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MEDIA KIT 2022





STEPRIGHTIN. WANDERLAND IS WAITING.

UNCOVER WA'S SURPRISING COLLECTIONS ON YOUR NEXT ADVENTURE

Welcome, traveller. You've stepped inside a home of hidden treasures and tales.

From the cultured to the kitsch and everything in between, we've opened up a doorway to our State's regional collections. There's a world of colour and curiosity waiting for you at the other end of WA's roads — hidden in towns you've never seen and collected by folk you'll love to meet. And getting there is half the fun.

We invite you to fossick around here for your favourites. Delight in the unexpected. Hatch a plan for your next adventure.

Welcome to WAnderland.

LET'S EXPLORE



- WAnderland is a new online gateway to 220 of the most intriguing private and public collections from across Western Australia.
- The interactive website brings to life some of the most interesting places, stories and collections from WA, inspiring you to jump in your car and explore.
- A special tool allows you to build your own, bespoke itinerary, ensuring you see exactly what you want.
- WAnderland opens the door to tens of thousands of relics, curios and rare finds more than 1,200 of which are featured on the website.
- Led by the Western Australian Museum, the project was funded by the State Government through the Department of Local Government, Sport and Cultural Industries.

For the first time, thousands of rare and remarkable items in museums, cultural centres and private collections across Western Australia have been brought together in a new online portal.

<u>WAnderland</u> is packed with hidden treasures and tales - from the cultured to the kitsch and everything in between. The website opens a doorway to Western Australia's fascinating regional collections — inspiring you to hit the road and experience them for yourself.

Discover the collections on your device and add things you're intrigued by to an online itinerary planner, building a bespoke bucket list for your next reallife adventure.

The WAnderland project, led by the Western Australian Museum, is the culmination of two years' work and more than 10 weeks on the road. The project director travelled with a photographer and regional writers across a third of Australia to identify and document rarely seen items from private and public collections.

UNIQUE COLLECTIONS



Head upstairs above a Chinese restaurant in Broome to find an unexpected and mesmerising personal collection featuring items from five generations of the Yu family.

Experience the culture of WA's diverse Aboriginal peoples at centres like Bilya Koort Boodia in Northam, where a bold and beautiful display of the region's Ballardong Nyoongar culture is revealed through a mesmerising mix of projected video art, light and sound that evokes the Dreamtime.

Marvel at little-known places like the Dolly Mix in Esperance, which holds a huge collection of large dolls presented amongst swathes of red velvet and sparkling chandeliers.

Learn about the Wardian Case at the Waroona Historical Society and Museum, a little-known invention which completely revolutionised gardening in Australia, but at one time was used as a dog kennel!

Explore Gwoonwardu Mia Aboriginal Heritage and Cultural Centre, a place that celebrates the five language groups of the Gascoyne and see the award-winning exhibition, Burlganyja Wanggaya, which shares stories of the Gascoyne's Aboriginal people in their own words using text, images, audio and film.



LOCAL CHARACTERS



The WAnderland portal brings to life incredible stories and goes deep into the heart of the histories of these unique collections. You'll find articles from WA locals, sharing the relatively unknown stories behind these quirky items and collections.

There is also a series of mini-documentaries featuring passionate locals sharing their incredible stories and taking us back in time to the origins of the pieces and collections.

The five documentaries were made by WA film producer Paul Barron and feature WA actors Ernie Dingo, Mahesh Jadu, Emma Jackson, Andrew Lewis and Luke Hewitt as narrators. The music and soundtrack for "Such Was Life" was created by multi-award winning composer Tim Count and the artefacts were selected, and the scripts written, in consultation with museum staff in Dongara, Greenough and Geraldton.



THE HOT LIST





WARDIAN CASE

It's a simple wood and glass box, but the Wardian case revolutionised crop growing across the world.



MAHOGANY COMMODE

This mahogany commode with a Belgian marble top is thought to have belonged to Napoleon during his exile in St Helena.



SAM ISSACS' MEDAL

Sam Issacs, a Noongar stockman, was awarded this bronze medal for bravery after rescuing 54 people from a shipwreck.



EMU EGG

Emu egg from the 1960's, carved by talented local artist Bill Poland with just his pocket knife.

















































VIEW VIDEOS READ THE JOURNALS

PLAN AN ITINERARY

WAnderland has been created by the Western Australian Museum, in collaboration with the Department of Local Government, Sport and Cultural Industries and the Department of Primary Industries and Regional Development. The collections have been sourced in conjunction with 220 contributors across the state.

MEDIA CONTACT

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