

Dive into the World of Sharks at Mulva Cultural Center

De Pere, WI, Sept. 27, 2024 – “Sharks” will be swimming their way through the Mulva Cultural Center from October 5, 2024, through January 5, 2025. Highlighting the latest science and examining the cultural significance of these animals, “Sharks” invites visitors to explore the diversity of these ancient fishes.

The 10,000-square-foot exhibition takes families, students and enthusiasts into a world dominated by members of the shark family to explore their genetic diversity, territories, interactions and significance to ocean ecosystems with all displays in both English and Spanish.

"The ‘Sharks’ exhibition offers a unique opportunity to shift the public's fear of sharks into a deep respect for these remarkable creatures," said Claudia Damiani, Director of Education at the Mulva Cultural Center. “These animals have roamed the earth for millions of years and through this exhibition, we can learn about sharks that no longer exist, sharks that are currently at risk, how these predators keep the oceans in balance and how cultures around the world revere and respect them. While this is an exhibition about sharks, it is also about us. We hope every visitor leaves with a deeper understanding and appreciation for these legendary animals."

Throughout the “Sharks” exhibition, visitors will encounter ten life-sized scientifically accurate models, including the now-extinct 270-million-year-old *Helicoprion* (also known as the Buzzsaw Shark); the Bull Shark, which lives in freshwater for extended periods; and the Great White Shark, one of the most famous species of shark.

Visitors will learn about sharks through artifacts and tactile displays, which include touchable displays such as a megalodon jaw, shark skin recreations and a Great White tooth. Immersive and interactive displays allow guests to navigate through a shark's body via a 3-D interactive scan, adapt a shark to evolve and survive in different environments, and see the world in 360-degree view, through the eyes of a Hammerhead Shark. State-of-the-art projections and a specially designed ‘oceanarium’ showcasing sharks swimming through the ocean create a dramatic immersive experience.

According to the International Union for Conservation of Nature (IUCN), a quarter of the world’s sharks are threatened with extinction. The exhibition presents the latest information on conservation, sharks’ impact on oceans, and efforts to protect sharks. Shark safety is also highlighted, enabling visitors to make informed choices.

Kim McKay AO, director and CEO of the Australian Museum, which created the award-winning exhibition, said this is not only an exhibition about sharks, but also an exhibition about us. “Sharks are unmistakable, legendary, beautiful and among the most fascinating animals on the planet. Yet, they are also misunderstood and are not always given the credit they deserve. I hope that through this exhibition, visitors will realize that our actions and attitudes will decide the fate of these ancient survivors, which play a critical role in maintaining the health of ocean ecosystems around the world, which are also vital to humans,” McKay said.

The Mulva Cultural Center opened in December 2023 with a mission of providing an unparalleled experience through a diverse array of traveling exhibits and programs consisting of history, culture, science, and the arts which enlighten, enrich and entertain visitors all within an architecturally fascinating facility. To learn more about Mulva Cultural Center, visit mulvacenter.org. “Sharks” is open from October 5, 2024, through January 5, 2025.

The Australian Museum (AM) was founded in 1827 and is Australia’s first museum. It is internationally recognized as a natural science and culture institution focused on Australia and the Pacific. The AM’s mission is to ignite wonder, inspire debate and drive change. The AM’s vision is to be a leading voice for the richness of life, the Earth and culture in Australia and the Pacific. The AM commits to transforming the conversation around climate change, the environment and wildlife conservation; to being a strong advocate for First Nations cultures; and to continuing to develop world-leading science, collections, exhibitions and education programs. With 22 million objects and specimens and the Australian Museum Research Institute (AMRI), the AM is not only a dynamic source of reliable scientific information on some of the most pressing environmental and social challenges facing our region but also an important site of cultural exchange and learning.

-end-

Photo caption: A life-sized Megalodon jaw replica at the entrance to the “Sharks” exhibition at the Mulva Cultural Center.

Invite for an exhibition preview: The media is invited to experience “Sharks” at Mulva Cultural Center on Friday, October 4 from 1 p.m. to 5 p.m. for a preview of the exhibition.