

AN EXCLUSIVE NEON EXHIBITION

MACHU PICCHU

AND THE GOLDEN EMPIRES OF PERU

MEDIA RELEASE



MACHU PICCHU AND THE GOLDEN EMPIRES OF PERU: AUSTRALIAN MUSEUM'S SUMMER BLOCKBUSTER EXHIBITION ANNOUNCED

Tickets on Sale from Today



Ear ornament of gold, shell, turquoise
Artefacts: Museo Larco, Lima, Peru



Machu Picchu. Image Neon



Gold, turquoise nose ornament

Tuesday 8 October 2024, Sydney: The Australian Museum's (AM) summer cultural blockbuster ***Machu Picchu and the Golden Empires of Peru*** will be exclusively hosted in Sydney from Saturday 23 November 2024. Tickets go on sale from today for this immersive museum experience which shares the secrets of five ancient Peruvian Empires, dating back more than 3000 years.

Created by Peru's Museo Larco and Museo de Sitio Manuel Chavez Ballon, in conjunction with Neon Global, the exhibition features 134 priceless artefacts including gold treasure from royal tombs, glittering jewels, intricate masks and objects of worship. Visitors will also be able to see the Virtual Reality (VR) experience, ***Machu Picchu and the Spirit of the Condor***, which includes a bird's-eye tour of Machu Picchu while sharing the intriguing story of grand Inca emperor Pachacuti.

Australian Museum Director and CEO, Kim McKay AO said the Australian Museum is honoured to host this priceless collection of ancient Peruvian artefacts, including the most opulent collection of Andean gold to ever travel outside of Peru.

"One of the Seven Wonders of the World, Machu Picchu is a top bucket-list destination for many Australians, and this exhibition will further inspire visitors with its state-of-the-art storytelling alongside treasures from these intriguing ancient empires," she said.

Produced by Neon Global, the exhibition is exclusive to the Australian Museum and Sydney will be the fourth city in the world to host this blockbuster following on from Boca Raton, Florida, USA; Paris, France; and Milan, Italy.

Consul-General of Peru, Mr José Alberto Ortiz, said the exhibition will contribute to the cultural connection between Peru and Australia.

1/3

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“I’m delighted that the Australian Museum will be hosting this exhibition highlighting the rich history and culture of ancient Peru, enabling the people of NSW and beyond to experience Machu Picchu and all our country has to offer,” Mr Ortiz said.

“Through the representation and interpretation of the myths and rituals of Andean civilizations and their rediscovery and reappraisal in the 21st century, it seems possible to reconstruct the foundational images of modern Peru.”

“I know the public will be captivated by our unique culture dating back more than 3000 years and will be fascinated by the stories of five empires which are still present in our country today,” he said.

According to the Australian Museum, large scale exhibitions like **Machu Picchu and the Golden Empires of Peru** not only contribute to the cultural growth of Sydney, creating vibrant and inclusive intergenerational and cultural experiences, but they also significantly boost the local economy.

“After the success of **Ramses and the Gold of the Pharaohs**, I’m looking forward to the opening day on 23 November when we will take our visitors on another journey back in time, through the clouds that swirl around the peak of Machu Picchu, and deep dive into a remarkable culture and history,” Ms McKay said.

The previous blockbuster, **Ramses and the Gold of the Pharaohs**, set new attendance records for the AM during its six-month run (November 2023 – May 2024), and is one of the highest grossing museum exhibitions in NSW’s history, having sold more than 508,000 tickets. A recently released [post-exhibition economic impact report](#) demonstrated **Ramses** contributed more than \$57 million to the NSW economy.

The **Machu Picchu and the Golden Empires of Peru** exhibition and VR experience will commence its limited six-month run in Sydney on Saturday 23 November 2024. Ticket prices start at \$37.50 for adults, and \$20 for children, with VR tickets from \$22.

Machu Picchu and the Golden Empires of Peru is presented in partnership with Neon Global, Museo Larco and the Ministry of Culture of Peru and proudly supported by Major Exhibition Partner, Adventure World; Airline Partner, LATAM Airlines; along with Hotel Partner, Pullman Sydney Hyde Park.

