

Talking Difference in Swan Hill

An exciting Museum Victoria project is giving people in Swan Hill the chance to view and create multimedia content about cultural difference.

Museum Victoria's *Talking Difference* Portable Studio will open at the Swan Hill Regional Library on Wednesday, 12 February.

The studio – which features a touch screen, HD camera, microphone and lights - gives people the chance to share ideas about cultural identity and tolerance. It allows people to view multimedia content produced by others and respond with their own video, audio, text and drawing.

It aims to promote diversity, challenge discrimination, and help strengthen the community by widening understanding and accepting cultural differences.

Swan Hill Rural City Council Mayor Les McPhee encouraged residents to visit the *Talking Difference* studio at the library to share their thoughts and experiences.

“We’re lucky to have such an incredibly diverse municipality, and this project will highlight the benefits through the stories and views of local people,” Cr McPhee said.

“I encourage people from across the Swan Hill region to get involved in this unique and creative project.”

The project will kick off when community members create video questions at a free Champion Workshop, from 10am to 1pm on 12 February. All community members are invited to attend to create their own content.

A community launch will also be held at the library at 7pm on 12 February.

Immigration Museum Community Engagement Manager Tatiana Mauri said the strength of *Talking Difference* was that the communities involved were taking charge of new technologies to discuss diversity and difference.

“Through the project, people not only become new media makers but also become champions for sharing ideas and dialogue about cultural identity and intercultural understanding,” Ms Mauri said.

VicHealth CEO Jerril Rechter added that VicHealth was excited to support the studio to encourage dialogue about the benefits of cultural diversity and the harm caused by race-based discrimination.

The *Talking Difference* Portable Studio will be available in the library during opening hours and via the web in the mobile library from Wednesday, 12 February to Monday, 24 February.

The *Talking Difference* Portable Studio is part of the VicHealth *Arts About Us* Roadshow touring regional Victoria in 2014.

Talking Difference is a partnership between Swan Hill Rural City Council, VicHealth, Museum Victoria and Artistic Merit.

For more information please visit <http://museumvictoria.com.au/talkingdifference>

Media contacts:

Natalie Filmer, The Launch Box, 0418 586 141 or natalie@thelaunchbox.com.au

Makayla Rust, Media Officer 5036 2325 or mrust@swanhill.vic.gov.au

