



EXHIBITION PRESENTATION



THE YEAR IS 2530.



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. Hundreds 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 mates 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 16 meticulously crafted objects, 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 three tailored versions for different age groups: Young (children), Young Adult (teens), 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.



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 is poised to reach over 100,000 visitors at the Auckland Museum this season.



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 HISTORY

Beginning its touring life in Australia in 2023, *RELICS: A New World Rises* premiered with a five month season at the South Australian Museum. Following a successful season at the Melbourne Museum, it has since toured internationally to the Auckland Museum and soon to be presented at the Tūhura Otago Museum and the Australian Museum in Sydney. We are excited about upcoming opportunities to present a new version of *RELICS* for the first time to North American audiences.

FORWARD AVAILABILITY

The new version of *RELICS* will be available to North American museums as early as summer 2026.

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 soon to be at The Australian Museum in Sydney.

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



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 evenly split audience, with around 50% of attendees being adults and the other 50% comprising of children and teens. This even distribution highlights the exhibition's wide-ranging appeal and reinforces the importance of targeting both adult and younger audiences in venue marketing efforts.



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



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.	POST-HUMAN TIMES	Typewriter Exhibit
14.	PLUG-IN THEATRE	Amplifier Exhibit
15.	PLAY SPACE (x4)	4 x play benches, display shelving
16.	MAKER'S SPACE	Recreation of the RELICS Workshop
17.	PHOTO OPS	Interactive Photo Opportunities
18.	INTERPRETIVE PANELS (x12)	Signs describing each world with LEGO display inserts
19.	DECORATIVE WALLPAPER PANELS	Wall-mounted timber panels
20.	ORNAMENTAL TIMBER FILLIGREE PANELS	Faux-wrought iron filigree panels
21.	WALL-MOUNTED INFORMATION PANELS AND DECALS	Assorted signage and graphics

EXHIBITION INCLUSIONS

- 3 x versions of Scavenger Hunt (Young, Young Adult, Young at Heart)
- Media Kit
- 64 page Gloss Relics Exhibition Program
- Audio Description Tour
- Speakers Jackson and Alex available for events

CONTACT INFO AND LINKS



EMAIL CONTACT

Please direct all North American inquiries to Relics Exhibitions North America Representative **Carrie Reid** at Dala Projects. Carrie can be contacted via email at carrie@dalaprojects.com or via phone on +1 320 309 4001.

VENUE REFERENCES

Amber Lamana
Touring Exhibition Manager
Auckland War Memorial Museum
alamana@aucklandmuseum.com

Justine Van Mourik
Director of Engagement
South Australian Museum
justine.vanmourik@samuseum.sa.gov.au

LINKS

Click the links below for access:

Relics	www.relicsexhibitions.com
DALA Projects	www.dalaprojects.com
Facebook:	@relicsexhibitions
Instagram:	@relicsexhibitions



Carrie Reid
North America Representative
carrie@dalaprojects.com



Dan Carroll
Managing Director
admin@relicsexhibitions.com



Alex Towler
Director
alex@relicsexhibitions.com



Jackson Harvey
Director
jackson@relicsexhibitions.com



Ashley Nissen
Marketing & Communications
ashley@relicsexhibitions.com



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