



Media Release

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Production house joins St Kilda Creative Hub at Alex Theatre

Leading Melbourne-based corporate video company MediaLink Productions has relocated its edit suites from South Wharf to the creative hub at the Alex Theatre complex in Fitzroy Street St Kilda.

The move provides MediaLink's clients with ready access to an expanded range of production facilities, including green-screen studio, sound booth, and presentation and acting talent.

MediaLink Productions Director, Jonathan Raymond, said collaborating with the creative community at the Alex Theatre was one of the most significant steps in the company's 25-year history.

"We are delighted to be working alongside such a group of like-minded professionals. Being part of the creative hub at the Alex Theatre opens up a new world of exciting production possibilities," Mr Raymond said.

The Vass Theatre Group at the Alex Theatre in St Kilda includes a wide range of creative and artistic disciplines, from theatrical performances, music and comedy, to production facilities, information technology development, venue management and an acting school.

General Manager of the Vass Theatre Group, Allan Rendell, said MediaLink Productions would add its extensive corporate production experience to the mix.

"This supports the vision of the group's founder, Aleksandar Vass OAM, to build a strategic hub that celebrates creative excellence," Mr Rendell said.

Founded in 1995, MediaLink Productions has produced videos for many of Australia's leading corporate, government and not-for-profit organisations. It pioneered the introduction of Video News Releases in Australia and the development of online video assets.

The Vass Theatre Group is the strategic hub for involvement in a wide range of Australian and International theatrical activities from ownership of venues, production, management, national and international touring.

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