

**Media Release**  
***A Sound Appetite***  
**Tura New Music Launch**  
**Thursday, 27 November**

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## **A Sound Appetite – An Australian First**

For those with a sound appetite, the launch of one of Australia's peak bodies for the promotion and presentation of new music, **Tura New Music** on Thursday, November 27<sup>th</sup> in Perth, is music to the ears and marks a major new era for music and the arts in Western Australia.

Officially launched by the Minister for Culture and the Arts, the Hon. Sheila McHale MLA at the Hudson Gallery, the scope of its future activities and services makes **Tura New Music** unique in Australia and rare in the world.

Sir James Cruthers, Patron of Tura New Music said that the company will provide vital support to emerging and accomplished New Music composers, performers, organisations and audiences in WA. "**Tura New Music** is a company with a vision aimed at improving the cultural life of our community," he said. "With world class direction, program and services, **Tura New Music** will deliver through production, presentation and promotion of New Music events, and through operating as a New Music Resource Centre as a focal point for information and advocacy."

Artistic Director of **Tura New Music**, Tos Mahoney briefly outlined the 2004 program of New Music events and initiatives. "**Tura New Music** has been commissioned by the UWA Perth International Arts Festival to co-produce the 2004 Festival's closing event at Cottesloe Beach. This will be a free event, utilising Western Australian musicians along one of the most beautiful coastlines in the world," he said.

"**Tura New Music** has also been asked to play a major role in the Biennale of Electronic Arts Perth (BEAP) in 2004 and beyond, and will present *The 7<sup>th</sup> Totally Huge New Music Festival* in 2005, which will then continue as an international biennial event," Mr Mahoney said.

**Tura New Music** is also committed to presenting New Music in regional Western Australia and will hold a regional launch in Broome in February 2004 to outline its annual regional program of events, in particular *In the Outback*.

It was also announced that a loyalty program, **Tura New Music CutRate Card** will provide excellent discounts and benefits to members.

For further information, contact **Tura New Music** on 9380 6996 or visit the new website, [www.tura.com.au](http://www.tura.com.au)

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