

# MEDIA RELEASE

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## Minds do Matter exhibition opens this week

Launceston's annual exhibition celebrating the relationship between art and mental health is set to open this week for 2020 at the Queen Victoria Museum at Inveresk.

Minds do Matter is an exhibition produced by RANT and QVMAG, designed to shine a spotlight on mental health in Tasmania.

Coinciding with Mental Health Week, the exhibition features works in a range of mediums by Tasmanian artists, inspired by the theme 'balance'.

Launceston Mayor Albert van Zetten said the exhibition celebrated the therapeutic and reflective benefits of art and aimed to reduce the stigma associated with mental illness.

"We know art can be a powerful tool in the healing and recovery process and can help to kick-start conversations," Mayor van Zetten said.

"Minds do Matter is more than an art exhibition. It is a mechanism for providing new insights and understandings about mental health, as well as a creative outlet for some extremely talented Tasmanians."

Tracy Puklowski, General Manager of Creative Arts and Culture for the City of Launceston, said she looks forward to exploring the raw, honest and thought-provoking art to be featured as part of this exhibition.

"Minds Do Matter is one of the most colourful, vibrant and energetic annual exhibitions QVMAG is involved with and it's one I personally love to see going up on the walls each year," Ms Puklowski said.

"As an annual exhibition, it has gained a real reputation for showcasing some of the State's most dynamic, creative and thought-provoking emerging artists.

"With many of the works available for sale, it is also a great way to support those artists to continue to develop their careers."

Minds do Matter will be on show at QVMAG Inveresk from 3 October 2020 to 2 November 2020.

**Media opportunity:** Launceston Mayor Albert van Zetten, and exhibition coordinators Kitty Taylor, Nathan Tucker and Karen will be available for comment today, Friday, October 2 at 11am at the Queen Victoria Museum at Inveresk.