

Media Release

The Hon Colin Brooks MP
Minister for Development Victoria
Minister for Precincts
Minister for Creative Industries



Thursday, 13 June 2024

ALLURE OF THE PHARAOH SET TO DRAW THE CROWDS TO NGV

The biggest exhibition of Egyptian treasures ever seen in Australia opens at the NGV this week, marking the 20th anniversary of the Allan Labor Government's blockbuster Melbourne Winter Masterpieces exhibition series.

Exclusive to Melbourne, *Pharaoh* will take visitors on a journey through 3000 years of ancient Egyptian art, design and culture, including monumental sculptures, tomb and temple architecture, intricately decorated coffins and funerary objects, and exquisite jewellery.

The exhibition will highlight the art and artistry of ancient Egypt and give audiences a close up of the artistic skill behind ancient Egyptian sculptors, painters and craftspeople – whose lives were largely spent working in service of the Pharaoh.

With more than 500 works on loan from the British Museum, *Pharaoh* will be the largest international exhibition the British Museum has ever presented in its 270-year history. It is also the largest ancient Egyptian exhibition ever to arrive on our shores.

This winter, there is also a free exhibition for children and families as well as a new season of NGV Friday Nights, which will attract even more visitors to this world-class exhibition.

Pharaoh is supported by Visit Victoria through the Labor Government's Major Events Fund as part of the Melbourne Winter Masterpieces series. Over the past two decades, the Melbourne Winter Masterpieces exhibitions have attracted more than seven million local, interstate and international visitors, generating an economic impact of \$690 million.

Pharaoh adds to Victoria's stellar calendar of major events this winter – including game two of the NRL State of Origin, White Night Ballarat, RISING and Ballin '24 – which will help build on the State's \$37.8 billion visitor economy. *Pharaoh* will run from 14 June – 6 October 2024 at NGV International. Visit www.ngv.vic.gov.au for more information.

Quote attributable to Minister for Creative Industries Colin Brooks

"This world-class exhibition will be a major drawcard for Melbourne this winter, attracting visitors from near and far with its program for all ages, including a free children's exhibition and Friday night events for art and music lovers."

Quote attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"This internationally exclusive event is the largest ancient Egyptian exhibition ever in Australia and marks 20 years of support for epic art and culture exhibitions that have captivated audiences and drawn millions of visitors to Victoria."

Quote attributable to Member for Albert Park Nina Taylor

"The Pharaoh exhibition is a magnificent opportunity for our community to immerse themselves in the history of ancient Egypt, right here in Melbourne, showcasing our status as a cultural and major events capital."

Quote attributable to NGV Director Tony Ellwood AM

"Pharaoh seeks to introduce a new generation of visitors to the fascinating visual culture of ancient Egypt through an unprecedented exhibition of sculpture, architecture, jewellery and more from the British Museum in London."

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