

Mudfest mixes bubbles and bars

Having started student life absorbing Oriental and African studies in London, Mudfest director ROS ABERCROMBIE switched to event management and promises inflatable bubbles and visits to inner city bars

How long have you been here?

I've been working on Mudfest10 for the last year, part time to begin with and full time since March. The Mudfest team has now doubled with Briony in the festival office and a constant flow of visitors, bringing laughter and chats and a stream of emails – e updates and uploads and numerous deadlines keep us both on our toes. So it's going, going, going. It's that crazy time in festival directing when everything happens at once – the program has just been sent off the printers – yay!

Where did you study?

Originally hailing from London, I've been working in the arts in Melbourne for the past seven years. I have an academic background in social anthropology studying at the University of London (School

of Oriental and African Studies) and a Post Graduate diploma in Business – Event Management from Victoria University.

What to expect from Mudfest?

There is so much to get excited about. It's 59 projects taking shape in 30 venues across campus and around town. You might be asked to head to an underground car park, an inner city bar or roof top, enter somebody's own house, crawl through an inflatable bubble, follow a textual adventure, sms a festival response, hang out at one of three libraries, look at the floor, windows, ceilings walls and shops as Mudfest plans to infiltrate your university experience and will ask you to engage and partake.

What does Mudfest represent?

The festival's programming strategy is to provide a balanced mix of projects proposed directly

by the students, and projects produced and curated by the festival to ensure that the student community feels actively engaged with the festival and that the highest possible artistic outcome can be realised.

What else about Mudfest 10?

It's been an exciting year in the Mudfest office with the development of two new festival initiatives. We are pleased to be introducing the Mudfest and the University of Melbourne Theatre Board 'Muddy Focus' mentorship program. Six students have been offered a mentorship with an outside professional voice 'a Muddy Focus' to assist in the development and presentation of new work. We are also delighted to announce a partnership with the Melbourne Fringe Festival. The Mudfest artistic selection committee will select a performative and visual exhibition from the Mudfest program to be remounted as part of *The Age* Melbourne Fringe Festival. 

Mudfest 10, August 20 - September 9
www.mudfest.org.au



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