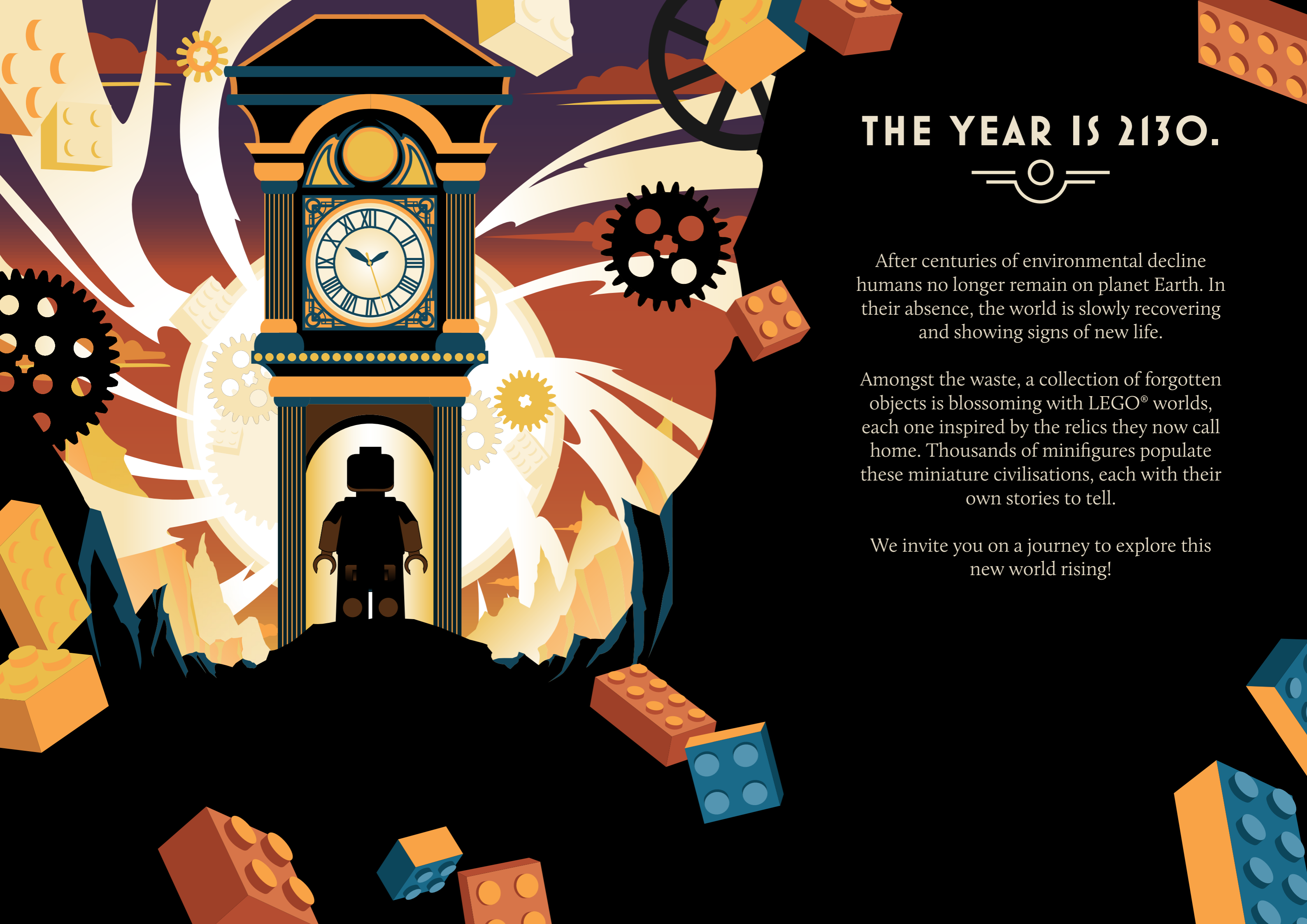




RELIQS

A NEW WORLD RISES

EXHIBITION PRESENTATION



THE YEAR IS 2130.



After centuries of environmental decline humans no longer remain on planet Earth. In their absence, the world is slowly recovering and showing signs of new life.

