

INTRODUCTION

This is an exhibition about sharks but it is also an exhibition about *us*.

Having swum in the world's oceans for more than 450 million years and survived five global mass extinctions, sharks are now under threat. Global warming, industrial fishing, and pollution are damaging our oceans. Our attitudes and our actions will decide the fate of these ancient survivors.

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.



EXHIBITION FEATURES

- Breathtaking shark models, including a prehistoric Helicoprion, a tiger shark, bull shark, hammerhead shark, and the legendary great white
- Wide range of interactive experiences, such as...
 - Virtually access and learn about any of 180 different shark species swimming around you in a large, immersive cylindrical surround theater
 - Experience an extraordinary multimedia presentation on surrounding walls
 - Discover shark activity at your favorite beach area through an in-exhibit shark-tracking app



- Navigate through a shark body via a 3-D interactive scan
 - Adapt your shark to evolve and survive in different environments
 - See the world in 360-degree view, through the eyes of a hammerhead shark
 - Cutting-edge audiovisual and media presentations
 - Artifacts and tactile displays, including touchables such as a megalodon jaw, shark skin recreations, a great white jawbone, and tiger shark teeth
 - Culture stories throughout explore diverse, First Nations connections with sharks around the world
 - Exploration of climate change and its effects on sharks and shark habitats
 - Inclusive and suitable for all ages – great for families and featuring topics relevant to school curricula
 - Created by the Australian Museum, uniquely placed to produce an exhibition about sharks
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- 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 recognized scientific institution, with a strong focus in marine biodiversity
 - Partners with some of the world's great scientific organizations who lead the study of sharks



