



# The Making of MONA

*Adrian Franklin*

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## **The Making of MONA** Adrian Franklin

The inside story of Australia's most exciting museum. Hailed as the most important addition to the Australian cultural landscape since the opening of the Sydney Opera House, MONA has shaken up the art world by breathing life and delight back into the museum experience. Visitors are flocking to MONA, but what is it about MONA that makes it such a transformative experience? And how on earth did an amateur private collector manage to set up one of the world's great art destinations on the edge of a remote island city? This is the inside story of how MONA came to be. With a degree of access rarely granted to others, sociologist and design expert Adrian Franklin takes readers deep behind the scenes to reveal how MONA became what it is today: from its origins on the banks of the Derwent River, to the architectural and building process, to the branding and curation. Part modern art history, part biography of a place, *The Making of MONA* is for readers who are as fascinated by the MONA building and experience as they are by the collection and the man behind it all. This is an extraordinary tribute to an extraordinary place, one that will allow the MONA effect to resonate for years to come.

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