Amongst the waste, a collection of forgotten objects is blossoming with LEGO® worlds, each one inspired by the relics they now call home. Thousands of minifigures populate these miniature civilisations, each with their own stories to tell.

We invite you on a journey to explore this new world rising!

EXHIBITION OVERVIEW



Ever found a LEGO® world inside your refrigerator?

Discover a world of creativity for the young at heart. *RELICS: A New World Rises* is an artistic masterpiece that combines discarded and forgotten human artefacts with intricate LEGO® civilisations. We invite audiences on a journey that is equal parts fun and thought-provoking, experiencing LEGO® like never before.

RELICS: A New World Rises is the brainchild of West Australian duo Jackson Harvey and Alex Towler, two friends from high school who shared a childhood love of LEGO®. The pair won Australian television series LEGO® Masters in 2020 before displaying their first exhibition in 2021. In 2023 *RELICS: A New World Rises* was born and smashed museum attendance records in its debut season.

The exhibition showcases 15 meticulously crafted displays, each containing a detailed minifigure civilization brimming with stories to uncover. To help visitors delve deeper into these miniature worlds, we've designed a scavenger hunt with two tailored versions for different age groups: Young (children) and Young at Heart (adults).

For those eager to get hands-on with LEGO®, the exhibition features a play space where visitors can create their own LEGO® masterpieces and incorporate them into an object. Photo opportunities allow guests to capture and share their immersive experience.



“This world premiere exhibition captured the public’s imagination with its ingenuity and fun, drawing on popular culture and science fiction while encouraging visitors to think deeply about our world and humanities place in it. *RELIQS* appealed to everyone from buzzing school holiday crowds to LEGO® enthusiasts in their nineties.”

**DR DAVID GAIMSTER, DIRECTOR
SOUTH AUSTRALIAN MUSEUM**



EXHIBITION OVERVIEW



RECORD ATTENDANCE

In its premiere season, *RELICS* achieved success as the highest-selling ticketed exhibition in the South Australian Museum's 168-year history and drew over 112,000 visitors during its season at the Auckland Museum.



EDUCATION OUTREACH

Aligned with school curriculums, *RELICS* integrates themes of sustainability, creativity, storytelling, critical thinking, and recycling, making it a powerful tool for educational programs that inspire learning through play.



INTERACTIVE EXPERIENCE

RELICS offers an immersive adventure with play spaces, three versions of age-specific scavenger hunts, stop-motion animations and creative prompts that engage visitors in a hands-on exploration of its intricate worlds.



PROVEN VISITOR SATISFACTION

An impressive 95% of attendees rate the exhibition as Excellent or Good, highlighting its widespread appeal and enjoyment.



DIVERSE AUDIENCES

Designed for adults and loved by children, *RELICS* appeals to a wide range of visitors, including families, mature art enthusiasts, young creatives, LEGO® fans, as well as tour and school groups.



INTERGENERATIONAL CONNECTION

RELICS fosters connection across generations, bringing together family members, friends, and even strangers through shared moments of discovery and play.



CURATORIAL EXCELLENCE

Our team blends the expertise of seasoned professionals with the fresh perspectives of dynamic young creatives, ensuring a world-class exhibition that exceeds expectations.



FLEXIBLE FINANCIAL MODELS

Confident in the success of *RELICS*, we offer flexible financial arrangements, including gate share or exhibition hire.



PREMIERING NORTH AMERICA



TOURING

2023 South Australian Museum, Adelaide, SA
2023 Melbourne Museum, Melbourne, VIC
2024 Auckland War Memorial Museum, Auckland
2024 Otago Tuhura Museum, Dunedin
2025 The Australian Museum, Sydney NSW
2026 Yarilla Arts and Museum, Coffs Harbour NSW
2026 Canberra Museum and Gallery, Canberra ACT
2027 Centre of Science and Industry, Columbus OH

FORWARD AVAILABILITY

Please get in touch for current availability.

SPONSORS

RELICS has no associated sponsors. Exhibiting venues are welcome to secure additional sponsorship or donations during the exhibition. Any sponsorship agreements must receive prior written approval from *RELICS* to ensure alignment with the exhibition's objectives.



