

NEON

RAMSES

& DAS GOLD DER PHARAONEN

RAMSES & THE GOLD OF THE PHARAOHS
PREMIERES AT THE ODYSSEUM IN COLOGNE, GERMANY

MORE THAN 180 TREASURES FROM OLD EGYPT

HIGHLIGHT OF THE EXHIBITION: THE SPECTACULAR COFFIN OF RAMSES II.

OPENING JULY 13, 2024



installation view of the *Ramses & the Gold of the Pharaohs* exhibition in Paris. Photo: Sandro Vannini/Laboratoriorosso © World Heritage Exhibitions

Cologne, 12 March, 2024 – In collaboration with the Egyptian Ministry of Tourism and Antiquities and Neon Global, the blockbuster exhibition *Ramses & the Gold of the Pharaohs* will make its debut in Germany. The showcase will feature the extraordinary sarcophagus of Ramses II, one of the most remarkable royal coffins ever discovered in ancient Egypt. After its tremendous success in Paris and Sydney, Cologne will become the third city worldwide to host this invaluable artifact.

Opening on July 13, *Ramses & the Gold of Pharaohs* will be shown for a limited time at the Odysseum in Cologne. This exhibition will be the largest cultural event in the country and will mark the final European location before venturing to Asia.

Tickets will be available for presale exclusively on <https://www.ticketmaster.de/> starting on March 14. The general sale will begin on March 15.

About the exhibition

Exclusive to Cologne, *Ramses & the Gold of the Pharaohs* is an interactive museum experience that features more than **180 priceless artefacts and ornate golden treasures**, including one-of-a-kind relics such as sarcophagi, animal mummies, magnificent jewellery, spectacular royal masks, exquisite amulets – **many of which have never left Egypt before**. All of the objects in *Ramses & the Gold of the Pharaohs* have come from museums and historical sites in Egypt and is on loan to the exhibition from Egypt's Supreme Council of Antiquities.

Coffin of Ramses II.

Dating from the late Eighteenth Dynasty, the carved cedar coffin of Ramses II and its occupant was discovered in 1811 within the Royal Cache at Deir el-Bahari – an Egyptian archaeological site located on the west bank of the Nile River, opposite the city of Luxor and east of the Valley of the Kings. The cedar coffin was not originally designed for the pharaoh. Probably dating from the late Eighteenth Dynasty, it would have once been overlain with gilding and inlays in precious stones or glass. The surface was then stripped and painted yellow, with a handful of details highlighted in bright colours and the eyes outlined in black.

Ramses & the Gold of the Pharaohs provides visitors with a window into the life and accomplishments of King Ramses II, more commonly known as Ramses the Great, who ruled Egypt for nearly 67 years – the second longest reign for any pharaoh in Ancient Egyptian history. Ramses the Great, who lived to about 92 years of age, came to epitomise the power and wealth of Ancient Egypt during the New Kingdom period, 1539-1075 BCE, when Egyptian civilisation was at its height. Ramses was known as a mighty warrior who secured peace with his neighbours, led an extensive building campaign that included scores of gigantic monuments to himself, and is believed to have fathered over 100 children.

Ramses & the Gold of the Pharaohs also features a virtual reality experience that takes visitors on a whirlwind tour of two of Ramses' most impressive monuments: the Tomb of Queen Nefertari, his favourite Royal Consort, and the temples of Abu Simbel.

The Secretary-General of Egypt's Supreme Council of Antiquities and renowned archaeologist, **Dr. Mostafa Waziry**, today launched the countdown to Ramses at the ODYSSEUM.

Dr. Mostafa Waziry, visiting Cologne from Cairo, said that Egyptian antiquities and treasures have dazzled the world for centuries: "Mystery surrounds Egypt's origins, religions and monumental architecture – many of which were built during the reign of Ramses II, 1279 to 1213 B.C.E. 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."

NEON's Executive Chairman and Group CEO, **Ron Tan** said *Ramses & The Gold of the Pharaohs* is seeing record-breaking attendance around the world: "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. The beautiful sarcophagus of Ramses II will be the star attraction in the *Ramses & the Gold of the Pharaohs* exhibition. We are so excited to bring the exhibition to Cologne and know Germans are going to be similarly amazed." **John Norman**, President of NEON Creative, added, "The preservation of our heritage is a testament to our commitment to the future. This extraordinary exhibition promises to be a significant cultural event in Europe this year, celebrating the timeless connection between civilizations and fostering appreciation for the remarkable artistic achievements of our shared past. We are honoured and humbled in the trust the country of Egypt has placed on us to be able to tour these priceless artifacts".

