

## Ramses and the Pharaohs' Gold Exhibition Announced in London in 2026

Secure priority access now to this must-see, culturally immersive exhibition with 180 antiquities on loan from the Egyptian Museum, never-before-seen in London. Sign-up for the pre-sale from 4<sup>th</sup> December, public bookings open 10<sup>th</sup> December at 10am.



***Ramses and the Pharaohs' Gold will open its doors at NEON at Battersea Power Station on 28<sup>th</sup> February 2026, featuring 180 priceless artefacts and opulent treasures from the reign of Ramses and ancient Egypt***

**London, UK — [4<sup>th</sup> December 2025]** — NEON in partnership with the Egypt's Supreme Council of Antiques and the Egyptian Museum announces *Ramses and the Pharaohs' Gold*, a spectacular international exhibition celebrating the reign, power, and legacy of Ramses the Great. Opening 28 February 2026, this major cultural event will be exclusively hosted at NEON at Battersea Power

Station in London as part of its global tour following acclaimed runs in Paris, San Francisco, Sydney, and Tokyo.

*Ramses and the Pharaohs' Gold* marks a cornerstone moment in the area's cultural expansion and is anticipated to be one of London's most unforgettable exhibitions of 2026.

Featuring 180 priceless artefacts and opulent treasures from the reign of Ramses and ancient Egypt including ornately carved sarcophagi, animal mummies, magnificent jewellery, stunning royal masks, and exquisite amulets the exhibition features many objects that have never before left Egypt. Visitors will encounter the original wooden coffin that once held Ramses II's mummy as one of the exhibition highlights, offering an extraordinary connection to history. Over 3,000 years old, all of the artefacts in *Ramses and the Pharaohs' Gold* have come from museums and historical sites in Egypt and are on loan to the exhibition from Egypt's Supreme Council of Antiquities.

Through immersive galleries and state-of-the-art storytelling, visitors will step into the extraordinary world of King Ramses II, widely known as Ramses the Great. Part of the 19<sup>th</sup> dynasty, Ramses II ruled Egypt for nearly 67 years and is celebrated as the mighty warrior-king who helped define the height of Ancient Egyptian civilisation. Known for his extensive monument-building, military strategy and diplomacy, and a vast dynasty of more than 100 children, Ramses remains one of history's most iconic pharaohs. The exhibition also features an immersive virtual reality experience, transporting visitors deep into Ramses' legacy from the resplendent Tomb of Queen Nefertari to the monumental temples of Abu Simbel.

Ron Tan, Group CEO of NEON, said, *"We are truly honoured to present Ramses and the Pharaohs' Gold at NEON at Battersea Power Station. At a time when the world is celebrating the opening of the Grand Egyptian Museum, this remarkable experience offers a timely and extraordinary journey into one of humanity's greatest civilisations. By uniting priceless artefacts with immersive storytelling, we bring the wonder of Ancient Egypt to life in a way audiences have never experienced before. As Battersea continues its cultural evolution, we look forward to welcoming London to discover the richness, legacy, and enduring fascination of Ramses the Great through this world-class experience."*

Dr. Mohamed Ismail, Minister of Antiquities of Egypt, said: *"Ramses the Great was a remarkable pharaoh who helped shape the legacy of Egypt. Many of these treasured artefacts have never travelled outside the country before, and London is about to witness something extraordinary. This exhibition provides a rare opportunity for people to come face to face with the world of Ramses in all its glory before they are returned to Egypt and placed at the newly opened Grand Egyptian Museum. It is my hope that by discovering the story of Ramses, audiences will be inspired to explore Ancient Egypt further and to deepen their appreciation for its enduring cultural importance."*

Renee Moran, Head of Asset Management at Battersea Power Station Development Company, said:

*"We're delighted to be working with NEON again to bring an exciting new exhibition to Battersea Power Station following the hugely popular Jurassic World: The Experience. NEON's rolling programme of world-class experiences, supports our vision to deliver a vibrant cultural hub at Battersea Power Station and we are excited to welcome Londoners and visitors from further afield to the new Ramses and the Pharaohs' Gold exhibition in February."*

With over 150 shops, bars, restaurants and leisure experiences now open at Battersea Power Station, it's the perfect place for visitors to the new Ramses and the Pharaohs' Gold Exhibition to spend a full day out with family and friends.

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### **Ticket Information**

Visitors will be able to join the waitlist through Fever from 10am BST on the 4<sup>th</sup> December 2025, receiving an exclusive 20% early-bird discount on tickets. The presale begins on 9<sup>th</sup> December at 10am, with public bookings open from 10<sup>th</sup> December at 10am.

General admission prices for *Ramses and the Pharaohs' Gold* start at £24.90 for adults, with discounted tickets available for children and seniors.

For more information and to book tickets, visit [RamsesTheExhibition.co.uk](https://RamsesTheExhibition.co.uk)

In celebration of this exhibition opening, NEON will provide 5,000 complimentary tickets to local schools, allowing students to experience the exhibitions firsthand. Additionally, 10,000 off peak tickets will be available throughout the run at £15 each, furthering NEON's commitment to making world-class cultural experiences accessible to all.

*Ramses and the Pharaohs' Gold* is the must-see exhibition of 2026. Audiences are encouraged to register early and secure their place on this once-in-a-lifetime adventure into the ancient world.

