

THURSDAY 19 SEPTEMBER 2024

RACV PRESENTS AI-INSPIRED ART EXHIBITION: DIGITAL DREAMS, ANALOG ECHOES

RACV Healesville Country Club and Resort is providing a glimpse into the future of art with the opening of the *Digital Dreams, Analog Echoes* – an Artificial Intelligence (AI) inspired art exhibition – open from 21 September to 1 December 2024.

Adding to the extensive range of facilities at the Club and Resort, the unique outdoor exhibition is free and open to the public, providing an opportunity for visitors to enjoy the beautiful natural surrounds of the Resort while experiencing how AI can be used to fuel the creative process from concept to realisation.

Digital Dreams, Analog Echoes features the work of renowned artists Tom Blachford, Collagism (Holly-Anne Buck), and the Archibald Prize-winner, Sam Leach.

Guests will be guided through the Healesville Country Club and Resort grounds, stopping at large outdoor gallery walls that will feature the works – a mix of AI-generated and AI-inspired canvases that explore themes like architectural fantasies, Australian cultural quirks and the environmental impact of artificial intelligence.

RACV Head of Visual Arts Mardi Nowak said RACV Healesville was proud to support this immersive outdoor exhibit and the talented artists involved, with *Digital Dreams, Analog Echoes*, following on from another outdoor experience at RACV Healesville Country Club and Resort earlier this year – *Within the Landscape* – that enabled visitors to explore art that was hidden outside, around the resort.

“*Digital Dreams, Analog Echoes* will allow visitors to engage in the art while being in the beautiful natural surrounds of RACV Healesville Country Club and Resort, adding to the experience,” Ms Nowak said.

“We hope the exhibition will be of interest to families and couples alike, who can make the most of their getaway by also visiting the region’s award-winning wineries and restaurants, exploring gardens and parks, and hiking along local trails.”

Visitors are encouraged to explore the surrounds of the Resort to find these artworks and share their pictures using #RACVDigitalDreams.

Nestled in the beautiful Yarra Valley just over an hour from Melbourne, RACV Healesville Country Club & Resort offers a relaxing escape from the hustle and bustle of everyday life. With two exciting restaurants and bars to enjoy, experience exquisite food and world-class wines right at your fingertips. Unwind with a One Spa treatment, play a round of golf on our Michael Clayton designed 18-hole course, and treat the

kids to a day of fun on our playground, there's something for everyone. RACV Healesville is currently offering a Healesville Regional Retreat deal that includes two nights' accommodation in a Lawn View Room, daily breakfast for two, a \$25 dining credit per day from \$549 when you book and stay by 19 December 2024.

For more information on the exhibition and related events, [visit racv.com.au/art](https://www.racv.com.au/art).

Featured artists:

Tom Blachford: Known for his dreamlike long-exposure photography, Blachford presents *Leghe Sotto il Mare*, imagined as scans of a fictional 1970s design magazine showcasing underwater homes of the super-rich. Using AI, he blends myth-making with architectural fantasy, challenging our perceptions of nostalgia and future possibilities.

Collagism (Holly-Anne Buck): Blurring the lines between the organic and the synthetic, Collagism presents *Big Things for a Big Country*, a playful reimagining of Australia's iconic landmarks using AI as a collage tool. Her work celebrates Australia's cultural quirks while exploring the overlap of the physical and virtual worlds.

Sam Leach: Fusing classical painting techniques with AI, Leach's hyperrealist works place polar bears in studio settings with absurd elements, raising questions about the environmental impact of AI.

-ENDS-

Further information

High-res images are available for use, please email the RACV media team.

Healesville Regional Retreat

*Terms and conditions apply. Subject to availability. Valid to book and stay until 19/12/2024. Restrictions and blackout dates may apply – check with property directly for details. Minimum 2- night stay applies. \$50 and \$100 surcharges apply on Friday and Saturday nights respectively. Rates are based on two guests in a Lawn View Room. Extra guests incur a surcharge. Room upgrade is subject to availability at time of reservation. Any unused dining credit is forfeited at the end of the stay and cannot be transferred, exchanged, or redeemed for cash. Not available in conjunction with any other offer unless otherwise stated.

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RACV is proud to provide exceptional experiences for our members and customers through a range of products and services across motoring and mobility, home, energy and leisure. These include emergency roadside assistance, motor insurance, home insurance, home trades and an increasing range of options in the cleaner energy space, such as RACV Solar. We have 10 clubs and resorts across Australia and offer a range of domestic and international holiday packages, tours and cruises from our trusted travel partners.

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