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News

NEON reveals biggest cultural exhibition to visit Australia in over 10 years

Ramses & the Gold of the Pharaohs opens at the Australian Museum on 18 November



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25th September 2023 | 4 min read

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NEON, a **global experience entertainment company**, has revealed that *Ramses & the Gold of the Pharaohs* will be the biggest cultural exhibition to visit Australia in over 10 years when it goes on show in Sydney later this year.

The exhibition will open on 18 November at the Australian Museum, where it will include an exclusive **interactive experience**. In this, visitors will be able to see 181 exhibits, many of which have not been seen outside of Egypt before. Gold treasures, jewellery, mummified animals, royal masks, amulets and sarcophagi are among the objects to go on show.



Most powerful pharaoh of all time

All of the items in *Ramses & the Gold of the Pharaohs* are on loan to the exhibition from Egypt's Supreme Council of Antiquities and originated from Egyptian museums and historic sites. **Dr Mostafa Waziry**, Secretary-General of Egypt's Supreme Council of Antiquities and renowned archaeologist, began the Ramses countdown at the Australian Museum.

Waziry says: "Mystery surrounds Egypt's origins, religions and monumental architecture – many of which were built during the reign of Ramses II, 1279 to 1213 BC. This ability to transcend age and time has ensured the Egyptians have an eternal place in history, and I invite visitors to discover for themselves why Ramses II is often regarded as the greatest, most celebrated, and most powerful pharaoh of all time."



Ramses & the Gold of the Pharaohs gives visitors a glimpse into the life and achievements of King Ramses II, also known as Ramses the Great. Ramses the Great had the second-longest reign of any Ancient Egyptian pharaoh and ruled the country for nearly 67 years.

He lived to be approximately 92 years old and came to symbolise Ancient Egypt's strength and prosperity during the New Kingdom period, 1539-1075 BC, when Egyptian civilisation was at its peak. Ramses was known as a powerful warrior who brought peace among his neighbours, oversaw a vast building scheme – which featured numerous massive monuments to himself – and is thought to have fathered more than 100 children.

Ramses & the Gold of the Pharaohs also includes a **virtual reality tour** of two of Ramses' most remarkable monuments: the Tomb of Queen Nefertari, and the temples of Abu Simbel.

Inspiring Australian Egyptologists

The Australian Museum in Sydney will be the next host of the exhibition, which is a collaboration between World Heritage Exhibitions, NEON Global and the Houston Museum of Natural Science, with support from Egypt's Ministry of Tourism and Antiquities. Sydney is the only city in the region to host *Ramses & the Gold of the Pharaohs*, and this leg of the exhibition tour is funded by the NSW Government through the Create NSW Blockbusters Funding initiative.

The Hon John Graham, NSW minister for arts, music, night-time economy, jobs and tourism, comments: "Egypt was one of the most powerful civilisations in the centre of the ancient world, and we are thrilled some of the greatest Egyptian treasures are coming to Sydney with *Ramses & the Gold of the Pharaohs*. This is a magnificent exhibition, set to produce a new generation of young Australian Egyptologists. I encourage all Australians to experience this once-in-a-lifetime opportunity to see these magnificently preserved 3,300-year-old artefacts at the Australian Museum."



"The Australian Museum is thrilled to present these exceedingly rare objects in an exhibition where visitors can appreciate their astonishing beauty and enduring history first-hand," adds **Kim McKay AO**, director and CEO of the Australian Museum. "Ancient Egypt holds intrigue and fascination for all age groups, and I know *Ramses & The Gold of the Pharaohs* in Sydney will introduce the mystery of the pharaohs to new generations of locals and visitors alike."

John Norman, World Heritage Exhibitions CEO, concludes: "Our team has created an amazing experience celebrating the greatest Pharaoh in Egypt's history and the reaction from people has surpassed our highest expectations. We are so excited to bring the exhibition to Sydney and know Australians are going to be similarly amazed."

Ramses & the Gold of the Pharaohs is a touring exhibition and has previously been shown in Houston, San Francisco and Paris.

NEON celebrated a **scholarship with the Singapore University of Technology and Design (SUTD)** earlier this year. NEON is a leader in providing immersive IP experiences to audiences worldwide, yet its dedication to the entertainment industry goes beyond delivering exceptional experiences. It also recognises the importance of education, with a focus on preparing the younger generation for the evolving demands of the sector.

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