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**NEOMAD - The 3 Episode digital comic
made with young people in Roebourne – wins an ATOM Award for
Best Game/Multimedia Production!**

Last night in Melbourne, filmmakers, media producers and educators from across the country gathered together for the Australian Teachers of Media (ATOM) Tertiary and Industry Awards where the interactive, multimedia iPad app NEOMAD made in Roebourne, Western Australia took out the Best Game/Multimedia Production.

As part of Big hART's Yijala Yala Project, the 3-episode comic series NEOMAD was created as an iPad app with the help of over 40 members of the Ieramugadu (Roebourne) Community through a series of workshops in scriptwriting, literacy, Photoshop, filmmaking and sound recording over an 18 month period.

Set over three episodes, NEOMAD follows the story of the Love Punks, fourteen techno savvy young heroes who speed through a digitised desert full of spy bots, magic crystals and fallen rocket boosters branded with a mysterious petroglyph. Award winning illustrator and interactive designer Stu Campbell, spent over 500 hours teaching young students to apply a complex colouring system to more than 600 scenes to create NEOMAD. These young people, aged between 7 and 14, star in the comic as the Love Punks and the Satellite Sisters also assisting with the script, the dialogue and the film extras.

NEOMAD has been presented at several Australian conferences, featured in the Bucheon International Comic Festival in South Korea in 2012, and was a finalist in the New Media Awards in Los Angeles in June 2013, but this is the first Australian award it has won, and it is a huge honour to have been recognised by members of the Australian Teachers of Media for film and media excellence in the education and screen industry sectors. There were more than 600 entries from Australian and New Zealand media producers in 29 categories, and NEOMAD had some strong competition in its category including the popular ABC 3 drama Dance Academy Season 3.

The event was hosted by Brian Nankervis from RockWiz, and Benjamin Ducroz, the Yijala Yala Project's filmmaker accepted the Award on behalf of Big hART and the Roebourne kids. One of the Love Punks, Max Coppin AKA Supa Maxie had sent through a message earlier in the day, in the hope that NEOMAD would win:

"I'd like to thank the people who chose NEOMAD to win the ATOM Award and I would like to thank Deb and Ben for their effort in putting the NEOMAD app into the competition. I would like to thank Wah for all his hard effort bringing all the kids in after school to colour in the comic and showing us all the tools for a quick way to colour it in. I would like to thank Stu for drawing all the people that were in the comic and thank you to the kids for doing all their hard effort for Big hART."

The interactive iPad app is available through the [iTunes App Store](#). In Episode 1: Space Junk we meet the Love Punks, who are crammed on a hoverquad speeding through a desert full of spy bots and magic crystals. When a rocket booster falls from the sky branded with a fantastical petroglyph, it provokes wonder and amazement in the Love Punks, who try to find out its story. In Episode 2: The Last Crystal we meet the gravity-defying Satellite Sisters who are keeping an eye on their precious country from space. Meanwhile on earth, the Love Punks take responsibility for their actions, spend time with the Rangers out at Murujuga (Burrup Peninsula), and in Episode 3: Pork Chop Plots a gigantic tourist shuttle is heading towards a sacred constellation, and the Love Punks and Satellite Sisters have to save the world from intergalactic catastrophe!

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

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



Media Enquiries:
Deb Myers
0439 080 493
debra@bighart.org
www.neomadcomic.com