

# Chihuly in the Botanic Garden smashes visitation records with its glass art spectacular

For immediate release: 17 October 2024

The opening two weeks of the Adelaide-exclusive, Australian-first *Chihuly in the Botanic Garden* exhibition have exceeded all expectations, as glass gazers pour into the city in extraordinary numbers to discover the stunning collection of large-scale hand-blown glass art installations by one of the world's most celebrated contemporary artists, Dale Chihuly.

In a remarkable start, the exhibition's official launch on 27 September attracted 10,529 visits across the various event experiences, breaking the Adelaide Botanic Garden's previous daily visitation record set in 2023. Since then, the record high continues to be reset as word spreads fast about this unmissable world-class experience. **As of 13 October 2024**, the Garden's new **daily visitation record** stands at **15,576**, set on **Monday 7 October**, with total visitation across the first **18** days being **180,302**.

As well as the **free** *Garden Experience*, where daytime visitors can encounter 15 of Chihuly's works along a 2km curated nature art trail, there are **ticketed opportunities** to discover the masterpieces after-dark and gain insights into the artists' mind and motivations in a more intimate indoor exhibition. Both ticketed events are drawing strong numbers on their own, with **8,556** people attending *Chihuly Nights* and **10,325** visiting *In Full Colour: Dale Chihuly* inside the exquisite Bicentennial Conservatory, as at **Sunday 13 October**.

**Botanic Gardens and State Herbarium Director Michael Harvey** said: "Bringing *Chihuly in the Botanic Garden* to life has been an epic Trans-Pacific feat over countless months and I want to acknowledge the incredible hometown team, along with everyone at Chihuly Studio in Seattle, for working tirelessly to bring this exclusive event to Adelaide for the enjoyment of audiences near and far.

"The blooming of our Corpse Flower is renowned for attracting big numbers so Adelaide Botanic Garden is no stranger to visitors; but the buzz surrounding the unveiling of the Chihuly works, combined with school holidays and a welcome warm start to spring, has us tracking over double our attendance against the same period last year.

"We are beyond thrilled with the level of interest so far with both Adelaideans and out-of-town visitors combining to break our previous daily visitation record nine times in just the first two weeks. We encourage people to return to experience the exhibition through the different seasons, and we anticipate elevated visitation to the Garden right up until 29 April 2025."

Tourism Minister of South Australia, Hon. Zoe Bettison MP said:









### IN THE BOTANIC GARDEN

"I am thrilled to see the opening two weeks of the Australian-first Chihuly in the Botanic Garden exhibition exceed all expectations and have so many South Australians embrace the exhibition but also happy to see visitation and ticket sales from interstate visitors being so strong.

The timing of this Australian first exclusive exhibition in our very own Adelaide Botanic Garden will cross over three school holiday periods as well as several other major events that our city is well known for, giving visitors a reason to stay in Adelaide a little longer and immerse themselves in art and nature.

As artistic expressions of the natural world, Adelaide's 50-hectare Botanic Garden provides an incomparable setting for Chihuly's creations as well as another crucial commodity for art appreciation – the space to abate any sense of feeling rushed or crowded.

This exhibition encourages visitors to explore not just our Gardens but our whole city and it's great to see the great impact it's already had on the East End and the rest of the city.

**Michael Harvey** said: "Whether you visit by day or night, plan your outing or discover the artworks by surprise, overwhelming positive feedback reassures us that these stunning works are resonating with all age groups, and can be comfortably appreciated at people's leisure."

The exhibition's flow-on benefits for the economy are already being felt across the wider city limits as locals and tourists top or tail their Chihuly visit with short and long-stay hotel accommodation, dining out in different precincts and retail spending.

Leading South Australian property developer and East End advocate **Theo Maras AM** said: "With over 120,000 visitations in a fortnight, *Chihuly in the Botanic Garden* has had a great impact on the East End and to the city. Since opening, we have seen a trail of visitors moving between the Botanic Garden and the East End restaurant area. Congratulations to the Botanic Gardens and the South Australian Government for this wonderful initiative."