TECHNICAL SPECIFICATIONS

RELICS is a modular and flexible exhibition that can accommodate varied venue layouts and sizes between 5,000 and 10,000 sqft.

The ideal gallery layout is configured in a linear, sequential layout to maximize the journey-of-discovery experience. This has been the presentation and floor dimensions in venues such as the Auckland Museum and The Australian Museum in Sydney.

The *RELICS* team offers design assistance to optimize the presentation of *RELICS* within your gallery space.



A woman with dark hair, wearing a light grey t-shirt, is pointing her right index finger towards a LEGO display inside a wooden bookshelf. A young child with a long braid, wearing a maroon shirt and a grey backpack, is looking at the display. The bookshelf is filled with books and several illuminated LEGO dioramas. One diorama on the top shelf shows a scene with people in a room. Another on the middle shelf depicts a pirate ship on a tropical island. A third on the bottom shelf shows a castle. The scene is lit with warm, ambient light.

Working with the *RELICS* team was an exceptional experience. Their creativity and attention to detail brought the exhibition to life with responses from our visitors we couldn't have imagined. The collaborative spirit and professionalism of the team made the process seamless. The exhibition was a resounding success, attracting over 112,000 visitors and generating positive feedback about the experience. We couldn't have asked for a better partner, and we look forward to future collaborations!"

AMBER LAMANA

**TOURING EXHIBITION MANAGER,
AUCKLAND WAR MEMORIAL MUSEUM**

SCAVENGER HUNT



A MAP FOR THE ADVENTUROUS

The *RELICS* scavenger hunt serves as a gateway to a world of exploration. *RELICS: A New World Rises* offers two tailored Scavenger Hunt versions, each crafted for distinct age groups: Young (for children) and Young at Heart (for adults). Each version includes a custom map aligned with the unique layout of each venue.

A highlight of this exhibition is the collaboration the scavenger hunt inspires, fostering connections not only between parents and children but also among strangers at the exhibition. It encourages participants to delve deeper,

engaging with the exhibition's intricate layers of themes and narratives. While each version is designed with a specific age group in mind, we encourage visitors to try both versions for an even deeper experience.

SECRET SCAVENGER HUNT

For Adult Fans of LEGO® (AFOLs), there is a third, digital-exclusive scavenger hunt, packed with questions that speak directly to LEGO® enthusiasts. This version is perfect for sharing within online LEGO® communities and local user groups and features advanced, LEGO®-specific questions for an added layer of challenge.



