



MEDIA RELEASE FOR IMMEDIATE RELEASE - 11 JULY 2019

JENANI THERONE - JT@THEJENANI.COM.AU / 03 9079 6955

JENANI THERONE - FINE ARTIST AND PRODUCER - PHOTOGRAPHY

Harvesting the Beauty of Agriculture

Melbourne based Fine Art Photographer Jenani Therone has covered a lot of ground in Victorian regional towns with her initiative *Land is Family*, launching her first exhibition at The Stick Shed, Murtoa, on 26 July 2019. A first of its kind in the shed, a private event to celebrate with those who have been part of this journey.

The exhibition will be open for public viewing from 27 July 2019 onwards during the regular visiting times of The Stick Shed (Tuesday to Saturday from 10.00am to 12.30pm and Sundays from 10.00am to 2.00pm). Standard admission fees will apply, visit www.thestickshed.com.au for details.

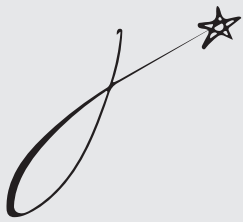
Since April 2018, Mrs Therone has been spending time with the Hendersons, a sixth-generation farming family in the Wimmera-Mallee region of Victoria, to showcase the beauty beyond the fence lines, educate on where our food comes from and highlight the tranquil and at times demanding lifestyle of living on the farm.

“Land is Family is an initiative very close to my heart. It has taken its own form, touching many in ways that were not planned for. It certainly evolved to become much more than what I had hoped”, Mrs Therone said.

“It was really tough for many farmers last year with little rainfall throughout the east coast. This brought a whole new life to the idea behind the project which really shows not only how intense the lifestyle can be, but also the love farmers have for the land and the optimism they possess”.

*“I hope my creations will not only share the story of broadacre farming in Australia but also inspire others through the passion our farmers have, the care they take of the land, the respect and connection they have for it and the conditions they work in. *Land is Family* celebrates farming and farming communities with creations that challenge presumed visual ideas of the craft, farming”.*

At a time of drought, Mrs Therone’s vision and passion for the land found a way to connect with farming communities through creations that bring out the beauty in agriculture and spread hope for a better future.



MEDIA RELEASE

FOR IMMEDIATE RELEASE - 11 JULY 2019

JENANI THERONE - JT@THEJENANI.COM.AU / 03 9079 6955

JENANI THERONE - FINE ARTIST AND PRODUCER - PHOTOGRAPHY

“The initiative started with the goal of having multiple public exhibitions to reach as many people as possible and educate as many as willing. I could not have asked for a better start to launch the public exhibitions than at The Stick Shed, an iconic structure that projects the history and resilience of our farming communities”, Mrs Therone said.

Mrs Therone is not alone in her excitement.

Secretary of the Stick Shed Committee of Management Mr David Grigg said “The Stick Shed Committee is really excited to host the launch of *Land is Family*. After speaking with Jenani and learning why she has embarked on this project, we thought it a very fitting collaboration. It really resonates with the Stick Shed’s association with the grains industry and grain handling history”.

The Stick Shed was built over 4 months between September 1941 and January 1942. It is a National Heritage listed grain storage shed 265 meters long, 60 meters wide and 20 meters high at its apex, with the entire roof supported on 56 unmilled mountain ash poles. This equates to nearly 16,000 square meters under roof and can hold 3.5 million bushels or about 92,500 tonnes of wheat and was last used for this purpose during the 1989-90 harvest.

Jenani will be making her creations available as limited edition giclée prints for purchase during this exhibition, where 50% of the revenue will be gifted towards the continuous preservation of The Stick Shed.

“I am fortunate to have the project partly funded by my sponsors. My heartfelt thank you to Agfarm, Belle-Vue Trading, The Grains Research & Development Corporation (GRDC) and House of JT for their monetary support, Darcra Group for being the grower partner, The Stick Shed for being an ideal exhibition partner, GrainCorp and Viterra for their in-kind support by providing access to their facilities”, Mrs Therone said.

If you wish to assist Jenani or become partners in taking this exhibition to as many as possible, please email her at jt@thejenani.com.au or call on 03 9079 6955.