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### **Quick facts: 10 Things You Need to Know About Ramses the Great**

1. **His Mummy Was So Well Preserved, France Gave It a Passport** When Ramses II's mummy was flown to Paris for conservation in 1976, it was issued an official Egyptian passport listing his occupation as "King (deceased)."
2. **He Ruled for Nearly Seven Decades - and Outlived His Enemies** Ramses II reigned for almost 67 years, making him one of the longest-ruling pharaohs in Egyptian history. While most pharaohs died young, Ramses made it to his 90s - practically ancient for his time. Compared to Tutankhamun's teenage death and Cleopatra's midlife end, Ramses was the Iron Man of ancient Egypt and outlived most of his enemies and even his children.

3. **He Built Egypt's Greatest Landmarks (and Took Credit for a Few He Didn't)** Ramses was Egypt's ultimate builder-king. From the towering temples at Abu Simbel to the massive Hypostyle Hall at Karnak, his monuments were built to impress gods and mortals alike. He even carved his name over earlier kings' work to make sure no one forgot who ruled Egypt's golden age.
4. **He Was a Family Man - With Over 100 Kids** Ramses fathered around 100 children. His sprawling royal family filled palaces and temples but also created succession headaches. Some daughters even became wives to preserve royal bloodlines.
5. **He Wrote the World's First Peace Treaty** After the bloody Battle of Kadesh against the Hittites, Ramses claimed victory - but the truth was more complicated. In 1258 BCE, he signed the first recorded peace treaty in history, ending decades of conflict with diplomacy instead of swords!
6. **He Might Have Inspired Egyptology** His son Khaemwaset, a high priest, is considered the world's first archaeologist. He restored ancient monuments and recorded their histories, making Ramses II the father of archaeology by proxy.
7. **He Was a Fashion Icon** Ramses wore fine linen robes, gold jewelry, and the iconic Nemes headdress with a cobra symbol (uraeus) for divine protection. His look was both regal and symbolic, designed to reflect his god-like status.
8. **He Was Egypt's Original Self-Promoter** Ramses was a master of PR and his image appears in almost every major Egyptian site - carved, painted, or chiseled into stone. He even replaced earlier kings' faces with his own to ensure history remembered him exactly how he wanted.
9. **His Mummy Went on the Ultimate Covert Mission** After tomb robbers threatened royal burials, priests moved Ramses' mummy to a secret spot in the Theban mountains. There, he rested among other great kings for centuries before being rediscovered in the 19th century.
10. **He Built a Love Letter in Stone for His Queen** Ramses' devotion to Nefertari lives on in her tomb in the Valley of the Queens, one of the most intricate in Egypt. He had it decorated with exquisite art to honour the woman who ruled his heart and advised his throne.

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**MEDIA CONTACT:**

For more information regarding *Ramses and the Pharaohs' Gold Exhibition* at Battersea Power Station please contact the NEON press office at instinct pr at [neon@instinct-pr.com](mailto:neon@instinct-pr.com). Photography and video assets can be found in this [PRESS KIT LINK](#) for download. Preview of assets below:



### **About NEON**

NEON is a global leader in creating and producing experiential entertainment. NEON enjoys a worldwide partnership with NBCUniversal for *Jurassic World: The Experience*, currently open at Cloud Forest, Gardens by the Bay, Singapore and Asiatique in Thailand. The Group also partners with Warner Bros. Discovery Themed Entertainment for *Harry Potter: Visions of Magic*, currently open in Resorts World Sentosa, Singapore and a brand new, DC experience, slated to debut in 2026. Additionally, NEON has global partnerships with 20th Century Studios for *AVATAR: The Experience*, The Walt Disney Company and Marvel Entertainment for *Marvel Avengers S.T.A.T.I.O.N.*, and Hasbro for *Transformers: The Experience*. The Company also partners with the governments of Egypt and Peru for their original artefact IP experiences, *Ramses & the Gold of the Pharaohs* and *Machu Picchu and the Golden Empires of Peru*, respectively, plus authentic artefact tours *Pompeii: The Exhibition*, and *Mummies of the World: The Exhibition*.

Beyond its global touring portfolio, NEON has presence in key international markets through self-operated venues - CREVIA BASE Tokyo, a dedicated venue for hosting large-scale experiential exhibitions in Japan and Battersea Power Station, a landmark destination for cultural and entertainment experiences in London.

The Group's IP experiences are powered by ANIMAX, a fully owned subsidiary and a world-class creative animatronics powerhouse that specialises in research and development, engineering and entertainment robotics, with state-of-the-art facilities located in the US.

NEON's global partnerships have enabled the Group to bring compelling experiences that leave lasting memories to millions of visitors in more than 90 cities to date globally.

For more information, please visit [www.neonglobal.com](http://www.neonglobal.com).

### **About Battersea Power Station**

The regeneration of Battersea Power Station has created London's most exciting mixed-used neighbourhood which is home to over 150 shops, bars, restaurants and unique leisure experiences in and around the iconic Grade II\* listed building. The riverside neighbourhood has welcomed over 30 million visitors since the Grade II\* listed Power Station and Electric Boulevard, a pedestrianised high street, opened in October 2022.

Battersea Power Station offers a mix of premium, high street and small independent brands, over 50 cafes, bars and restaurants, state-of-the-art leisure and entertainment venues including The Chimney Lift, a unique glass elevator experience inside the building's north west chimney offering 360° views of the London skyline, and an annual calendar of free events and cultural activities.

For more information, please visit [www.batterseapowerstation.co.uk](http://www.batterseapowerstation.co.uk) and follow @BatterseaPwrStn to keep up with the latest news and events.

### **About Fever**

Fever is the leading global live entertainment discovery platform, inspiring over 300 million people every month to discover the best experiences in over 40 countries. With a mission to democratize access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events—from immersive exhibitions and sports to interactive theatrical performances, concerts, and festivals—while empowering its partners with data and technology to develop and expand new experiences worldwide.