INTRODUCTORY THEATRE



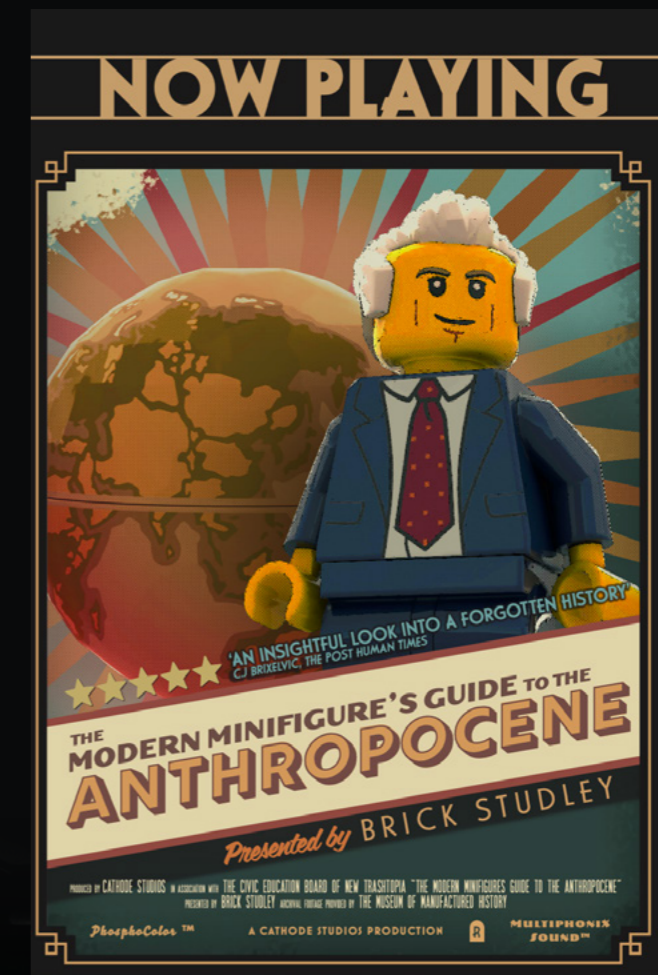
AN INTRODUCTION TO THE NEW WORLD RISING

An immersive Art Deco-inspired theatre welcomes visitors with a short, engaging LEGO® stop-motion animation. Hosted by the charismatic minifig Brick Studley, the film introduces the post-human world of the exhibition and offers helpful tips for navigating the space and getting the most out of the journey. The video is fully captioned and runs for just under two minutes on a continuous loop.

Visitors enter through a cinema-style foyer, complete with vintage movie posters re-imagined with a LEGO® twist, setting a playful tone. Inside, the theatre features red aisle carpets, red velvet curtains, Art Deco wall paneling, elegant light sconces, and antique 1920s theatre seats, creating a nostalgic and immersive prelude that evokes the glamour of early 20th-century cinemas.



[CLICK HERE TO WATCH THE INTRO VIDEO](#)



BEHIND THE SCENES VIDEO

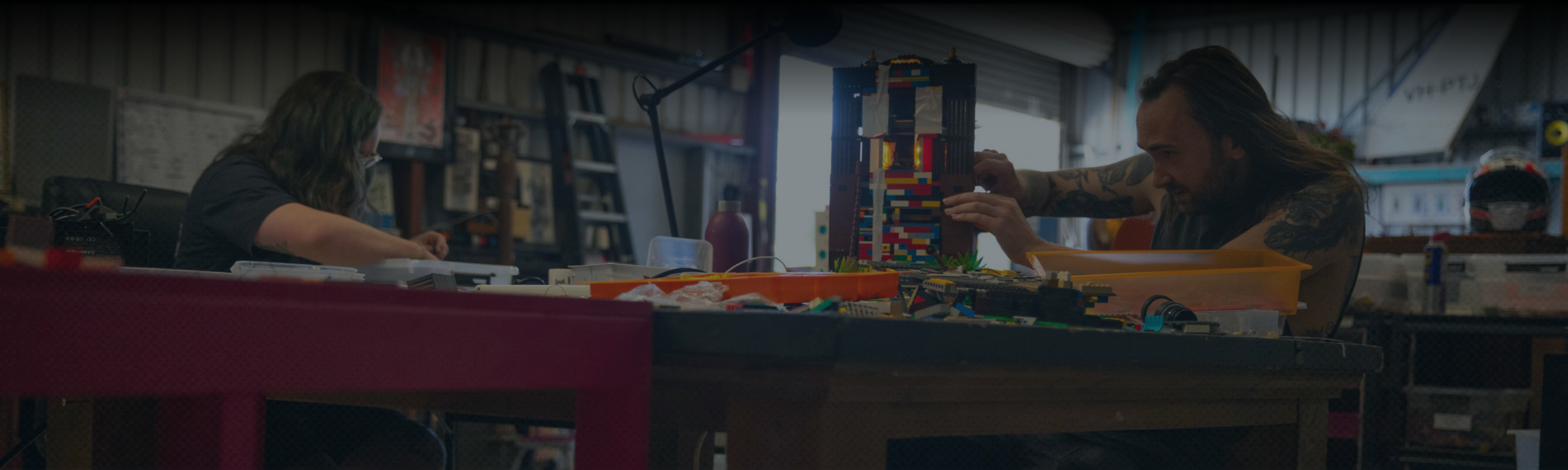


A LOOK INTO THE WORKSHOP BEHIND RELICS

Following many requests, a Behind the Scenes video has been created for visitors eager to meet the makers and learn more about the exhibition's origins. This interview-style film runs just under three minutes on a continuous loop and offers a glimpse into the creative process behind the exhibition.

