



Tove Langridge is an international art dealer, curator and painter who owns [TW Fine Art Gallery](#).

TW Fine Art partnered with [James Street](#) to create the ultimate retail experience, fusing fine art with fashion for the [James St RESORT](#) After Dark street party - [which we reviewed here](#). On the night, TW Fine Art presented project *Castles Made of Sand* utilising state-of-the-art animation and imaging technology to project the collaborative artwork over the Scanlan Theodore building and James Street's fashion savvy audience. An intricate project, the inspiration into *Castles Made of Sand* [was explored in a previous article here](#).



Using Brisbane as both the subject and canvas, this collaboration paralleled the growth of Brisbane - as it too embraces technology and cultural innovation to emerge as a city of the future - to the modernising of the classic mediums ballet, film and painting as they fuse with 21st century technology.

- [Home](#)
- [Magazine](#)
- [WhatsNews](#)
- [What-To-Do](#)
- [WhatsOn](#)
- [Snapshots](#)
- [Hello](#)
- [Win](#)

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Californian artist and principal collaborator **Matt Sheridan** was flown into Brisbane from Los Angeles for the occasion. He would live mix and sample the artwork in the same fashion as a VDJ for a truly unique performance. The roots of the project initially began with his approach to Painting In Motion, an enterprise [which we previously wrote about here](#).



Working with iconic Australian fashion brands to incorporate a guerrilla runway show into the content of the artwork, models from [Gail Sorronda](#), [Easton Pearson](#) and [Camilla](#)

walked through the precinct, under and through the light of the artwork projection with Matt using the models' forms and clothing as stimulus to generate and layer additional animated imagery while responding to the movement and architecture of the clothing in the live performance. We are an experience driven culture. Fusing artwork with fashion, architecture and the retail experience is the way of the future. This collective is leading the way and pioneering a concept in Australia that we hope will carry through into more experiences, with Brisbane leading the way.

Photographer: [Tamika Keioskie](#)

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