

# MELBOURNE NOW



22 November 2013 – 23 March 2014 | The Ian Potter Centre: NGV Australia and NGV International

## The making of *Melbourne Now* – our supporters

Running over four months, *Melbourne Now* is diverse and rich, covering the fields of visual art, architecture, sound and dance, fashion, jewellery and creative practices including product and graphic design. Over 400 creative practitioners have been drawn together in this unprecedented collaboration, creating a platform for further innovation in ways of engagement and the presentation of works.

A range of commissions have been developed that inspire participation on a large scale; spaces have been opened to new art forms including dance, movement and sound; and design has been embraced. As part of *Melbourne Now* over 600 free events have been programmed in the Community Hall and around the city including workshops, tours, talks and show 'n' tell from leaders in creative practices.

The high level of innovation and collaboration has also extended to the community of supporters who have uniquely partnered with artists and projects to guarantee their development and create a culture of investment in our local arts community.

Our *Melbourne Now* Champions, the Dewhurst family have enabled the delivery of an extensive program for children including nine children's commissions plus a nine day Children's Festival in January. Robin Campbell and Bruce Parncutt have invested in the introduction of new technology including a dedicated *Melbourne Now* App available free through iTunes to enhance the visitors' experience.

Higgins Coatings have assisted with the realisation of the jewel-like McBride Charles Ryan Community Hall at NGV International, which will host free events for the duration of *Melbourne Now*; and the City of Melbourne has collaborated with NGV curators to develop the *Flags for Melbourne* project in which 41 artist-designed flags are flown from flag poles across the city and NGV.

The Victorian State Government has demonstrated great leadership being one of the first to get behind *Melbourne Now* with \$2.5m in funding. This substantial grant has enabled support for innovative curatorial approaches for *Melbourne Now* and future summer seasons which will see a greater emphasis on the gallery experience for visitors of all ages.

Throughout, the corporate sector has worked enthusiastically with the NGV to support and enhance what *Melbourne Now* has to offer. From the impressive support by Principal Partner Mercedes-Benz through to Major Partners Ernst & Young and the Bank of Melbourne, corporate support of this kind has undoubtedly influenced the scale of *Melbourne Now* by providing vital funds to realise the exhibition's ambitious curatorial aspirations. Businesses such as MECCA Cosmetics have engaged in the spirit of *Melbourne Now* by developing a *Melbourne Now* yellow nail polish.

The NGV also created a new academic funding category with La Trobe University becoming the first Learning Partner for a major exhibition. Building on this relationship the NGV initiated a summer school in conjunction with La Trobe, which booked out immediately.

The NGV would like to acknowledge the Australia Council for the Arts who have greatly assisted us to fund artists' fees.

Other extraordinary partnerships have been created with the support of the Spotlight Charitable Foundation, whose funding has transformed the sculpture garden at NGV International and the Vizard Foundation, who have backed the creation of the *Melbourne Now* limited-edition publication, exhibition guidebook and ebook.

These are just a few examples of individuals and foundations whose support has assisted the creation of numerous artistic commissions that make *Melbourne Now* an unforgettable experience for visitors to the NGV this summer.

In all, over \$5.8 million has been raised. Without these collaborations and degree of collaboration *Melbourne Now* would not have been possible. The NGV has been humbled by the overwhelming support for this project with extraordinary commitment shown from government and the corporate sector as well as individual donors and foundations.

*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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