



# SCULPTURE at SCENIC WORLD

## MEDIA RELEASE

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

Scenic World's iconic annual exhibition, Sculpture at Scenic World, has cemented its position on NSW's regional events calendar after receiving a \$27,500 triennial grant under the NSW Government's 2018 Flagship Event Fund.

The triennial funding marks a first for [Sculpture at Scenic World](#) following the success of several annual Flagship Event Funding grants, and will play a major role in strengthening the exhibition's efforts to attract domestic and international visitors to the Blue Mountains.

The funding will also deliver a welcome boost to the Blue Mountains economy by driving additional overnight visitation and visitor spending, and promoting the region to visitors on a broader scale.

Member of the Legislative Council and Blue Mountains resident Shayne Mallard MP said the grant would help to build the profile of regional NSW as a major events hub and positively impact the Blue Mountains community by showcasing the unique character and culture of the region.

"I am delighted that Sculpture at Scenic World will receive funding under the 2018 Flagship Event Fund," he said. "We look forward to welcoming many more visitors to the Blue Mountains as a result of this exciting event, helping to further position our region as a must-see destination in NSW."

Minister for Tourism and Major Events Adam Marshall said Sculpture at Scenic World Katoomba was one of 35 events and festivals across regional NSW that will receive grants through the 2018 Flagship Event Fund.

"The 2018 Flagship Event Program features events that reflect the unique character, culture and attributes of their local community," Mr Marshall said.

"We know that support for events helps to promote our State's fantastic destinations while putting more heads on beds, diners in our restaurants and shoppers in our boutiques. I look forward to welcoming more visitors to our regions next year for this fantastic event program."

Now in its seventh year, Sculpture at Scenic World has earned a solid position as Australia's premier outdoor art exhibition, attracting over 108,000 visitors to the Blue Mountains last year alone.

The calibre of exhibiting artists has also flourished over the years, with the exhibition now attracting interest from world class local, national and international artists.

Sculpture at Scenic World Exhibition Curator Justin Morrissey said it was an honour to receive the triennial funding, which showcases the exhibition's ongoing potential to drive additional visitation to the Blue Mountains.

"Sculpture at Scenic World continues to gain momentum on the global stage as visitors' appetite for authentic tourism experiences that combine art, nature and culture continues to grow," he said.

"It's incredibly rewarding to see the exhibition evolve each year with new artists, workshops, and public programs that help to showcase our spectacular World Heritage-listed backyard in a unique way that captivates travellers from near and far."

Mr Morrissey also made a special mention of the valuable support of industry partners such as the Blue Mountains Cultural Centre and local hotels, hostels and luxury resorts which are partnering with Sculpture at Scenic World to offer a range of [accommodation packages](#) for weekend getaways.

“With a free public program extending throughout the Blue Mountains, Sculpture at Scenic World contributes to the unique character of our World Heritage-listed region, and we’re thrilled to again have the opportunity to showcase the mountains to the rest of the world with the support of the NSW State Government,” he said.

The \$27,500 grant will assist Sculpture at Scenic World in marketing the event to a broader audience, and will help boost visitation and overnight stays to the Blue Mountains.

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

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***Sculpture at Scenic World 2018 is the biggest show to date, featuring works from over 35 artists along the 2.4-kilometre Scenic Walkway – Australia’s longest elevated boardwalk – from April 13 to May 13. Free with entry to Scenic World, tickets include access to the exhibition, unlimited rides on the Scenic Railway, the Scenic Skyway and the Scenic Cableway, plus access to a range of free public programs and entry to Sculpture Otherwise at the Blue Mountains Cultural Centre.***