

Media Release

Hon Jacinta Allan MP
Premier



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LEGO® STAR WARS™: THE EXHIBITION LANDS IN MELBOURNE

This May the Fourth marks the galaxy-first premiere of LEGO® Star Wars™: The Exhibition, opening at Melbourne Museum thanks to the support of the Allan Labor Government.

Premier Jacinta Allan and Minister for Tourism, Sport and Major Events Steve Dimopoulos today joined Ryan 'Brickman' McNaught at the Museum to preview the one-of-a-kind interactive experience, which will see families and fans flock to the city.

Secured in Melbourne by the Labor Government and created by 'Brickman' – the only LEGO Certified Professional in the Southern Hemisphere – the exhibition takes visitors on a journey through the Star Wars galaxy in LEGO® form.

From building starfighters, creating custom lightsabers out of LEGO® bricks and stepping into life-sized recreations of iconic Star Wars™ moments, the world-first experience combines the storytelling of Star Wars™ with the creativity of LEGO® in a day out the whole family can enjoy.

The world's largest touring LEGO® exhibition – built with over eight million bricks and 25,000 hours of work at Brickman's Melbourne headquarters HQ – is set to deliver a major economic boost for the state through visitor spending across hotels, restaurants, and local businesses.

Tickets to LEGO® Star Wars™: The Exhibition are on sale now, with general admission prices starting from \$24 for children and \$38 for adults. Discounts are available for families, concession holders and Museum Members, with pre-booking recommended.

Thanks to the support of the Labor Government, kids under 16 and concession card holders enjoy free entry to all permanent exhibitions – so families can discover iconic artefacts of Victoria's past, learn interactively about dinosaurs or our natural environment and play in the world-class Children's Gallery all year round.

The launch of LEGO® Star Wars™: The Exhibition comes off the back of record-breaking exhibitions like Yayoi Kusama at NGV – the highest attended ticketed art exhibition in Australian history which saw 24 per cent of the 570,537 visitors come from interstate – all contributing to the state's record \$40 billion visitor economy.

These blockbuster exhibitions reaffirm Melbourne's status as Australia's cultural capital, adding to a huge pipeline of cultural events – including the upcoming French Impressionism exhibition at the NGV, the Frida Kahlo: In her own image exhibition in Bendigo and Beetlejuice The Musical.

The exhibition runs exclusively at Melbourne Museum from 4 May, 2025. For more information visit www.legostarwarstheexhibition.com.

Quote attributable to Premier Jacinta Allan

"This galaxy-first exhibition is another reason to love Melbourne. This boosts local businesses, creates local jobs and gives local families a one-of-a-kind experience they can enjoy together."

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

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"We're uniting two of the world's most beloved franchises in an awe-inspiring showcase – it's an experience sure to amaze families and LEGO-lovers alike."

Quote attributable to Member for Northern Metropolitan Region Sheena Watt

"Whether it's blockbuster experiences like these or the smaller arts and performance venues we're proud to support, our community here in the city and the northern suburbs is truly the cultural capital of Australia."

Quote attributable to Ryan "The Brickman" McNaught

"LEGO® Star Wars: The Exhibition takes some of the most iconic moments from the saga and reimagines them at a scale that's never been done before. Whether you're a lifelong Star Wars fan or just love to build, it's an experience that everyone can enjoy."

Quote attributable to Museums Victoria CEO and Director Lynley Crosswell

"Museums Victoria is proud to present experiences that spark connection across generations and this exhibition invites visitors to step into a galaxy built entirely from LEGO bricks, where generations can share in the wonder of Star Wars."

Quote attributable to Visit Victoria CEO Brendan McClements

"Events like this fill hotel rooms, support local cafes and restaurants and create jobs across our tourism sector as visitors flock here to see what makes Melbourne 'Every bit different.'"