

Entertainment

# The Mercury

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## Southdale opens for business at MONA

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- From: Mercury
- June 17, 2014 9:50PM

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MONA has been transformed into the faux shopping mall “Southdale”.

Source: News Corp Australia

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**MONA’S latest groundbreaking piece of art opened to the public last night with hundreds of art lovers, passing shoppers and the just plain curious attending the official Southdale grand opening.**

A concierge ushered them into the foyer of what seems to be a shopping centre.

The Southdale exhibition was part of the Dark Mofo MONA till Midnight event but will continue indefinitely. Much about the installation is shrouded in mystery, which heightened after a series of adverts promoting “Southdale Shopping Centre”.



Maddy Joseph welcomes Simon Evans to MONA's faux shopping centre.

Source: News Corp Australia

Designed by an international artist who wishes to remain anonymous, Southdale will reveal more layers as it progresses, said senior curator Delia Nicholls.

“David Walsh’s vision for MONA was of a sort of utopia, very much like Austrian Victor Gruen, who designed the first mall ever built in the US,” said Ms Nicholls.

Gruen’s type of utopia for shoppers had an atmosphere of leisure, excitement, and intimacy, which he created with works of art, decorative lighting, fountains, tropical plants, and flowers throughout the mall.

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