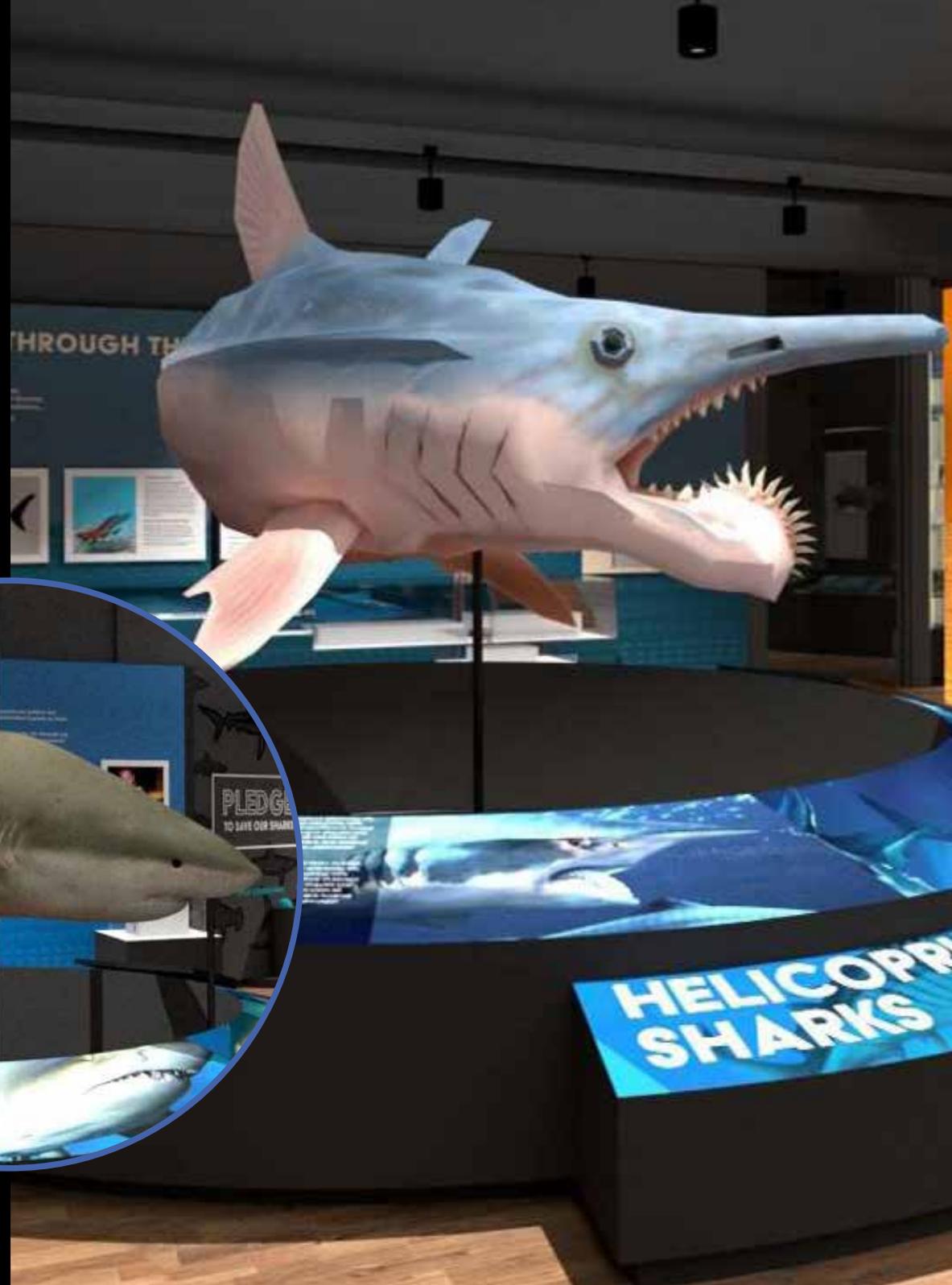
CULTURE

The exhibition features 'culture stories' throughout which explore the human-shark cultural connection across a diverse range of First Nations locations, including Australia, Torres Strait Islands, Fiji, Tonga, Aotearoa (New Zealand), and Hawaii. Each area provides storytelling—some in first voice through video and audio—along-side rich narrative panels, artifact and cultural displays, and related interactives. Visitors may participate in a video-guided Hina dance in the Tonga area, or align a rotating First Nations shark awareness calendar.

SHARK MODELS

The exhibition features stunning models, presented with narrative and video content on surrounding reader rails, and several accompanied by touchable objects, interactives, and artifact displays. Models of sharks included:

- Helicoprion
- Tiger Shark
- Hammerhead
- Frill Shark
- Prickly Dogfish
- Epaulette Shark
- Great White Shark
- Bull Shark
- Port Jackson Shark
- Grey Nurse Shark

