





## DESCRIPTION

Mona's summer festival of art, music and other great stuff is back again. Spread across two weekends in Launceston and nipaluna / Hobart in February 2023, there'll be plenty of art, music, food and other fun things, featuring: a complaints choir, queer woodchopping, ten straight days of drumming, fancy international bands (hello Peaches, Pavement, Bon Iver and Bikini Kill), bloody good local bands, lasers, a punk bunker, robot table tennis, and a whole mess more.

Launceston: 17–19 February.

nipaluna / Hobart: 24–26 February.

Tickets on sale now at [monafoma.net.au](https://monafoma.net.au)

## ASSETS

Approved images, video, logos and a style guide are available here:

<https://www.flickr.com/gp/67221831@N08/yG95sYd7Hy>



## SOCIAL MEDIA GUIDELINES

Here are some hot tips and party tricks to kickstart your time at Mona Foma and help you make the most of your relationship with us. Feel free to amend as you see fit: these are guidelines, not hard-and-fast rules.

### INSTAGRAM

Tag @monafoma and #monafoma where applicable. You can find us here: <https://www.instagram.com/monafoma/>

As a general rule, we don't hashtag individual events—mainly so that we can keep all Mona Foma snaps in the one area (#monafoma), but you're more than welcome to add them to your own posts if you wish.

If referencing Mona (David Walsh's museum near Hobart, from whence Mona Foma hails), use @monamuseum and #monamuseum.

### FACEBOOK

Tag @MONAFOMA where applicable. You can find us here: <https://www.facebook.com/MONAFOMA/>

No need to use hashtags here.

If referencing Mona, tag @MONA – Museum of Old and New Art. You can find us here: <https://www.facebook.com/MONAmuseum/>

### YOUTUBE

You can find us here: <https://www.youtube.com/channel/monafoma>

## TWITTER

Tag @monafoma and #monafoma where applicable.

You can find us here: <https://twitter.com/MONAFOMA>

If referencing Mona, use @monamuseum and #monamuseum.

## GENERAL TIPS

1. When writing your own posts related to the festival, be passionate, authentic and positive.
2. Be the regram you want to see in the world: if you're posting a Mona Foma-supplied image or video, or reposting an image shared on social media, remember to attribute the original author in your post. This can be done using the camera emoji, #regram or including 'photo credit' alongside the author's name or social media handle.
3. If you receive a comment that you don't have the answer to, or about a Mona Foma event that you're not involved with, seek advice from the Mona Foma team before responding.

## COMMONLY USED NAMES

1. **Mona Foma**, not MONA FOMA, MOna FOma, Mona FOMA, MONA Foma, MOFO, MoNa FoMa or mofo
2. **Mona**, not MONA or the Mona





The background of the page is a vibrant, abstract, and textured composition. It features a large, solid black circle in the center, which serves as a focal point. Surrounding this circle is a complex, multi-layered pattern of colors including green, yellow, blue, and orange, with a fibrous or marbled texture. The overall effect is dynamic and artistic.

## CONTACT

Got questions?

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