



MEDIA RELEASE

NOMA BAR CELEBRATES WESTERN AUSTRALIA IN NEW CAMPAIGN

In an Australian first, artwork by internationally renowned artist Noma Bar will appear in a new campaign celebrating all things great about Western Australia.

Commissioned by Celebrate WA earlier this year, Noma Bar has created a series of Western Australian themed illustrations for the 2015 WA Day campaign and will visit Perth to give a series of talks over the long weekend.

The illustrations are aimed at capturing the imagination of Western Australians around the 2015 WA Day long weekend. The campaign encourages people to take time out, relax and make the most of WA's laid-back culture and lifestyle.

Noma Bar describes his craft as visual communication, combining the skills of artist, illustrator and designer. His work tells visual stories and will delight young and old alike with his witty impressions of life that will make you look once, twice, three times.

Noma has exhibited worldwide, including solo shows in London, New York and Paris. He has won various industry awards, including the prestigious Yellow Pencil award at the 2012 D&AD Professional Awards for his series of Don DeLillo covers, created with London Design studio It's Nice That.

Celebrate WA Chief Executive, Patria Jafferries said Noma Bar's quirky and unique artwork instantly stands out in the advertising landscape and has made this years awareness campaign the most exciting and iconic yet.

"This will be the first time Noma's work has been applied to an Australian campaign and we're extremely proud that it will happen first in Western Australia.

"We're also very excited to be able to offer the WA community and art industry the opportunity to engage with a world class contemporary artist," Ms Jafferries said.

Celebrate WA will bring Noma Bar to Perth to meet the artistic community and West Australian public in a series of talks and free live art events over the WA Day long weekend. For the chance to see the execution of Noma Bar's works and share in his unique skills, the community is invited to attend the following activities:

- **Free live art event at State of the Art music festival**
Saturday 30 May, Perth Cultural Centre

- **Free live art event at Come Out & Play**
Monday 1 June, Perth Cultural Centre

- Ends -

Media Contacts

Ellie Swift
Clarity Communications
M: 0400 657 117

Amanda Burton
Clarity Communications
M : 0405 063 224

Photo/interview opportunities available on request (limited times).

About Celebrate WA

Celebrate WA is a not-for-profit organisation responsible for promoting and organising the annual WA Day celebrations; promoting excellence and achievement by Western Australians in all fields of endeavour; and encouraging pride in all things Western Australian.

Celebrate WA's Major Supporters include BHP Billiton, the State Government, and Lotterywest.

MAJOR SUPPORTERS