EVENT DETAILS

- **What:** Exhibition and Virtual Reality Experience, *Machu Picchu and the Golden Empires of Peru*
- **When:** Opens Saturday 23 November 2024
- **Where:** Australian Museum, 1 William St, Sydney NSW 2000
- **Exhibition Tickets: Off peak:** Adult \$37.50, Child \$20, Family x 4 \$94; **Peak:** Adult \$42.50, Child \$23.50, Family x 4 \$110. **VR experience:** \$22.00
- **For more information**, visit [Australian Museum](#)
- **Editor’s note:** Imagery, footage, background information [here](#)
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Social Media

Facebook: @australianmuseum. **Instagram:** @australianmuseum. **Twitter:** @austmus / Hashtags: #AustralianMuseum

Virtual Reality Experience

For an add-on fee, visitors will also experience the first-ever virtual reality “fly-through” of the Incan city, Machu Picchu, where they’ll be transported across the globe to see, hear and feel the mysterious city in the sky. Using ground-breaking VR, 360-degree motion chairs and cutting-edge drone footage, visitors will take part in an astonishing expedition to the UNESCO World Heritage Site, high in the forests of the Andean mountains, without leaving Sydney. 2/3

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Machu Picchu Events

Machu Picchu and the Golden Empires of Peru will be supported by a rich variety of Peruvian themed events every month, including exclusive conversations, experiences, music and tours. The AM's full summer program, *Journey to Peru*, will be announced soon.

About the Australian Museum

The Australian Museum (AM) was founded in 1827 and is the nation's first museum. It is internationally recognised as a natural science and culture institution focused on Australia and the Pacific. The AM's mission is to ignite wonder, inspire debate and drive change. The AM's vision is to be a leading voice for the richness of life, the Earth and culture in Australia and the Pacific. The AM commits to transforming the conversation around climate change, the environment and wildlife conservation; to being a strong advocate for First Nations cultures; and to continuing to develop world-leading science, collections, exhibitions and education programs. With 22 million objects and specimens and the Australian Museum Research Institute (AMRI), the AM is not only a dynamic source of reliable scientific information and active research on some of the most pressing environmental and social challenges facing our region, but also an important site of cultural exchange and learning.

About NEON

NEON 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 the Wizarding World open now in Brussels, Belgium, and DC, slated to launch in 2025. 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 Adventure World

Adventure World is a well-established and passionate group of global adventurers. With more than 40 years of experience, Adventure World has been curating authentic and sustainable travel experiences to guarantee its guests experience the lifeblood of a destination, with the flexibility of customisable itineraries. All Adventure World product is underpinned by its Travel with Purpose charter, to celebrate and conserve culture, create socio-economic benefits for communities, protect wildlife and restore marine life all the while creating authentic opportunities for like-minded travellers aid us in the mission. We work closely with our partners TreadRight Foundation, Animals Asia and the Australian Museum, and work towards meeting 11 of the United Nations' Global Sustainable Development Goals and putting into action, our travel with purpose philosophy.

LATAM Airlines

Latam Airlines is the leading airline in South America, with the largest network of destinations in the continent. The airline has more than 90 years of experience in the marketplace. Recent winner of the "Best Airline in South America" award for the fifth consecutive year and "Best airline staff in South America" by Skytrax.

LATAM Airlines Group is the fifth airline with the best performance in sustainability worldwide according to the most recent Corporate Sustainability Assessment (CSA), by Standard & Poor's. (S&P Global). This allowed the group being the only airline on the continent to be classified in the 2023 edition of "The Sustainability Yearbook".

Non-stop flights from Melbourne and Sydney to Santiago de Chile, and from there connections to more than 120 destinations in the region, with stand out destinations including Cusco, Torres del Paine, Cartagena de Indias, Easter Island, Buenos Aires, Galapagos Islands, Rio de Janeiro and more. South America awaits you. Discover your next adventure at latam.com

3/3

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