

# The MCA and AirBnB get travel down to a fine art

Airbnb and the Museum of Contemporary Art Australia (MCA) joined forces to introduce an exciting new experience in Sydney this summer, inviting art lovers to discover the world-class museum through an artist's eyes and get rare insights into its Collectio

Exclusive to Airbnb Experiences, the 2-hour tour is hosted by award-winning Sydney artist Liam Benson. Since joining the MCA as an Artist Educator in 2013, Liam has shared his knowledge, experience and passion for contemporary art with thousands of visitors of all ages, cultures, abilities and backgrounds.

During Liam's Experience, guests will learn about the cultural significance of the land the MCA sits upon and explore the deeper meanings behind some of his favourite artworks in the MCA Collection, including works by Aboriginal and Torres Strait Islander artists.

Inspired by their gallery walk, guests will then have their turn at being the creators with a hands-on session in the MCA's creative studios with Liam, experimenting with surprising methods in art-making. They will wind down the evening at the MCA's rooftop Cafe or Colour Fields pop-up bar over drinks and nibbles, enjoying the breathtaking views over the Sydney Opera House and Harbour Bridge as dusk settles over the harbour, with extra time to explore the Museum's temporary exhibitions such as Pipilotti Rist: Sip my Ocean, presented as part of the Sydney International Art Series.

Airbnb Experiences is a way for visitors to enjoy a different side of cities, immersing themselves in local communities through authentic experiences, tips, social events and recommendations from local insiders. Experiences are also a great way for local residents to meet new people and discover new things to do in their own neighbourhoods. Since launching in November 2016 with 500 Airbnb Experiences in 12 cities, there are now more than 2,500 available Experiences in 40 cities.

Liam Benson comments: "I truly believe that creativity is accessible to everyone. As an Artist Educator, I enjoy challenging people and encouraging them to think and see the world differently. I look forward to meeting with art lovers from all over the world through this experience, and getting them inspired by the amazing artists we have in this country."

Part of Airbnb's Social Impact Experiences, 100 per cent of the proceeds from the cost of the Experience will go directly to the MCA – a non-profit organisation which raises over 70% of its revenue from non-governmental sources. Social Impact Experiences allow for hosts to partner with nonprofits and eligible charitable organisations to create transformational interactions for local causes. Since launching, more than \$500,000 in proceeds has gone to hosts of Social Impact Experiences globally.

Sam McDonagh, Country Manager for Airbnb Australia and New Zealand, comments: "Airbnb connects people with unique travel experiences all around the world so they can belong anywhere. We are delighted to be teaming up with the MCA, one of Australia's most acclaimed cultural institutions, to offer our guests the unique opportunity to meet with an Australian artist and experience firsthand the diversity and vibrancy of the local contemporary art scene. With summer just around the corner, we have almost 100 Experiences available across Sydney available to book on Airbnb, so whether its food, fashion or the outdoors, there is an Airbnb Experience for every interest."

Sydney-based artist Liam Benson is a performance artist who documents his work through embroidery, photography, video and new media – deconstructing the social perceptions of gender, race, culture, sexuality and identity. He has been prolifically exhibiting and performing since 2002 including at the Museum of Contemporary Art, Sydney (2014), Sydney Contemporary Art Fair (2015; 2013), Cutlog New York Art Fair (2013), and the Head On Photo Festival (2012; 2011). He also regularly works in collaboration with Naomi Oliver as the performance based duo, The Motel Sisters.

Liam has been the recipient of numerous awards and his works are held in significant public and private collections including those of Artbank, the University of Western Sydney and the Art Gallery of South Australia. His new solo exhibition, I Have a Wealth of Unconditional Love, and It's Yours If You Want It, will run at Arterial Gallery in Rozelle, Sydney, from 4 to 29 October.

\$95 per person all inclusive. Most Wednesday evenings 6-8pm throughout summer, starting October 11. Check dates & availability on [airbnb.com.au](https://airbnb.com.au)

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