

Sunday, 13 April 2025

KUSAMA BREAKS RECORDS AS FAMILIES FLOCK TO NGV

Almost half a million people have flocked to the National Gallery of Victoria for *Yayoi Kusama*.

Premier of Victoria Jacinta Allan today joined Minister for Creative Industries Colin Brooks and NGV Director Tony Ellwood AM to announce more than 480,000 people have visited the exhibition since it opened four months ago.

It is now the highest attended ticketed art exhibition in Australian history.

The visitation smashes the previous most popular ticketed art event – 2017's *Van Gogh and the Seasons* – which attracted 462,262 people and pumped more than \$51 million into the Victorian economy.

Yayoi Kusama is an icon of art. The 96-year-old Japanese artist is recognised globally for her distinctive and colourful work. The immersive exhibition, which is supported by the Labor Government's Major Events Fund, features 200 works and was developed especially for Australian audiences.

The program also has free and family-friendly activities to enjoy over the school holidays, including the children's gallery *Kusama for Kids* which features an interactive work *The Obliteration Room*. Kids can also participate in an NGV Easter egg hunt on Thursday 17 April.

It's all part of a huge offering of free and low-cost creative activities for kids across the state these school holidays.

Thanks to the Labor Government, kids can go free to the zoo and check out Werribee Zoo's brand-new elephant trail, head to the Melbourne International Comedy Festival's free, family-friendly takeover of Fed Square on 18 April or to the *Cats & Dogs* exhibition at the Ian Potter Centre.

With eight days to go before *Yayoi Kusama* finishes on 21 April, art admirers and families still have time to take it all in – with the exhibition extending its opening hours until midnight for four out of its last five days.

The exhibition is part of a blockbuster pipeline of major cultural events in Victoria, which also includes the Frida Kahlo exhibition in Bendigo, White Night in Ballarat and the LEGO® Star Wars Exhibition at the Melbourne Museum and – all contributing to the state's record \$40 billion visitor economy.

Yayoi Kusama is on display at NGV International until Monday 21 April, with further information and tickets available for the record-breaking exhibition via the [NGV website](#).

Quotes attributable to Premier Jacinta Allan

"This record-breaking exhibition has brought five MCGs worth of visitors to the heart of Melbourne – that's great for local jobs, great for local businesses and great for families looking for something to do these holidays."

Quote attributable to Minister for Creative Industries Colin Brooks

"We're proud to help the NGV deliver these incredible experiences that captivate audiences from around the world, once again cementing Melbourne's status as the cultural capital of the nation."

“With free, family-friendly creative activities happening right across Melbourne these school holidays, there’s something for everyone to enjoy.”

Quote attributable to Member for Albert Park Nina Taylor

“This record-breaking exhibition has proved once again that our community hosts such a vibrant cultural hub – home to one of the highest concentrations of arts and cultural organisations anywhere in the world.”

Quote attributable to NGV Director Tony Ellwood AM

“We’re truly overwhelmed by how enthusiastically Victorians and visitors alike have embraced this exhibition – and connected so strongly with Kusama’s work and life story. This milestone is a testament to the enduring impact of Kusama’s work and the growing appeal of contemporary art in Australia.”