Explorado Group's CEO, **Andreas Wasch** said the objects in *Ramses & The Gold of the Pharaohs* are drawn from Egypt's finest museums and historical sites and bring to life the fascinating, rich culture of ancient Egypt. "We are proud and feel honored to show this extraordinary exhibition at the Odysseum in Cologne. We are thrilled to present these exceedingly rare objects in an exhibition where visitors can appreciate their astonishing beauty and enduring history first-hand. Ancient Egypt holds intrigue and fascination for all age groups, and I know *Ramses & The Gold of the Pharaohs* in Cologne will introduce the mystery of the pharaohs to new generations of locals and visitors alike."

Ramses & the Gold of the Pharaohs comes to Cologne after successful seasons in Houston, San Francisco, Paris and Sydney, where it is currently on show until June. *Ramses & the Gold of the Pharaohs* is presented in partnership with World Heritage Exhibitions, Neon and the Houston Museum of Natural Science.

Information and Tickets

Ramses & the Gold of the Pharaohs will be opening for a limited time at the ODYSSEUM on July 13, 2024. Presale tickets are now available exclusively on www.ticketmaster.de starting from March 14. The general sale will begin on March 15.

Admission prices for *Ramses & the Gold of the Pharaohs* start at 16,00 € for children and 22,00 € for adults. There are also family and group tickets available, as well as discounted prices for seniors and students. Please note that tickets are valid for a specific time slot.

For more information and to book tickets, please visit: www.ramsesausstellung.de.

Ramses & the Gold of the Pharaohs

[Link to Presskit](#)

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ODYSSEUM

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About Explorado Group

The Explorado Group GmbH is a leading company in Europe that offers entertainment experiences. With almost 30 years of experience and a portfolio of successful projects, the Explorado Group provides a wide range of products and services for traveling exhibitions and visitor attractions. They specialize in developing and operating various attractions, events, and locations, such as the ODYSSEUM in Cologne. The Explorado Group has achieved great success with blockbuster exhibitions like Harry Potter™: The Exhibition, Star Wars™ Identities - The Exhibition, Ice Age: Tracking the Mammoth, Jurassic World: The Exhibition, Game of Thrones: The Touring Exhibition, and The Smurf Adventure. These exhibitions have premiered in Germany at the ODYSSEUM in Cologne and the Centro in Oberhausen. For more information, please visit www.explorado-group.com.

About Neon

NEON, formerly Cityneon, is a global leader in creating and producing immersive experiences. NEON enjoys worldwide partnerships with The Walt Disney Company and Marvel Entertainment for *Marvel Avengers S.T.A.T.I.O.N.* and *Marvel Avengers Station: Evolution*, 20th Century Studios for *AVATAR: The Exhibition*, Hasbro for *Transformers: The Experience*, NBCUniversal for *Jurassic World: The Exhibition*, and Lionsgate for *The Hunger Games: The Exhibition*. It also has a partnership with Warner Bros. Themed Entertainment to produce two brand-new, unique global touring-themed art experiences inspired by DC and the Wizarding World, slated to launch in 2023. The Company also partners with the governments of Peru and Egypt for their original artifact IP experiences, *Machu Picchu and the Golden Empires of Peru* and *Ramses the Great and the*

Gold of the Pharaohs, respectively, plus authentic artifact tours *Pompeii: The Exhibition*, *Mummies of the World: The Exhibition*, *Victoria the T. Rex* and *Auschwitz. Not Long Ago. Not Far Away*. These partnerships have enabled the Group to bring compelling experiences that leave lasting memories to millions of visitors in more than 60 cities to date globally. For more information, please visit www.neonglobal.com.

About World Heritage Exhibitions

World Heritage Exhibitions (WHE) is renowned for producing, promoting, and designing the finest quality museum content on the globe. Their exhibitions have captivated, educated, and inspired visitors in virtually every major market on the planet. With a combined 150 years of exhibition experience, the WHE executive team has been responsible for touring many of the world's most valuable treasures, including objects from King Tutankhamun's tomb, relics from Cleopatra's Royal Palace, artifacts from the Titanic, items from the discovery of Pompeii, and more. Their exhibitions have now been enjoyed by over 30 million people spanning six continents, and their collective expertise has come together in one of the industry's most influential touring exhibition companies.