



# SCULPTURE at SCENIC WORLD

## MEDIA RELEASE

Thursday March 2, 2017

### ***Blue Mountains sculpture exhibition recognised as a flagship tourism event***

Scenic World is pleased to announce that its iconic art exhibition, Sculpture at Scenic World 2017, has been recognised as a regional flagship event after receiving a \$20,000 grant from the NSW Government's 2017 Flagship Event Fund.

Minister for Tourism and Major Events Adam Marshall said the Fund, managed and administered by the NSW Government's tourism and major events agency, Destination NSW, identifies and supports events in Regional NSW that have the potential to become key tourism events by attracting overnight visitation.

"The Flagship Event Fund is a terrific NSW Government initiative and part of our renewed commitment to boost regional economies through tourism and major events," Mr Marshall said.

"The Fund represents Regional NSW at its best, with local communities coming together to stage events that showcase the unique character, culture and attributes of their region, such as Sculpture at Scenic World."

Scenic World's Head of Marketing & Events Amanda Byrne believes that since its inception in 2012, Sculpture at Scenic World has been changing the way people relate to sculpture by taking it out of the white walls of a gallery space and placing it in within the natural world of one Australia's most iconic tourist attractions.

"The exhibition is nestled in a jurrasic rainforest, accessed by a spectacular journey on the world's steepest train. This unique experience is one of the reasons why Sculpture at Scenic World attracts visitors and artists from all over the world," Ms Byrne said.

"Offering a Public Program extending the show throughout the Blue Mountains, the event contributes to the unique character and culture of our World Heritage-listed region. In addition to this, Sculpture at Scenic World is a key economic driver in the NSW tourism sector, driving over 90,000 people to our region during last year's show."

The \$20,000 grant will assist Sculpture at Scenic World in marketing the event to a broader audience, and will help boost visitation to the Blue Mountains for day trips and overnight stays.

Sculpture at Scenic World 2017 is the biggest show to date and will feature works from 35 artists along the 2.4-kilometre Scenic Walkway – Australia's longest elevated boardwalk – from 7 April to 7 May. The ticket price includes access to the exhibition, unlimited rides on the Scenic Railway, the Scenic Skyway and the Scenic Cableway, plus entry to Sculpture Otherwise at the Blue Mountains Cultural Centre.

To find out more go to: <http://www.sculptureatscenicworld.com.au/>

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*Scenic World is open every day of the year between 9:00am and 5:00pm.*