



# SCULPTURE at SCENIC WORLD

## **MEDIA RELEASE**

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### **Sculpture at Scenic World delivers welcome boost for NSW visitor economy**

Scenic World's iconic annual art exhibition, Sculpture at Scenic World, has earned a solid position on the regional tourism calendar, with the 2018 exhibition attracting record visitor numbers in a welcome boost for the NSW visitor economy.

Drawing to a close over the weekend, the exhibition brought visitors from right across the globe to the Blue Mountains for day trips and overnight stays to experience artworks from world class artists in an ancient rainforest setting.

Visitation for the 2018 exhibition jumped a staggering 20% on the previous year, led by travellers from the ACT and NSW who took the chance to explore their own state and visit the Blue Mountains during the exhibition.

Sculpture at Scenic World was also a major drawcard for aspiring travellers, with 44% of survey participants indicating that they specifically planned their visit to the Blue Mountains to coincide with the exhibition.

The exhibition also prompted over 2,400 visitors to extend their stay in the Blue Mountains, resulting in increased overnight stays and visitor expenditure.

Sculpture at Scenic World Exhibition Curator Justin Morrissey said the exhibition provided a unique opportunity for visitors to reconnect with nature and experience sculptural installations in unexpected places.

"Sculpture at Scenic World offers a compelling reason to visit the Blue Mountains which is the envy of the world for its vibrant arts scene and stunning wilderness," he said. "We're proud of the event's continued success which is a testament to the talents of our staff and contributing artists."

Recognised as a major tourism event under Destination NSW's Flagship Event Fund, Sculpture at Scenic World also provides a valuable contribution to the Blue Mountains' creative industries which employs eight percent of the local population; almost twice the state average.

"It's an honour to be part of an exhibition which contributes so much to our thriving creative industries sector, employing local art installers, filmmakers, photographers and artists, as well as partnering with local community groups and schools," Justin added.

In line with previous years, visitors enjoyed interacting with artworks, as showcased in the array of entries in this year's Carrington Hotel People's Choice Award where guests nominate their favourite artwork.

With more than 6,600 votes received for the \$1,000 award, Victorian artist Rochelle Quantock was announced as the winner for her work, Choking Hazard, which used a series of colourful building blocks to explore the theme of sustainability.

Sydney artist Paul Greedy was also awarded the Artist Peer Award for his work, Pulse, which mimicked natural sounds of the forest floor in a thought provoking soundscape.

“Sculpture at Scenic World has exceeded our expectations, and we look forward to creating an even more exciting exhibition for our visitors next year,” Justin said.

Information about the 2018 exhibition can be found at [www.sculptureatscenicworld.com.au](http://www.sculptureatscenicworld.com.au)

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