Set against behind-the-scenes footage, the video explores themes of creativity, sustainability, and the importance of play. It provides insight into the vision, challenges, and collaborative spirit that brought the post-human LEGO® world to life.

CLICK [HERE](#) TO WATCH THE
BEHIND THE SCENES VIDEO



PLAY SPACE



BUILD THEIR WORLD!

At the heart of RELICS is a celebration of creativity and storytelling. After exploring the main exhibits, visitors can dive into hands-on fun at the Play Space, where they can use LEGO® bricks to bring their own creations to life.

Four robust, modular play benches await, each with three individual stations designed to encourage collaboration and play.

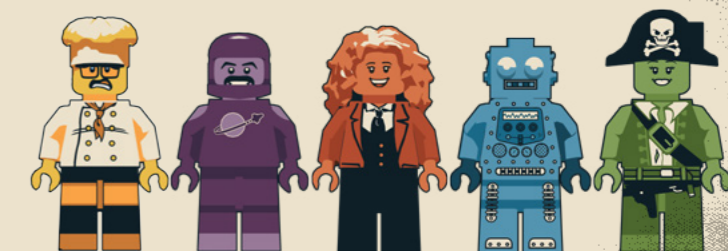
Visitors begin with a simple creative springboard: choose a character from an ensemble of minifigures and build a unique home for them.

Once built, they're invited to showcase their creations on the Relic Display Wall—an eclectic installation of found objects including bookcases, a piano, and six vintage televisions, all equipped with LEGO® baseplates and interior lighting to spotlight each piece.



BUILD THEIR WORLD!

- 1 PICK A MINIFIGURE FROM THE SELECTION OF CHARACTERS TO THE RIGHT. LET'S **IMAGINE THEIR STORY**. WHO ARE THEY? WHAT DO THEY DO?
- 2 NEXT, LET'S **BUILD A HOME** FOR THEM! IMAGINE WHAT THEIR HOME MIGHT LOOK LIKE. WHAT KIND OF WORLD DO THEY LIVE IN?
- 3 FINALLY, CHOOSE AN OBJECT ON THE **RELIC'S WALL**, AND PLACE YOUR BUILD INSIDE!



INTERPRETIVE DISPLAYS



DELVING INTO NEW WORLDS

Each major display is paired with an interpretive panel that enriches visitors' understanding of each civilization, offering a deeper look into the unique histories and evolving narratives within each LEGO® society as they adapt to a post-human world.

Beyond the text, each panel includes two small illuminated showcases where minifigures interact with everyday human objects, inviting visitors to explore these miniature worlds up close.

These panels are designed to spark curiosity, rewarding those who take a closer look with unexpected details and hidden stories.


STUDZ DINER
- PUT ANOTHER BRICK IN THE JUKEBOX, BABY -

Let's set the record straight, if you're looking to take a plunge and find your groove, this weathered jukebox is the hippest antique in town!

The minifigures of Studz Diner have taken a dive into human musical history and resurfaced with a passionate re-imagining of years gone by.

Long before cassette tapes, compact discs, iPods and Spotify, jukeboxes such as this super deluxe 1945 Wurlitzer 850 would keep humans jiving and grooving all night long. In its day, no other phonograph could even approach the brilliance of its beauty, or the sparkle of its tune.

Where the vinyl used to spin, a pulsing light show illuminates the grand Peacock Ballroom, setting the stage for an electrifying performance. The music of yesteryear becomes fuel for these minifigures, keeping the crowd dancing the night away.

- OUT OF STEP -
THREE MEMBERS OF THE MARCHING BAND HAVE WANDERED OFF!
CAN YOU SPOT THE WAYWARD MUSICIANS?!

Down on the main street, minifigures from far and wide converge on Studz to catch the happening vibe.

Grab a delicious plastic burger at the town diner, watch the marching band and admire the hot rods rolling down the main street. Nothing sells quite like nostalgia, and this jukebox has it in spades!



TARGET AUDIENCES



RELICS: A New World Rises stands apart from conventional LEGO® exhibitions with its proven appeal to adult audiences. While the exhibition is designed to captivate all age groups and demographics, it was designed with adults in mind. We've identified **four key target audiences** based on insights from previous exhibitions, and developed **Audience Personas** to represent our potential visitors.

