



CHAPTER



# MONA Publishing Workshops

[TasRes](#) with [Adobe](#) are delighted to offer writers interested in self-publishing the opportunity to attend a weekend at the Museum of Old and New Art (MONA) in Hobart from October 31 to November 2.

MONA is an ideal place for writers to relax and reflect, gain inspiration, develop their technology skills, network with other writers and enjoy the local cuisine and exhibits of a world class gallery.

The weekend will focus on all aspects of publishing and provide writers with the technological know-how to self-publish confidently.

Learn the steps required to complete your manuscript for publication. Intensive workshops will explore publishing options for print and eReaders on a variety of platforms including Amazon, Google Play and the Apple Store. Learn the difference between publishing formats including Epub, interactive PDF and Kindle.

Make a video trailer to entice potential readers and market your work to a wider audience. Engage with social media for promotion and networking opportunities.

Workshops include InDesign and Photoshop sessions on layout and design, converting manuscripts for print and digital distribution, designing a book cover and filming and editing a trailer.

**Bookings:** [Eventbrite](#)

**Further information:** [TasRes.com](#)

**Email:** sbslbell@gmail.com

A full itinerary and further details will be sent once enrollment has been finalised.

The MONA Publishing Workshops are suitable for anyone seeking an introduction to publication and video software.



## MONA Facilitators



Dr Tim Kitchen is the Senior Education Advocate at Adobe. As a member of Adobe's Worldwide Education team based in San Francisco, Tim is responsible for managing a range of Adobe education programs within the Asia Pacific region. He regularly liaises with government officials, schools, universities and corporate organisations with a focus on enhancing creativity in education. Tim is a regular writer and presenter for a wide range of national and international journals and conferences.



Sue Bell (MA) is a writer, teacher of Media and Digital Media Studies and Adobe Education Leader. Sue has worked at Swinburne, Latrobe and Melbourne Universities and presented on behalf of Pearson Publishing and Adobe. She has a Masters in Creative Writing, an Advanced Dip Digital Media and a Dip Ed in Education. Sue has created online resources for women transitioning into careers, written articles and books for [Midlifexpress](#) a blog and publishing site, published to Amazon and runs courses on InDesign for digital and print media.



Julianne Clifford holds a doctorate in History and Creative Arts and presents at international conferences in arts and education. Julianne is a practising artist and photographer and her career spans extensive doctoral exhibitions, photographic exhibition in Budapest, the development of training centres, managing and curating for an art gallery and textile design and development. Her expertise lies in writing (fiction, non-fiction and education), design (apparel and textile) using Illustrator, games design character development, photography and the use of Photoshop.

### Booking Information

MONA Publishing Workshops - 31st October to November 1. Explore the MONA gallery on November 2 (optional).

The cost includes all workshops, MONA gallery entrance, morning & afternoon tea and lunch. Book before August 30 and receive an early bird discount of \$100.

For bookings go to: [Eventbrite](#)

For further details about TasRes visit our website at: <http://tasres.com>

Email: [sbslbell@gmail.com](mailto:sbslbell@gmail.com)

Once we have received confirmation of payment details we will email you a full itinerary.

**You could win a year subscription to Adobe Creative Cloud valued at over \$500 by your attendance at the MONA publishing workshops. Software includes Photoshop, InDesign, Premiere Pro, Illustrator, Dreamweaver, Flash and more.**

MONA article courtesy of Claire Bell at [Midlifexpress.com](#)

# Arriving at MONA & Accommodation



## Transport options to MONA

There are a number of options for getting to MONA.

*Drive* - MONA is a 15 to 20 minute drive from Hobart.

*MONA Ferry* - a regular service runs between Monna and the Brooke Street Ferry Terminal in Hobart. Cost is \$20.00 return. For further details and a timetable go to [MONA information](#).

*Public Transport:* The Metro bus numbers 36, 37 and 42 all go past MONA. Call 13 22 01 for a timetable.

## Accommodation

Hobart is a thriving city with many options for accommodation including youth hostels, motels and reasonably priced hotels. Choose from a range of waterfront views or mountain backdrops all of which within walking distance to the CBD.

MONA also has on-site accommodation packages.

For further details about available accommodation options go to: [discoverhobart.com](#)

# *Lisa would smile at this MONA*



It's carved from a sandstone cliff on the edge of Hobart's Derwent river. Its owner is a public-spirited mathematical genius whose talent for gambling made him a fortune and gave him the means to build an art gallery like no other. It's called MONA (Museum of Old and New Art) gallery and since it opened in January, 2011, it has become Tasmania's biggest tourist magnet.

After encountering this strange and mysterious place recently, I see why.

To visit MONA is to experience a shift in consciousness without recourse to drugs. MONA's surreal, dream-like atmosphere is due to three main things: its design (the gallery's three levels are all underground), the way in which people must navigate its terrain (with a high-tech gizmo) and the startling nature and placement of its art (the old and the new are juxtaposed in unexpected ways).

On entry, I was given earphones and an iPhone-like gadget with a GPS that tracks your movements through the gallery. A staff member explained that, as all the art is unlabeled, you must use this device to obtain details about each work (and its artist) as you encounter it. You may also record whether you like or dislike each exhibit and your opinion is compared with other MONA visitors.

What became apparent as I stepped from the elevator and began exploring MONA's subterranean depths was the way in which all my senses were engaged – often in confronting ways. I was especially revolted by an exhibit mimicking the human digestive system – an enormous apparatus occupying an entire room

– which smelled, sounded and looked appalling. My gizmo explained the artist's idea was to expose the degree to which “all modern art is shit”. I left the room, took a deep breath and continued on my way.

I found works of mesmerizing beauty. My favourite was Julius Popp's Bit.fall. I stood for ages watching a waterfall of short phrases – taken from recent news headlines – that formed in the air, stayed for a second, then dissolved and cascaded to the floor below. The artist's intention, explained my navigation device, was to illustrate how we are all awash in information, most of which we struggle to process

Time barely existed as I travelled from floor to floor. At one point, I found myself in a long, dark and narrow tunnel that reminded me of a birth canal and each step I took made sounds that echoed eerily off the walls.

More surprises appeared: Egyptian mummies placed beside sparkling modern art; a white library; a room full of light bulbs flashing to the heartbeats of individual gallery visitors; drawers that speak to you as they are opened.

It all felt as if I'd fallen down the rabbit hole into a psychedelic version of Alice in Wonderland. Its owner, David Walsh, calls MONA “a subversive adult Disneyland” and it certainly took me on a wild ride. Even the toilets are magical.

One thing's for sure.

I'll be back.

