



**WE KNOW NEURO**

Media Release

7<sup>th</sup> November 2019

## **MSWA BRINGS IMMERSIVE MULTI-SENSORY EXPERIENCE TO PERTH JUST IN TIME FOR SUMMER!**

From the 7<sup>th</sup> of November SensAktion Gallery will light up East Perth with nine weeks of family friendly, insta-worthy action. A unique multi-sensory exhibition, SensAktion will challenge the five senses through more than twenty interactive installations at the Queens River precinct.

Developed by MSWA to highlight the varying affects neurological conditions have on the senses, the one-of-a-kind event will showcase the talented work of young Western Australian artists who will each explore how the senses interact with the complexity of the brain.

Indigenous illustrator and 2018 WA Young Person of the Year, Kambarni (Kam) is one of the artists involved in the unique exhibition. His piece, *MSunderstood*, explores the puzzle of how our senses interact, and the effect Multiple Sclerosis and other neurological conditions may have on them.

“Each exhibition encourages the audience to consider the impact of sensory loss or heightening while providing amazing visual opportunities – you can gram with a purpose. In the exhibition I’ve been invited to create, the senses are found within the linework, derivative of line drawings in the sand representing land and our connection to it,” said Kam.

Charging stations have been strategically positioned throughout the exhibition to ensure every grammable moment can be captured – even when active snappers run low on battery. Patrons will also have the opportunity to re-charge at the SensAktion café serving delicious food daily from 10am – 5pm.

Other notable creatives involved with the inaugural event include former Mkr favourite Jordan Bruno, YouTube stars Kim Behetsis and Ana Cadence, plus major influencers Zak Hasleby and Jamey-Lee Franz.

As part of the two-month long activation which runs until 23<sup>rd</sup> December, the SensAktion Gallery will present an array of Gourmet Escape Fringe events including Instaperfect with Western Australian lifestyle photographer Thom Davidson and Fraser’s Groups executive chef Chris Taylor.

MSWA



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MSWA CEO Marcus Stafford AM said the event was a way for the community to experience first-hand the sense altering affects neurological conditions have on the body.

“MSWA are proud to bring a sensory event of this scale to Perth. For the first time ever, Western Australians will have the opportunity to experience the sensory affects neurological conditions have on the body firsthand,” said Mr Stafford.

“Not only is this a unique learning event but a fantastic visual experience which highlights the talented work of young, local artists.”

Further details can be found online at [www.sensationgallery.org.au](http://www.sensationgallery.org.au) with tickets available via Ticketek.

**ENDS**

**Event details:**

**When:**

Open 8<sup>th</sup> November – 23<sup>rd</sup> December  
Tuesday – Sunday: 10am – 5pm (closed Mondays)  
Monday and Friday nights: 6pm – 10pm

**Where:**

Queens Riverside Precinct, 3 De Vlamingh Ave, East Perth WA 6004  
Easily accessible via public transport with plenty of nearby parking.  
Wheelchair accessible – ACROD parking available on De Vlamingh Avenue

**About MSWA**

MSWA provides vital support and services to people living with neurological conditions in Western Australia, including multiple sclerosis, stroke, Parkinson’s Disease, Huntington’s Disease, Motor Neurone Disease Brain and acquired Injury.

MSWA has a team of more than 750 staff who work passionately to provide the best possible care to people across the Perth metro area and broader regional centres of Western Australia.

MSWA plays a vital role in educating the broader community, liaising with government and other relevant bodies on related issues, and advocating for the rights of people with neurological conditions and disability in general.

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