

Friday, 19 July 2024

EXCLUSIVE FRIDA KAHLO EXHIBITION BOUND FOR BENDIGO

The Allan Labor Government has secured the international-exclusive exhibition *Frida Kahlo: In her own image* at Bendigo Art Gallery – which will attract thousands of visitors from across Victoria and interstate to Bendigo.

Premier Jacinta Allan today announced the new exhibition which will marvel audiences with works direct from Mexico's Museo Frida Kahlo is coming to Bendigo.

Featuring objects and artworks by the iconic Mexican artist that have never-before-been-seen in Australia – the exhibition invites visitors to delve deeper into the life of Frida Kahlo.

The artist's vibrant works will be showcased alongside her personal belongings including her clothing, make up, accessories and even medical items – many of which were withheld from public exhibition for decades after her death.

The exhibition explores the intricate connections between Kahlo's clothing and styling, her home, her ground-breaking paintings and drawings, and the iconic photographic images which immortalised her in public consciousness.

Supported by the Labor Government through Visit Victoria and the Major Events Fund, *Frida Kahlo: In her own image* is the latest exhibition in the acclaimed *Bendigo International Collections*.

From *Elvis: Direct from Graceland*, *Tudors to Windsors: British Royal Portraits* and *Grace Kelly: Style Icon*, these exhibitions have attracted more than 688,000 visitors and generated more than \$108 million in economic impact for Greater Bendigo since 2012 – excluding this year's *Paris: Impressions of Life 1880-1925* exhibition.

Frida Kahlo: In her own image will run from Saturday, 15 March to Sunday, 13 July 2025 at Bendigo Art Gallery.

Quote attributable to Premier Jacinta Allan

"Frida Kahlo is one of the most iconic figures in modern art and bringing her works to Bendigo Art Gallery is yet another win for Bendigo – attracting visitors and art lovers to our great city."

Quote attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"We're bringing more exclusive exhibitions just like this one to regional Victoria, with this exhibition set to marvel audiences from far and wide and boost jobs, businesses and the economy."

Quote attributable to Member for Bendigo West Maree Edwards

"This exhibition will showcase the best of international art right here in Bendigo while showcasing the best of our region to visitors from across Victoria and interstate that travel to our city for this iconic exhibition."

Quote attributable to Visit Victoria CEO Brendan McClements

"The Bendigo Art Gallery is the standard bearer for the extraordinary cultural experiences you can find in all parts of Victoria – delivering amazing, enriching experiences and generating prosperity for our State."

Quote attributable to Bendigo Art Gallery Director Jessica Bridgfoot

"Frida Kahlo: In her own image will shed a light on Kahlo's carefully crafted appearance in the world, and how her vibrant clothing, poetic use of make-up and adornment constructed her captivating public image."

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