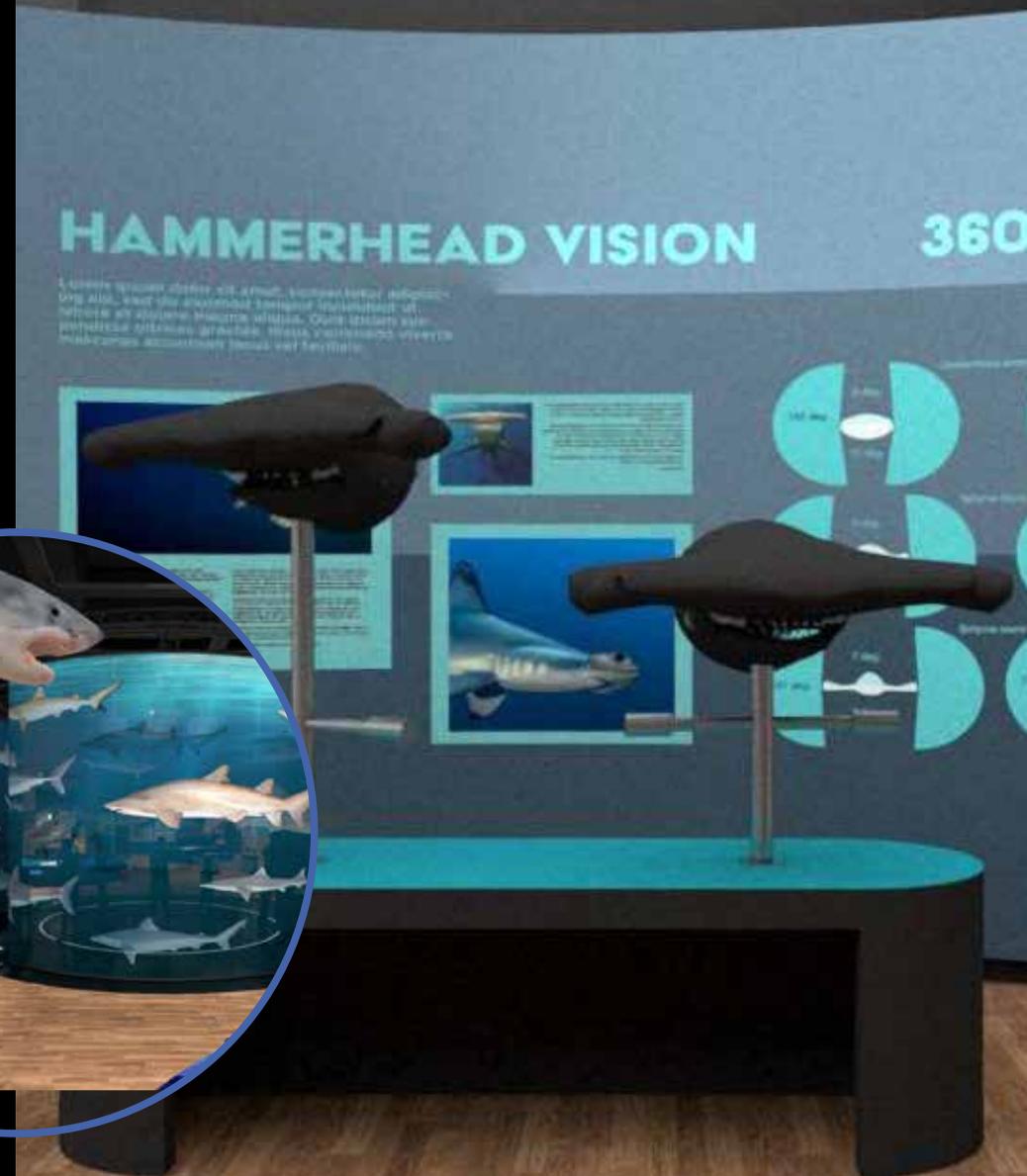


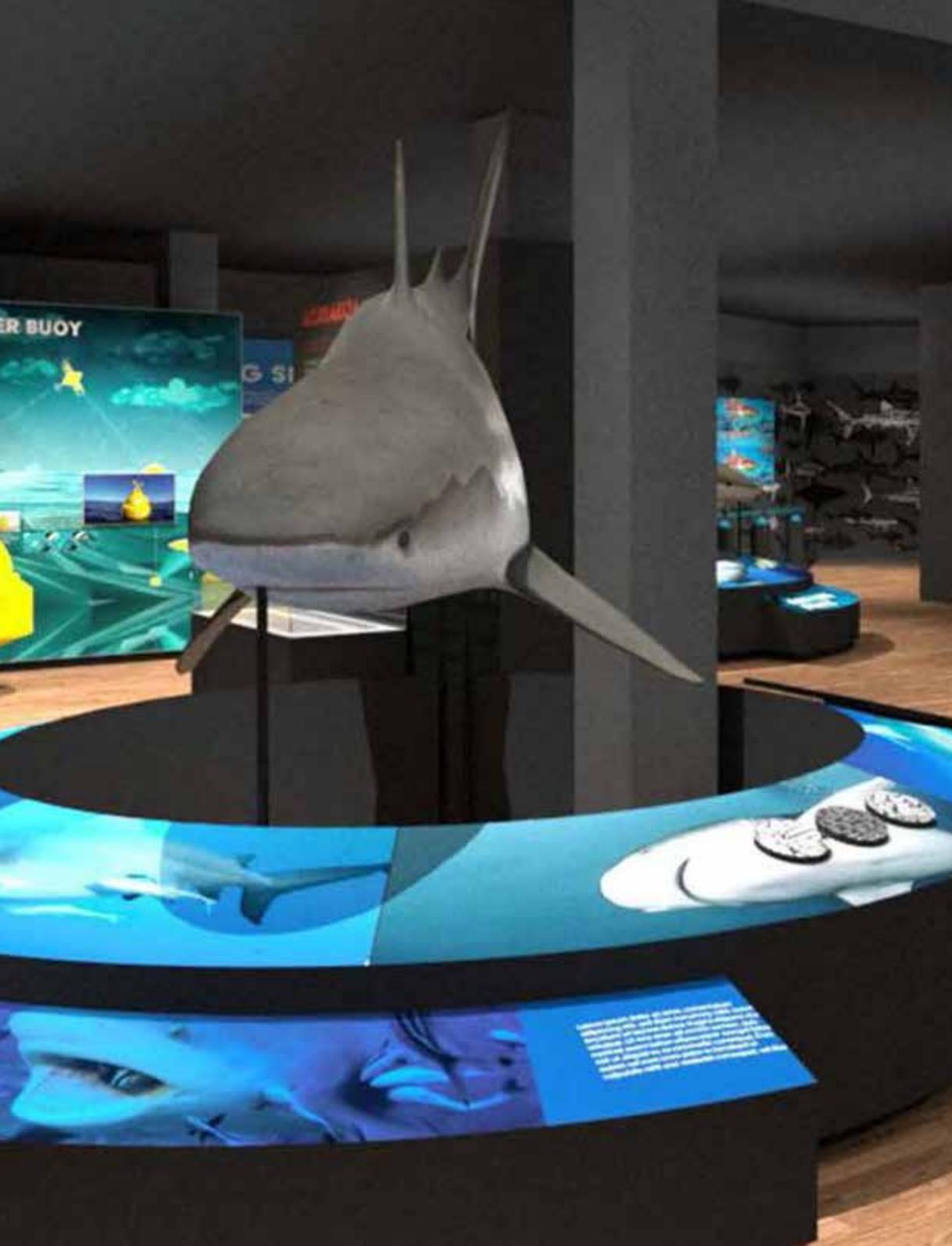
INTERACTIVE EXPERIENCES AND TACTILE DISPLAYS

