

MEDIA RELEASE

9 September 2013

Au revoir Monet!

Thousands flocked to the National Gallery of Victoria over the weekend to experience *Monet's Garden: The Musée Marmottan Monet, Paris* before the doors closed at 5pm on Sunday 8 September.

The final attendance figure for this popular exhibition is 342,029, after a weekend of celebrations which saw 12,235 visitors view the exhibition, making it the NGV's second most attended show in the Melbourne Winter Masterpieces series since the inaugural exhibition in 2004, *The Impressionists*.

Minister for Tourism and Major Events Louise Asher MP said: "Presented as part of the 2013 Melbourne Winter Masterpieces series, *Monet's Garden* has been enjoyed by many locals and visitors who have travelled to see the exhibition this winter at the National Gallery of Victoria. I am delighted that this exhibition has attracted more than 87,000 visitors from interstate and overseas, an excellent result for Victoria and our tourism industry.

"The Melbourne Winter Masterpieces series has once again proven to be a strong tourism draw card and leading major event on the calendar. I look forward to welcoming the 2014 series exhibitions to Melbourne," said Ms Asher.

The Minister for the Arts Heidi Victoria said the State's cultural tourism reputation had been enhanced by the success of the NGV's 2013 Melbourne Winter Masterpieces season.

"Gallery visitors of all ages embraced the Monet exhibition and the NGV's extensive accompanying program of events and activities," she said.

Tony Ellwood, Director, NGV stated: "From the moment the exhibition opened in May, visitors of all ages from across Victoria and indeed Australia, have enjoyed the exhibition and the programming events. One of the most successful events was *Friday Nights at Monet's Garden* which had an overwhelming response and we look forward to launching similar events throughout summer.

"*Monet's Garden* also broke the NGV exhibition record for student attendance, with over 17,500 students aged from 5-21yo engaging in educational programming, workshops and tours. We hope the exhibition has inspired a new generation," commented Mr Ellwood.

Exclusive to Melbourne, *Monet's Garden* showcased more than sixty works devoted to Claude Monet's iconic garden at Giverny.

Introduced by the Victorian Government in 2004, the Melbourne Winter Masterpieces series has become a highlight of Melbourne's major events calendar, welcoming over 4 million people and generating more than \$318 million in economic benefit for the state.

The exhibition is organised by the Musée Marmottan Monet, Paris in association with the National Gallery of Victoria and Art Exhibitions Australia.

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