

FOR IMMEDIATE RELEASE

## Biennale of Sydney Launches ArtSeen: A New Initiative for Emerging Arts Philanthropists



Sydney, 14 April, 2025 – The Biennale of Sydney is thrilled to introduce **ArtSeen**, an innovative new philanthropic initiative designed for emerging arts supporters, fostering deeper connections between artists and their communities.

For a tax-deductible donation of \$500 per year, ArtSeen supporters will gain exclusive access to a year-round program of artist-led events, performances, and discussions in the year prior to the festival. During the festival, ArtSeen supporters will engage with the Biennale Benefactor program, which includes exclusive access to the exhibition, events and more special offers. This initiative offers a unique opportunity to experience contemporary art in intimate and immersive settings, while directly supporting the artists shaping today's cultural landscape.

At the heart of ArtSeen is a **rotating ambassador program**, where each year a prominent local artist curates a bespoke program of events. This dynamic model ensures that ArtSeen remains an ever-evolving platform, shaped by the unique perspectives and creative visions of its ambassadors.

For its inaugural year, ArtSeen proudly welcomes **Bhenji Ra** as its first ambassador. A celebrated transdisciplinary Australian-Filipina artist, Bhenji is known for her powerful work across dance, video, illustration, and community activation. As the leader of the Western Sydney-based collective **House of SLÉ** and Mother of the Filipino and Oceanic Chapters of the iconic **House of Juicy Couture**, Ra is a trailblazer in both the Australian and international ballroom scenes. Her ArtSeen program will be deeply community-driven, featuring a diverse range of events unfolding across different spaces and times of day.

“We are pumped to launch ArtSeen as a way to welcome the next generation of arts philanthropists to be part of the Biennale,” said Barbara Moore, CEO, “I’m a big fan of Bhenji Ra, and her vision for ArtSeen embodies the spirit of the Biennale – bold, inclusive, and deeply engaged with the communities that inspire contemporary art today.”

Bhenji Ra said “I’m honoured to be the inaugural ArtSeen ambassador and to work with the Biennale of Sydney in building new ways for artists and communities to connect. ArtSeen is about creating space for experimentation, dialogue, and joy — beyond the walls of the gallery and in step with the rhythms of community. I’m excited to share a program that feels personal, collaborative, and deeply grounded in the spirit of togetherness.”

The Biennale of Sydney invites **young arts lovers and emerging philanthropists** to join Bhenji Ra in becoming part of this innovative initiative. Further details on ArtSeen’s event program, artistic collaborations, and membership benefits will be announced in the coming months.

For more information and to register interest, visit <https://www.biennaleofsydney.art/artseen/>

Ends

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Image caption: Bhenji Ra. Photograph: Cybele Malinowski.

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## About the Biennale of Sydney

The Biennale of Sydney is a leading international contemporary art event. It plays an indispensable role in Australia’s engagement with the world, and a meaningful role in the life of the nation. For 50 years, the Biennale has been a unifying force in the Australian arts sector, embedding boldly creative art exhibitions and experiences in the everyday life of Sydney and putting the artistic excellence of Australia front and centre on the world stage. The Biennale of Sydney has commissioned and presented exceptional works of art by more than 2400 artists from more than 130 countries and territories. The Biennale of Sydney is committed to free access for all.