The project is extended throughout its season by JamFactory exhibitions, ticketed special events like the *Wednesday Wonders* science evenings in November, and continuous onsite dining options for every taste and budget, the next six months will be a truly special time for locals and visitors to Adelaide, as *Chihuly in the Botanic Garden* brings art, nature and science together in a myriad of captivating new ways.

Website: Chihuly in the Botanic Garden

#### FREE DAYTIME EXPERIENCE

**Location**: Adelaide Botanic Garden (North Terrace, Adelaide)







# CHIHULY

## IN THE BOTANIC GARDEN

**Dates**: 27 September 2024 – 29 April 2025

Times:

Monday – Friday

7.15am – 5.30pm (spring and autumn)

7.15am – 6.30pm (summer – daylight savings time)

Weekends and public holidays

9am – 5.30pm (spring and autumn)

9am – 6.30pm (summer – daylight savings time)

**Tickets:** FREE day entry to the outside exhibition - no booking necessary

#### **TICKETED EXPERIENCES**

IN FULL COLOUR: DALE CHIHULY

A special exhibition exploring Chihuly's life and work

Location: Bicentennial Conservatory, Adelaide Botanic Garden (Plane Tree Drive, Adelaide)

**Dates**: 27 September 2024 – 29 April 2025

Times: Open daily: 10am - 4pm

Tickets: Adult General Admission: \$14 | Concession: \$12 | 12 years and under: FREE

**Book**: <a href="https://www.botanicgardens.sa.gov.au/chihuly#dale-chihuly">https://www.botanicgardens.sa.gov.au/chihuly#dale-chihuly</a>

#### **CHIHULY NIGHTS**

Enjoy an evening in the Garden at night with art, lighting, music, and friends

**Location**: Adelaide Botanic Garden/ Bicentennial Conservatory

**Dates**: 27 September 2024 – 29 April 2025

Times: Thursday - Saturday: 6.30pm - 10pm

Tickets: Adult General Admission: \$25 | Concession: \$20 | 12 years and under: FREE,

Includes entry to the In Full Colour: Dale Chihuly exhibition

**Book**: <a href="https://www.botanicgardens.sa.gov.au/chihuly#chihuly-nights">https://www.botanicgardens.sa.gov.au/chihuly#chihuly-nights</a>

#### **WEDNESDAY WONDERS: Music Series**

Get your toes tapping and heart soaring with live music in the Garden.

Location: Adelaide Botanic Garden









## IN THE BOTANIC GARDEN

Dates: Wednesday evenings, 9 - 30 October

Times: 6:30pm - 8:30pm

Tickets: \$65-70 per person

**Book:** <a href="https://www.botanicgardens.sa.gov.au/whats-on/wednesday-wonders-music-series">https://www.botanicgardens.sa.gov.au/whats-on/wednesday-wonders-music-series</a>

#### **WEDNESDAY WONDERS: Science Talks**

Discover what tomorrow's world looks like in these fascinating science talks

Location: Adelaide Botanic Garden

**Dates:** Wednesday evenings, 6 – 27 November

Times: 6:30pm – 8:30pm Tickets: \$35 per person

**Book:** https://www.botanicgardens.sa.gov.au/whats-on/wednesday-wonders-science-talks

#### JAMFACTORY EXHIBITIONS

Location: JamFactory, 19 Morphett Street, Adelaide

Gabriella Bisetto: First breath, last breath, everything in between

(27 September 2024 – 29 April 2025)

- Gathering Light (6 December 2024 6 April 2025)
- Ninuku Arts (6 December 2024 26 January 2025)

#### ADELAIDE CELEBRATES GLASS CITY TRAIL

The excitement of Chihuly in the Botanic Garden exhibition will stretch far and wide across the city following the launch of the Adelaide Celebrates Glass: City Trail. The Adelaide Economic Development Agency (AEDA) has launched the trail, featuring more than 15 retail, education, hospitality and tourism operators offering Chihuly-inspired experiences.

https://southaustralia.com/products/adelaide/event/adelaide-celebrates-glass-city-trail

#### **Media Contact:**

Sassafras PR – Sarah Abbott

0409 092 255 - sarah@sassafraspr.com









# BOTANIC GARDEN

Sassafras PR – Paige Mahanga

0417 464 693 - paige@sassafraspr.com

Chihuly Studio Sharp Think

chihuly@sharpthink.com





