

Media Release

The Hon Colin Brooks MP

Minister for Industry and Advanced Manufacturing
Minister for Creative Industries



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BLUEY EXHIBITION COMING TO MELBOURNE – FOR REAL LIFE

Everyone's favourite animated TV series, *Bluey*, is heading to Melbourne for a world first event.

Minister Brooks today announced an exclusive *Bluey* exhibition will open at ACMI in mid-2027.

The world-first *Bluey* exhibiton, brought to life by Australia's national museum of screen culture, ACMI, with BBC Studios and multi-award-winning producers of *Bluey*, Ludo Studio, will bring family-fun close to home while strengthening Victoria's reputation as the creative state.

The exhibition will take visitors behind-the-scenes of the Australian-made multi-Emmy and BAFTA Award-winning series.

For Victorian families, it will be an opportunity to immerse themselves in the magic of the much-loved show.

In 2024, *Bluey* was the most-watched series worldwide on Disney+ (based on views), and the most-streamed show in the US in 2024 and 2025 (Nielsen).

Bluey is a loveable, inexhaustible, Blue Heeler dog, who lives with her Mum, Dad and her little sister, Bingo. The animated phenomenon airs in more than 140 countries.

It is just one of many experiences on offer at ACMI, which regularly hosts exhibitions, screenings and free events – ensuring families and visitors of all ages can access world-class screen culture year-round.

In 2024-25 ACMI welcomed over 900,000 on site visitors.

Before *Bluey* arrives in 2027, ACMI will host *Play School: Come and Play!* from 4 March 2026, celebrating 60 years of the beloved children's TV program.

Exhibition dates and details for *Bluey* will be announced later this year. To learn more, visit acmi.net.au.

Quotes attributable to Minister for Creative Industries Colin Brooks

"Bluey is loved all over the world, but this incredible exhibition is heading straight to Melbourne."

"It will be a huge thrill for local families and attract visitors from across Australia and the world."

"It's another reason why we are the creative capital."

Quotes attributable to ACMI Director & CEO Seb Chan

"Securing a partnership of this calibre is testament to ACMI's standing as the home of screen culture in Australia, and Melbourne's significance as a global cultural capital where groundbreaking exhibitions are created."

"We can't wait to welcome Bluey to our museum and celebrate this Australian screen phenomenon before taking it to the world."

Quotes attributable to BBC Studios ANZ Director of Brands & Licensing Sharon Wilson

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“Bluey celebrates storytelling that resonates with families everywhere, and this exhibition will bring that magic off the screen and into the real world.”

“We’re pleased to partner with ACMI and Ludo Studio to create an experience where fans can step into the world of Bluey and discover the creativity behind the series in a whole new way.”

Quotes attributable to Ludo Studio

“Ludo Studio is thrilled to be working with ACMI and BBC Studios on this Bluey exhibition. We’re excited to showcase how our talented creative team of Designers and Animators bring Bluey to our TV screens and we can't wait for fans to get a behind-the-scenes look at how the series is made.”