



MITCHELL J. LANDRIEU
LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF STATE MUSEUM

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IMAGES AVAILABLE

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**LT. GOVERNOR MITCH LANDRIEU ANNOUNCES MAJOR EXHIBITION TO
COME TO THE LOUISIANA STATE MUSEUM – OLD U.S MINT**

GOLD

October 20, 2007 - January 2, 2008

NEW ORLEANS IS FIRST STOP ON NATIONAL TOUR!

Lt. Governor Mitch Landrieu is proud to announce the Old U.S. Mint Building in New Orleans' French Quarter will re-open October 20, 2007 with the dazzling traveling exhibition **GOLD**.

GOLD is organized by the American Museum of Natural History, New York (www.amnh.org), in cooperation with The Houston Museum of Natural Science. The exhibition is presented in New Orleans with the support of the Office of Lt. Governor and the Louisiana Department of Culture Recreation and Tourism.

“The **GOLD** exhibition brings an international assortment of beautiful art and artifacts to New Orleans,” Landrieu said. “The monetary value of these works might be significant, but this exhibition---in providing an extraordinary experience for locals and tourists alike, and in reinforcing the perception of New Orleans as a thriving and resilient international cultural center--- is worth more than its weight in gold.”

“Just like the rest of New Orleans, the Louisiana State Museum has been involved in a process of rebirth and re-visioning”, explains LSM Director, David Kahn. “We see this exhibition as a wonderful opportunity to re-introduce the public to the assets of the Louisiana State Museum system. This spectacular, entertaining, and educational exhibition about gold is perfect for the re-opening of the Old U.S. Mint.”

One of the most comprehensive exhibitions ever on this valued mineral, **GOLD** features a dramatic array of **hundreds of extraordinary geological specimens and cultural objects** from around the world. The exhibition follows the path of gold from the molten depths of Earth to glittering examples of jewelry and artifacts created by ancient



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civilizations, from gold rushes that shaped the world to the modern pop-culture baubles that continue to mesmerize us today.

Exhibition highlights include enormous nuggets of gold such as the **108-pound Summitville Boulder - a volcanic rock flecked and veined with over 22 pounds of crystalline gold**. The treasures on display include **examples of the first gold coins minted in ancient Lydia and Ionia (now Turkey); gleaming pre-Columbian jewelry and other objects** from the American Museum of Natural History's collection; **rare doubloons retrieved from sunken Spanish galleons**; and **gold bars**. Compelling modern objects in the exhibition include an **Academy Award Oscar®**, an **Emmy® award**, and a **Golden Globe® award**, illustrating the powerful hold that gold continues to have on our imagination. Throughout the exhibition, visitors discover that gold has amazing physical properties such as extreme malleability, reflectivity, and conductivity that make it invaluable for technological uses from telephones and televisions to satellite circuitry and astronauts' visors. They can walk through a **300-square-foot room completely covered in three ounces of gold** flattened to exquisite thinness and determine the value of their own weight in gold.

Angèle Davis, Secretary of the Department of Culture, Recreation and Tourism, said that she expects there will be a rush on **GOLD** when the exhibit opens in New Orleans. "Gold brings gold," Davis said. "We expect visitor traffic to this exhibition at the Old Mint to have an economic impact of nearly two million dollars on the state."

The Louisiana State Museum is creating an exciting array of public programs, lectures, and other educational opportunities to support the exhibition. Admission to **GOLD** is \$6 for adults/\$5 for students, seniors, and active military. Children under 12 and Museum members admitted free.

The Louisiana State Museum, a complex of national landmarks housing thousands of artifacts and works of art reflecting Louisiana's legacy of historic events and cultural diversity, is part of the Department of Culture, Recreation and Tourism, which is overseen by Lt Governor Mitch Landrieu. The Museum network includes five properties in the famous French Quarter: the Cabildo, Presbytere, 1850 House, Old U.S. Mint and Madame John's Legacy. Other sites include Baton Rouge, Patterson, Natchitoches, and Thibodaux.

For more information about the Louisiana State Museum please call 800.568.6968 or visit <http://lsm.crt.state.la.us>.

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