Throughout the exhibition, visitors find hands-on, immersive and highly interactive experiences to help bring the story to life and to create unique ways to explore each area.

Highlighted experiences:

- Interactive Projection 360 Theater: Central to the Sharks exhibition is a large cylindrical surround interactive theater, which will draw visitors into an immersive, captivating underwater world. Sharks slowly swim around the visitor, who can—with an arm gesture—select a shark (from 180 species featured) and a name, habitat, and an interesting fact will be revealed. On a timed basis, the cylinder walls will then morph into a beautiful three-minute multimedia presentation, before reverting to its interactive mode.
- Hammerhead Shark - Wide Vision Interactive: Visitors look inside a hammerhead shark head, where mirror imaging provides a 360° perspective.
- Shark Evolution Interactive: Visitors select from a large digital touchscreen and choose evolutionary adaptations to survive in four different environments.





- 3D Interactive Scan - Navigate Through Shark Body: Discover what is inside a shark by navigating on a touchscreen and selecting different parts of the shark's anatomy.
- Shark-tracking App Interactive: Visitors use a shark tracker app on a larger digital screen, to see whether sharks have been close to any of their favorite beaches, or track all the places an individual shark has been.
- Tiger Shark Touchable Teeth
- Megalodon Jaw Model: A model of a megalodon jaw with teeth in it which visitors can stand behind to have their photo taken "in the jaws of the shark."
- Touchable Bull Shark Skin

A range of other interactive and hands-on experiences are included—a video-guided dance interactive, other touchable casts and models, game and table-top interactives, a stenciling activity table, a shark personality quiz to determine what shark personality you are, a selfie opportunity (in the jaws of a megalodon) and more. Selfie opportunities are identified within the exhibit, and at the end of the experience, visitors can vote for different actions to support and see what the community has pledged to do.

SPECIFICATIONS

- Space Required: Proposed Size 6,500 – 8,000 sq. ft.
- Minimum Booking Period: 3 months
- Climate Controlled Gallery Conditions: Required
- Venue to provide install/de-install staff
- Marketing assets and style guide provided





australian.museum

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 Fall 2022. Its world tour debuts Fall 2023.**



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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 three-decade history.

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