
**WORLD TOUR DEBUTS
SUMMER 2022**

SHARKS



Introducing: *Sharks*

For more than 440 million years, sharks have been adapting for survival. Over time, they have evolved into hundreds of different species; from the tiny Lantern Sharks to the gargantuan Whale Sharks, majestic White Sharks and mysterious Greenland Sharks.

Yet over the past 50 years their numbers have declined by up to 90% worldwide.

Find out why sharks are so important, what they mean to our blue planet and how we can turn this worrying situation around.

Visitors are invited into a world dominated by members of the shark family to explore their genetic diversity, territories, interactions and significance to ocean ecosystems.

ABOVE White Shark, *Carcharodon carcharias* off Neptune Islands, South Australia.

COVER White Shark, off Port Lincoln, South Australia. Photo by Jem Cresswell

The Exhibition

The Australian Museum is uniquely placed to produce an exhibition about sharks.

The Australian Museum isn't the only museum developing a new ground-breaking blockbuster exhibition on sharks, but here is why we stand out above the rest:

- ✔ Australian waters contain about one third of the world's shark species, making Australia uniquely placed for shark study and dissemination of research.
- ✔ The Australian Museum Research Institute (AMRI) is a leading and internationally recognised scientific institution, with a strong focus in marine biodiversity.
- ✔ The Australian Museum partners with some of the world's great scientific organisations who lead the study of sharks.
- ✔ We nurture relationships with First Nations peoples across the Pacific who share an overt cultural connection to sharks.
- ✔ Non-collection specimens and objects are ethically sourced and the exhibition is produced in line with best practices for sustainability.

The Australian Museum has a long association with developing and producing permanent, temporary and traveling exhibitions, including international shows such as *Tyrannosaurs – Meet the Family* and *Spiders – From Fear to Fascination*.

Our exhibitions are created to engage audience of all ages, backgrounds and levels of experience and passion.

Exhibition Aims

- ✔ Combine the latest scientific information, cutting-edge technology and cultural understanding to explore the world of sharks.
- ✔ Deliver a clear, engaging and layered narrative suitable for a broad range of audiences and levels of interest.
- ✔ Create an exhibition that is accessible, mesmerizing and immersive.
- ✔ Encourage analytical thinking and provoke emotional response through different forms of presentation.
- ✔ Shine a spotlight on present and future issues that impact both sharks and humankind.
- ✔ Focus primarily on sharks inhabiting Pacific waters but with occasional relevant sub-stories that have a broader geographical reach.



Three Interweaving Narrative Styles

The story of humans and sharks is an ancient one. Sometimes it's a story of respect and harmony. At other times, the tale is one of fear, horror and unwanted guests who overstay their welcome.

To understand the role of sharks in our ocean's fragile ecosystems, we need to know about their place in the past and start to predict the future. The exhibition highlights intersections of knowledge and values through diverse perspectives:

- ♥ Western science
- ♥ Citizen science
- ♥ Cultural relationships

Sometimes these outlooks complement one other. Occasionally, they provide contrasting perspectives. Together, they present notions of how a world without sharks might affect everything from our food supply to how we imagine our natural world.

These three "voices" are emphasised across exhibition graphics panels, interpretive labels, audio-visual presentations and interactives.

The stories they share resonate on intellectual and emotional levels to effectively deliver key messages.

Interpretive Content

To help every visitor connect with the exhibition on an emotional and intellectual level, a rich variety of media is used to account for diverse backgrounds, interests and accessibility requirements.

- ✔ Technology is state-of-the art, easy to install and maintain – and effective.
- ✔ Rich and layered narrative panels provide clear information and emotive voices representing a diverse cross-section of our global communities.
- ✔ Tactile and interactive elements enliven the subject-matter further and express ideas and concepts in alternative forms.

Everybody will find something that touches them.



The exhibition will engage every shark sense – giving every visitor a shark's view of the world through exploration and play.

The Visitor Experience

- ✔ Everything is created with the desire to promote Wonder – Understanding – Emotion.
- ✔ Inclusive and suitable for all ages, with particular focus on families.
- ✔ Dedicated children’s trail through the exhibition that includes sensory experiences and child-friendly content.
- ✔ Educational topics relevant to school curricula.

Authenticity

- ✔ Ethically sourced natural science specimens with fossils and cultural objects.
- ✔ Scientifically accurate life-size and scaled models.
- ✔ Rigorous and respected scientific sources and data derived from our subject-matter expertise and research partners.
- ✔ Cultural narratives based on consultation with Pacific Communities.





Exhibition Particulars

- ✔ Proposed size: 6500 – 8000 sq. ft.
- ✔ Content appeal for natural sciences, cultural and science centers.
- ✔ Climate controlled conditions requirement.
- ✔ Venue to provide install/de-install staff.
- ✔ Marketing assets and style guide provided.
- ✔ Turn-key delivery.

Benefits Include

- ✔ Accessible and inclusive.
- ✔ Ticketing revenue.
- ✔ Marketing appeal.
- ✔ Local sponsorship and partnership opportunities (fostered by host venues).



australianmuseum.net.au

The Australian Museum is a leading cultural attraction located in the heart of Sydney's central business district.

Founded in 1827, it's Australia's first museum, inspiring generations of visitors to explore nature and culture and offering a diverse array of public programs for all ages. It hosts everything from world-class exhibitions and ever-changing special displays to dynamic events and innovative learning services.

The Museum also houses the largest natural science and cultural collection in Australia – with more than 21 million objects representing the environmental and cultural histories of the Australian and Pacific regions.

The Museum has a long history of developing and producing permanent, temporary and touring exhibitions, including international blockbusters such as *Spiders - From Fear to Fascination*.

Our Exhibitions are built on:

- **Rigorous, contemporary science**
- **Localised content**
- **Engaging and interactive multimedia**
- **Quality and innovation**

***Sharks* is an exhibition created by the Australian Museum. *Sharks* will premiere at the Australian Museum in Sydney, Australia in late 2021. Its world tour debuts Summer 2022.**



evergreenexhibitions.com

Evergreen Exhibitions, one of the largest traveling museum exhibit companies serving science centers and natural history museums in the world, has mounted and toured some of the best-known and best-attended interactive exhibitions in the U.S. over its 25-year history.

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