



Reach for the stars – Big hART’s indigenous sci-fi comic launches epic finale at Comic Con

This month, NEOMAD takes Perth Oz Comic-Con by storm when Love Punks Garuwarra and Born Ready join Satellite Sister Ali to launch *Book 3 – Porkchop Plots* fresh off the press. Punters will be blown away by this epic intergalactic adventure, in which our motley crew of heroes saves the world from impending catastrophe!

Created with the community of Roebourne, WA as a part of Big hART’s Yijala Yala Project, NEOMAD is a futuristic fantasy about the world’s oldest continuing culture. Set over three episodes, NEOMAD follows the story of the Love Punks and Satellite Sisters, young heroes who watch over country and speed through a digitised desert full of spy bots, magic crystals, fallen rocket boosters and mysterious petroglyphs.

The town of Roebourne (or Ieramugadu as its known by the traditional owners, the Ngarluma people) sits in the East Pilbara region of Western Australia. It seems an unlikely place to find award-winning digital media, however since 2010, Big hART has been working to harness the creative capacity of the community through a diverse, multi-layered cultural development project called Yijala Yala.

NEOMAD was created with award-winning illustrator and interactive designer SUTU (Stu Campbell) in collaboration with over 40 young people in the Ieramugadu community. These young people, aged between 7 and 14, star in the comic as the Love Punks and the Satellite Sisters and assisted with character creation, scriptwriting, Photoshop, dialogue and live film segments.

Originally developed as a 3-episode interactive comic for iPad NEOMAD is now also available as a series of books published by Gestalt Comics, Australia’s premier graphic novel publishing house. Gestalt have worked with distributor Madman Entertainment to have NEOMAD Book 1 included in the Scholastic Book Club – widening its availability to enthusiastic young audiences around the country.

The award-winning NEOMAD braves new territory to tell Australian stories in an entirely new way. Comic Con showcases a wealth of local and international talent and is the perfect opportunity to share this unique project with pop-culture fans at the biggest and the best expo in Australia. Visit the Gestalt table to learn more about NEOMAD from SUTU, Gestalt and some of the young co-creators.

Oz Comic Con Perth is on March 29th and 30th. Visit the Oz Comic Con site for more information: <http://www.ozcomiccon.com>

More about NEOMAD...

NEOMAD is set around Murujuga (the Burrup Peninsula), which is home to approximately one million petroglyphs (etched rock art), some of which are over thirty thousand years old. These ancient carvings are markings of food sources, ceremonial sites and spirituality. NEOMAD is one way the thousands of years of cultural heritage associated with Murujuga are now being interpreted using contemporary tools as part of the Yijala Yala Project.

The Yijala Yala Project and NEOMAD are sponsored by Woodside-operated Pluto LNG through its Conservation Agreement with the Australian Government. The Project also delivers inter-generational programs in theatre, music, dance and filmmaking within the community of Ieramugadu.

Download NEOMAD: <http://itunes.apple.com/au/app/neomad-interactive-comic-for/id549058981?mt=8>

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with Tokyo Gas and Kansai Electric

