

Radio Copy – 1A

Client: NGV
Product: Dali Exhibition
Title: Directions 1
Job No:
Duration: 30 secs
Date Typed: 18/05/09
Date Revised:

Woman 1: Excuse me, how do I get to the Salvador Dali show?

Woman 2: Take a tram down St. Kilda road, and get off at the National Gallery of Victoria. Walk through the large arch entrance, and you should reach a desert that stretches to infinity. Cross this desert, and pass beneath the legs of two giants. You'll see a piano, melting before your eyes. Walk into this image and then through a glittering, velvet jewellery chest. When you meet a man with the strange moustache, you've found Dali.

MVO:

Go beyond your imagination with *Salvador Dali: Liquid Desire*, **from June 13th** at the National Gallery of Victoria

Radio Copy - 2

Client: NGV
Product: Dali Exhibition
Title: Directions 2 - Art After Dark
Job No:
Duration: 30 secs
Date Typed:
Date Revised:

SFX: Party ambience, music and circus noises.

Woman 1: Excuse me, where can I buy a drink?

Woman 2: Take the escalator down, past the circus act and beyond the waterwall. Follow the sound of a melting cello and it should lead you through a desert. A man with a giant hand will be pointing the way. You'll find another man with a strange moustache, standing beneath a melting clock. It's right there.

MVO:

Go beyond your imagination with Salvador Dali at art after dark, every Wednesday until 9pm. Enjoy the Dali exhibition, the free entertainment and stay for a bite to eat. Only at the National Gallery of Victoria.

Radio Copy - 3

Client: NGV
Product: Dali Exhibition
Title: Directions 3
Job No:
Duration: 30 secs
Date Typed:
Date Revised:

Woman 1: Excuse me, is the Dali exhibition still on?

Woman 2:

Yes, it's just through that archway. Go around the waterwall and you'll emerge in a desert. Cross this desert... You'll pass pyramids and dancing women with long shadows. Pass behind a large curtain, printed with dozens of eyes, until you reach a stage. Here, you will find Dali.

MVO:

Go beyond your imagination at Salvador Dali: Liquid Desire, at the National Gallery of Victoria. Must close October 4, so don't miss out.