

Media Release

The Hon Steve Dimopoulos MP
Minister for Tourism, Sport and Major Events
Minister for Creative Industries



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EPIC SHOWCASE OF LOCAL CREATIVITY IN MELBOURNE NOW

The latest NGV blockbuster *Melbourne Now* is putting Victorian creativity on show in a spectacular free exhibition that celebrates the work of more than 200 of the state's most exciting artists and designers.

Minister for Creative Industries Steve Dimopoulos today joined local artists and designers at The Ian Potter Centre: NGV Australia today to preview the new exhibition which opens to the public tomorrow.

A huge showcase of local talent, *Melbourne Now* takes over all three levels of the Fed Square gallery and features painting, performance art, sculpture, photography, product design, fashion, jewellery, architecture, video, virtual reality and more.

This is the second edition of *Melbourne Now*, a decade on from its inaugural showing in 2013. It features the work of creatives at all career stages and from all parts of the state, including many that are exhibiting at the NGV for the first time.

Visitors will get a first look at more than 70 never before seen works by local artists and designers that have been newly commissioned by the NGV – a major investment in Victorian talent.

Featured works include a giant 'temple' made from over 600 computer fans by artist Rel Pham and a 10-metre-long installation representing the 38 Indigenous language groups of Victoria by First Peoples artist Lee Darroch.

A hugely popular feature of the 2013 show, the Design Wall, returns to shine a spotlight on the Victorian-designed products that have made waves over the past decade. Visitors will also get the chance to see performance art, participate in interactive art making activities and catch film screenings.

Melbourne Now is on display from 24 March to 20 August at The Ian Potter Centre: NGV Australia at Fed Square, Melbourne and entry is free. Further information is available on the NGV website ngv.vic.gov.au.

Victoria's creative industry supports more than 315,000 jobs across the state, representing 9 per cent of Victoria's total workforce and delivering a \$34.4 billion boost to the economy annually.

Quotes attributable to Minister for Creative Industries Steve Dimopoulos

"There's a reason Melbourne is Australia's creative capital and this is it – our extraordinary community of artists, designers and creatives."

"We're backing this must-see exhibition and epic celebration of our local talent. Melbourne Now is eclectic, inspiring, fun – and free for all to enjoy."

Quote attributable to NGV Director Tony Ellwood

"Melbourne Now is a showstopping and dynamic survey of work by more than 200 leading Victorian-based practitioners, offering an exciting and thought-provoking snapshot of the limitless creativity empowering this city and its surrounds."

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