



# Media release

**The Hon Heidi Victoria MP**  
Minister for the Arts  
Minister for Women's Affairs  
Minister for Consumer Affairs

Thursday 21 November 2013

## Modern Melbourne gives NGV a broad new canvas

The largest and most ambitious project in the National Gallery of Victoria's history is about to take over Melbourne – get ready for NGV's extraordinary summer exhibition *Melbourne Now!*

Previewing the exhibition today, Minister for the Arts Heidi Victoria said the contemporary art celebration, which opens to the public on 22 November, will make an impact on the city like never before.

"It is often stated that Melbourne is Australia's cultural capital. *Melbourne Now* is set to prove this yet again," Ms Victoria said.

"Bringing together over 400 artists, architects and product, fashion and jewellery designers, the exhibition will spread over the National Gallery of Victoria's two sites and venues across Melbourne, for an unprecedented celebration of the creative minds that have shaped our city."

Ms Victoria said the four month program will see the wealth and diversity of the city's creative talents on display through artworks and installations, performances and talks, workshops, tours and family activities in venues across the city. There will also be family activities including a dedicated children's festival.

NGV Director Tony Ellwood said *Melbourne Now* is an opportunity to discover and enjoy some of the best of Melbourne's culture, to appreciate the diversity of practice and to celebrate what is unique about our creative communities.

"*Melbourne Now* has enabled us to evolve as an institution and provide new opportunities for our artists and designers while at the same time inviting participation from the widest possible audience."

Ms Victoria said the program, which will run until March 2014, offers something for all tastes and all ages.

"The exhibition will surprise and reward visitors again and again, and what is even more exciting is that it's all free. The Victorian Coalition Government is proud to support this program and I encourage you all to explore, experience and be inspired by, the very best of *Melbourne Now!*" Ms Victoria said.

*Melbourne Now* is on display at The Ian Potter Centre: NGV Australia and NGV International from 22 November 2013 – 23 March 2014. 10am – 5pm. Free entry.

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