Historically, *RELICS* has drawn an attendance of **70% adults and 30% childrens and teens**. High attendance levels have been consistently achieved when marketing activity targets independent adult audiences alongside families.



FAMILIES

Parents with children aged 4 to 16, seeking engaging and enjoyable activities that cater to the entire family.

What They Are Looking For?

- Engaging activities to keep children entertained during weekends and school holidays.
- Family-friendly experiences that are enjoyable for both kids and adults.
- Educational opportunities that are interactive and fun.



CONSCIOUS CREATIVES

Adults aged 25 to 35 who have an appreciation for art and creativity and caring for our planet. They are educated, open-minded, and value novel experiences.

What They Are Looking For?

- Art with meaning and depth
- Opportunities to engage with new, innovative experiences.
- Shared experiences that can be enjoyed with friends.



MATURE ART EXPLORERS

An older demographic of art enthusiasts aged 35 to 75, who are regular visitors to museums and have a deep appreciation for artistic endeavors.

What They Are Looking For?

- Opportunities to share cultural experiences.
- A deep appreciation for craftsmanship and artistic skill.
- Experiences that evoke nostalgia and connect with personal histories.



ADULT FANS OF LEGO®

LEGO® enthusiasts aged 20 to 45 who are passionate about the LEGO® brand and its creative possibilities.

What They Are Looking For?

- Opportunities to legitimize their hobby and connect with a like-minded community.
- Immersive experiences centered around their passion for LEGO®.
- Events that showcase technical LEGO® excellence and creativity.

EXHIBITION DOCUMENTATION



CLICK [HERE](#) FOR PHOTOGRAPHY



CLICK [HERE](#) FOR VIDEOGRAPHY



“Thank you for giving me the opportunity to just... play !”

**SURVEY RESPONDENT,
MELBOURNE MUSEUM**



EXHIBIT LIST



Below is the exhibit list of RELICS: A New World Rises that is currently touring Australia and New Zealand. This list has been provided to give an indication of exhibits to be built for the North American market.

1. STUDZ DINER	Jukebox Exhibit
2. TERABURBIA	Server Tower Exhibit
3. NEW WORLD CREDIT UNION	ATM Exhibit
4. TIMEPUNK'S TOWER	Antique Clock Exhibit
5. BEETLESVILLE	VW Beetle Exhibit
6. BLEACH BEACH	Jetski Exhibit
7. COSMIC ARCADE	Arcade Exhibit
8. 88TH STREET	Piano Exhibit
9. CRYOLIFE RESORT	Kitchen Exhibit
10. CATHODE STUDIOS	Television Store Exhibit
11. STORYTELLER'S NOOK	Bookcase Exhibit
12. TRASHTOPIA	Commercial Bin Exhibit
13. THE MUSEUM OF MANUFACTURED HISTORY	Museum Exhibit
14. POST-HUMAN TIMES	Typewriter Exhibit
15. PLUG-IN THEATRE	Amplifier Exhibit
16. PLAY SPACE (x4)	4 x play benches, display shelving
17. BEHIND THE SCENES VIDEO	Behind the Scenes Video Display
18. THEMED ENTRANCE AND EXIT GATES	Themed gate structures
19. INTRODUCTORY THEATRE SPACE	Theatre featuring stop-motion animation
20. INTERPRETIVE PANELS (x12)	Signs describing each world with LEGO display inserts
21. DECORATIVE WALLPAPER PANELS	Wall-mounted timber panels
22. ORNAMENTAL TIMBER FILLIGREE PANELS	Faux-wrought iron filigree panels
23. WALL-MOUNTED INFORMATION PANELS AND DECALS	Assorted signage and graphics

EXHIBITION INCLUSIONS

- 2 x versions of Scavenger Hunt
- Marketing Package
- 64 page Gloss *RELICS* Exhibition Program
- 183 page *RELICS* hardcover coffee table book 'A New World Rises: Tales of a LEGO® Future'
- Audio Description Tour

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LINKS

Click the links below for access:

RELICS	www.relicsexhibitions.com
DALA Projects	www.dalaprojects.com
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