

Friday, 4 May 2018

STAR WARS™ Identities: The Exhibition LANDS IN SYDNEY **Tickets on sale 4 May 2018**

There will be no need to travel to a galaxy far, far away for the ultimate *Star Wars™* experience, with the Australian premiere exhibition of *STAR WARS™ Identities* to open at the Powerhouse Museum this November.

Developed and produced by X3 Productions in collaboration with Lucasfilm Ltd, the exhibition has been secured exclusively for Sydney by the NSW Government via its tourism and major events agency, Destination NSW, in partnership with the Museum of Arts and Applied Sciences (MAAS).

Minister for Tourism and Major Events Adam Marshall said the *Star Wars* franchise is a cultural phenomenon and the exhibition will attract both domestic and international visitors.

“With millions of *Star Wars* fans around Australia and the world, we expect the exhibition will attract more than 70,000 overnight visitors to Sydney and inject approximately \$16 million into the NSW visitor economy,” Mr Marshall said.

“*STAR WARS™ Identities* is an interactive and educational exhibition experience that will feature 200 original objects used in the making of the blockbuster *Star Wars* movies, including 12 that have never been seen before.

“The exhibition has been seen by more than 1.8 million people in Canada, the UK and Europe and goes well beyond the usual movie props exhibit, holding broad appeal for both avid fans and those new to cinemas most famous saga.”

Minister for the Arts Don Harwin said the exhibition would be a must-visit for all fans.

“Including a stunning collection of *Star Wars* costumes, models, props and artwork, *STAR WARS™ Identities* is a world-class exhibition that will delight *Star Wars* fans both young and old,” Mr Harwin said.

MAAS Director and Chief Executive Officer, Dolla Merrillees said the exhibition is an opportunity to delve beyond the films and memorabilia.

“As Australia’s only museum of applied arts and sciences MAAS is the perfect venue to exclusively display *STAR WARS Identities*, an exhibition that celebrates the intersections of imagination, technology and identity.”

“*STAR WARS Identities* explores the science behind identity, drawing upon the expertise of neuropsychologists, psychologists and biochemists. The exhibition invites visitors to discover how your origins, influences and choices shape the force within you and determine your identity,” Ms Merrillees said.

STAR WARS Identities: The Exhibition will open at the Powerhouse Museum on 16 November 2018 and run until 10 June 2019. Tickets on sale 4 May 2018 at ticketek.com.au

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EXHIBITION DETAILS

What	<i>STAR WARS Identities: The Exhibition</i>
When	16 November 2018 – 10 June 2019
Where	Powerhouse Museum, 500 Harris Street, Ultimo NSW 2007
Price	\$23 Child, \$32 Concession, \$36 Adult and \$95 Family (includes general admission)
Website	https://ma.as/starwarsidentities
Images	https://www.dropbox.com/sh/u2ia17vo02ed4yl/AAAPZFfuzQyyf9wdedmMlma?dl=0

BACKGROUND INFORMATION

About *STAR WARS Identities: The Exhibition*

STAR WARS Identities will place the visitor at the centre of the exhibition experience with an interactive identity quest that spans the duration of the visit. Closely interwoven with the collection and the educational content, this unique interactive experience will use technology to help visitors of all ages create their own personal and original *Star Wars* identity by incorporating elements of their own identity with fictional elements. Visitors will then leave with their own unique character inspired by the *Star Wars* universe and with a deeper understanding of the exhibition's central theme.

About the Museum of Arts and Applied Sciences.

Powerhouse Museum, alongside Sydney Observatory and Museums Discovery Centre, is part of the Museum of Applied Arts and Sciences (MAAS), Australia's contemporary museum for excellence and innovation in applied arts and sciences. MAAS has a vast and diverse collection of over 500,000 objects.

About X3 Productions

X3 Productions is a Montreal-based company who has extensive expertise to offer turnkey project solutions that reflect the challenges faced by museums around the world. X3 Productions is committed to redefining the modern museum experience by developing and promoting interactive blockbuster touring museum exhibitions. With a focus on creating innovative concepts, gathering unique collections and developing content driven experiences, X3 aims to provide a new kind of museum experience, one that engages, educates and entertains visitors in innovative ways. For more information, visit x3productions.ca.

About *Star Wars*

The May 25, 1977 theatrical debut of *Star Wars* - on a scant 32 screens across America - was destined to change the face of cinema forever. An instant classic and an unparalleled box office success, the rousing "space opera" was equal parts fairy tale, western, 1930s serial and special effects extravaganza, with roots in mythologies from cultures around the world. From the mind of visionary writer/director George Lucas, the epic space fantasy introduced the mystical Force into the cultural vocabulary, as well as iconic characters such as evil Darth Vader, idealistic Luke Skywalker, feisty Princess Leia, lovable scoundrel Han Solo and wise Obi-Wan Kenobi. Since its 1977 debut, *Star Wars* has continued to grow, its lush narrative expanding from modest beginnings into an epic, six-film Saga chronicling the fall and redemption of The Chosen One, Anakin Skywalker.

About Lucasfilm Ltd.

Lucasfilm Ltd., a wholly-owned subsidiary of The Walt Disney Company, is a global leader in film, television and digital entertainment production. In addition to its motion-picture and television production, the company's activities include visual effects and audio post-production, cutting-edge digital animation, interactive entertainment software, and the management of the global merchandising activities for its entertainment properties including the legendary *Star Wars* and *Indiana Jones*™ franchises. Lucasfilm Ltd. is headquartered in northern California.

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About the Lucas Museum of Narrative Art

The Lucas Museum of Narrative Art will be a first-of-its kind institution, designed to serve as the country's premiere venue for understanding the connections and lineage of illustrative and visual art. Conceived by George Lucas, the museum is based in the filmmaker's passion for education and the role art can play in inspiring young people. The museum will offer state-of-the-art facilities and unparalleled programming for children, families, schools, scholars, and visiting artists. The Lucas Museum of Narrative Art's collection ranges from fine art to animation, from fashion to cinematic design and is comprised of works of the great masters of the Golden Age of Illustration through today's digital artists, showing the ways culture is reflected in the popular art of any given time.