

# Media Release

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



Friday, 19 November 2021

## SHEPPARTON ART MUSEUM OPEN FOR BUSINESS

Victoria's newest cultural attraction will throw open its doors tomorrow, with thousands of tourists and art lovers set to flock to the new Shepparton Art Museum (SAM).

The \$50 million museum will be launched with its first major exhibition tomorrow, *The Land Within* – a presentation of work by legendary Yorta Yorta artist Lin Onus.

Funded with a \$12.5 million investment from the Andrews Labor Government and support from local and Commonwealth Governments and philanthropic partners – the museum will serve as a cultural beacon, drawing visitors to the region.

Acclaimed Victorian architects Denton Corker Marshall designed the purpose-built museum, which offers world class gallery space along with a home for First Peoples-led arts organisation Kaiela Arts.

A work of art in its own right, the museum will boast a range of features including an education and workshop space, outdoor grounds, amphitheatre, a children's gallery, retail shop and café.

Minister for Creative Industries Danny Pearson will join Tiriki Onus and other family members to launch Lin Onus' exhibition and officially welcome visitors to the new SAM.

*The Land Within* is the first largescale showing of Lin Onus's work on Yorta Yorta Country and includes paintings, prints, sculpture and installations.

The show headlines SAM's jam-packed inaugural program of nine exhibitions, featuring work by more than 200 artists.

The program brings together sculpture, painting, video, photography, ceramics and art installations, including 160 First Peoples artworks – building on SAM's existing works to become the nation's most significant collection of South-East Australian Aboriginal Art.

In early 2022, further external works will be completed at SAM including a Healing Garden and a multi-sensory playground designed in collaboration with First Peoples.

### Quotes attributable to Minister for Creative Industries Danny Pearson

*"This extraordinary new museum is a stunning addition to Victoria's world-class network of regional galleries, an incredible creative asset for the region and must-visit destination for all art lovers."*

*"The Museum is already offering compelling art and programs for this summer and beyond, headlined by this amazing Lin Onus exhibition."*