpture and movement that unlocks the artist's imagination.

This year the BFF is pleased to present ***Sweet Ride***, the official BFF art show in our **Festival Hub and presenting venue Thousand £ Bend**. Located in the heart of the city, Thousand £ Bend is the perfect home for the sprawling art show dedicated to bicycle devotion, with an exhibition space and bar that will also act as a gathering place after BFF Film Screenings. It's the perfect environment to swap bicycle stories over a few drinks and meet other like-minded cyclists while soaking up some artistic bicycle inspiration. **Curated by BFF Producer Ilana Russell**, ***Sweet Ride*** features local and international artists presenting works in photography, sculpture, video, painting and installation.

***Sweet Ride* exhibiting artists include:**

Max Blackmore, Robert Cook, Christopher Day, Bryan Derballa, Benjamin Lichtenstein, Kate Moss, Andy Murphy, Conor O'Brien, Chris Polack, Carl Scrase, Kyran Starceвич, Christina Tester, Marian Wolfgang, Sam Wallman and Danny Young.

"Cycling is great. It's incidental exercise - no reason to go the gym! And it's environmentally positive. Plus you can obsess over the many possibilities of cool rides. From retro to high tech anything goes in cycling in these days. Get on it..."

Alex Baker - Senior Curator, Contemporary Art, National Gallery of Victoria & BFF Patron

Thousand £ Bend is also the venue for the **Festival Launch** (combined with *Sweet Ride* Opening) and the official **BFF Afterparties on the 26, 27 & 28 November**.

Details:

Melbourne 2009 BFF Launch
Thursday 12 November, 6pm
(VIP & Media Only by Invitation)

Sweet Ride – BFF Art Show
Friday 13 – Sun 29 November
Monday to Friday: 9am - 6pm
Weekends: 11am - 8pm
Opening Thursday 12 November, 7pm
(General Public)

BFF Afterparties
Thursday 26, Friday 27
& Saturday 28 November
8pm – 12.30am

All events at
Thousand £ Bend
Official BFF Festival Hub
361 Little Lonsdale St, Melbourne
www.thousandpoundbend.com.au

***Sweet Ride* Artists and curator Ilana Russell are available for interview**
Hi-res images available upon request

Contact Melbourne Producer Pip Carroll on 9017 3183 / 0428 993 779 for more information.

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