

# MEDIA RELEASE

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**14 September 2023**

## **Melton Town Centre comes to life this October**

A mesmerising celebration of art and culture is coming to the City of Melton over two nights in October.

Showcasing a mix of performance, music and visual arts, Reimagine Melton will be held on 6 and 7 October and will transform the heart of Melton Town Centre into a vibrant hub of creativity and family entertainment.

This free, all-ages event will light up the amphitheatre and Bakery Square on Friday and Saturday nights with a series of visual art including animated projections by artist Isobel Knowles.

Highlights across both nights include an interactive digital installation that uses AI to create unique portraits of audience members in real time and LED hologram technology that creates the illusion of moving animations suspended in mid-air.

On Saturday night there will be entertainment and activities available for the whole family, with interactive exhibits, roaming performers, live music and more. Local food traders will also be open during the event.

This event is supported by the Melton Suburban Revitalisation Board and the Victorian Government.

To find out more about Reimagine Melton visit [melton.vic.gov.au/reimagine](https://melton.vic.gov.au/reimagine) or follow the [Melton City Much More Facebook page](#).

When: Friday 6 and Saturday 7 October 2023  
Where: Melton Town Centre Amphitheatre and Bakery Square, Melton  
Time: 5pm-10pm

### **Quotes attributable to City of Melton Mayor, Cr Lara Carli**

*"We're excited to present this one-of-a-kind event in the heart of Melton's town centre.*

*"I hope residents take up the opportunity to make the most of this fun installation and free entertainment, and support some of our local businesses along the way."*

ENDS

Melton City Council media enquiries (not for publication): Elissa Haley – Communications Coordinator on 0437 575 825.