

Media Release

The Hon Danny Pearson MP
Assistant Treasurer
Minister for Regulatory Reform
Minister for Government Services
Minister for Creative Industries



Thursday, 3 December 2020

ACMI SET TO REOPEN AFTER MASSIVE TRANSFORMATION

ACMI will re-open its doors to the public on Thursday 11 February next year, following a multi-million dollar transformation of Australia's national museum of screen culture backed by the Andrews Labor Government.

The \$40 million redevelopment has been five years in the making and has created more than 100 jobs across the construction and the creative industries.

The project has reimagined the Federation Square building – making it more open and welcoming with new spaces, facilities and attractions.

At the heart of the new ACMI is *The Story of the Moving Image*, a major free exhibition that will take audiences on an immersive journey into the past, present and future of the moving image.

The exhibition brings to life key moments of screen history through interactive experiences including animating shadows, crafting optical toys, assembling film scenes, creating soundscapes and more.

ACMI's world-leading team of curators, exhibition designers and innovators have created an experience that blends the physical and digital in ways not seen before in Australia.

Visitors will receive a unique handheld device – the Lens – that they can use to 'collect' objects of interest throughout the museum. They can then use this to continue to explore ACMI's riches once they get home.

The new ACMI also includes:

- A major new work by Gunditjmara Keerray Woorroong artist Vicki Couzens that bookends the new exhibition
- The new high-tech Gandel Digital Future Labs for schools and young people, fostering next-generation creatives through education
- State-of-the-art cinemas showing the best of Australian and international screen culture.
- A media preservation lab to bring the vital hidden work of ACMI's collection into the public eye.

The Labor Government has invested \$36.6 million in the redevelopment which has also received generous corporate and philanthropic support.

Quotes attributable to Minister for Creative Industries Danny Pearson

"Screen culture has never been more central to our lives and ACMI tells the story of where it has come from and where it is going in exciting, imaginative and interactive ways."

"Prior to the redevelopment, ACMI was one of the most visited museums of its kind in the world. We can't wait to welcome these visitors and a new generation of ACMI fans."

Quote attributable to ACMI Director and CEO Katrina Sedgwick OAM

"Through this visionary transformation, with the support of the Victorian Government and our partners, ACMI can't wait to reopen with a stunning museum and ground-breaking free exhibition."

Media contact: Stephanie Hobbs 0429 275 437 | stephanie.hobbs@minstaff.vic.gov.au