

Vass Theatre Group is pleased to announce the launch of the new 'Alex Studio-e' in partnership with Etainment.

The Alex Studio-e is an exciting addition to the new Arts Innovation & Technology Hub within the Alex Theatre in St Kilda that was Founded by Aleksandar Vass OAM to explore the creative state. The studio will offer a broadcast location in St Kilda for online and other forms of media.

Alex Studio-e fits in well with the Vision for our new Hub

- A destination to experience technology in virtual studio creation
- The development of small format media studios
- Partnering with production and media companies to develop content
- An affordable communication space for the exploration of online media channels

The first half hour local news segment will be live online through My Newsroom.tv in July with additional new content being developed to be streamed later this year.

The Team at Etainment will be working with Vass Theatre Group lead by Tim Barnet and Simon Barnett.

"We are excited to be involved in developing new creative content in an amazing environment that offers collaboration in an arts innovation and technology hub" says Barnett.

Tim Barnett

A veteran of the entertainment industry with deep roots in production and business domains. With over 35 years production and management experience in the industry, his entrepreneurial skills have seen the creation of successful businesses influencing many aspects of entertainment including film, television, new media, technology, advertising and marketing. Tim is a pioneer with a diverse ability for getting things done as the company's visionary, chief executive, senior creative, He was founder and chief executive for two of the industries major production and facility companies, the Comcopy Group and Central City Studios (now **Docklands Studios Melbourne**) servicing the Australian and international entertainment markets.

Simon Barnett

Simon has worked in the film and television industry for more than 30 years commencing his career in television working on television programs, news, current affairs and World of Sport. Since then, he has produced/written/directed; TVC's, television series/specials, documentaries, drama, corporate video's, network promotions, training and promotional projects.

As a producer, director and scriptwriter, he has received recognition in Australia and overseas with a number of awards including the Mobius Award in New York.



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