

MEDIA RELEASE

15 April 2025

Museum of Play and Art to launch in Adelaide

Popular family attraction the Museum of Play and Art (MoPA) will launch its first museum outside of Victoria at Adelaide Airport.

The innovative museum designed for children aged 1 to 7 operates at four locations across Melbourne and Geelong and is set to open alongside the popular AFL Max on Butler Boulevard, Adelaide Airport.

The arrival of MoPA is the latest in a series of high-profile announcements of new Adelaide Airport tenants, including Tesla, Fleet Space and Prostek.

Adelaide Airport Managing Director Brenton Cox said two family-friendly venues alongside the Fleet Space Technologies global headquarters would combine to spark the imagination of our future scientists and creatives.

“MoPA is a wonderful, clever, quirky experience that combines science, art, innovative toys and games,” Mr Cox said.

“Kids will be running around in one venue and experimenting and learning in the other.

“Children will be able to connect innovation with play, then emerge from that experience and see the space tech business nearby in Fleet Space’s HQ and start to dream about what the future may hold.”

Museum of Play and Art Director Billie Georgieff said Adelaide’s MoPA was set to be its biggest and best venue yet.

“We couldn’t be more excited to secure a site at Adelaide Airport for our brand new Children’s Museum,” Ms Georgieff said.

“Finding a central location, with such incredible amenities, has been our number one priority for expansion here into Adelaide.

“Securing a brand-new building, in a location that’s central to so much of the population and being able to provide guests with safe and free car parking on-site, means that our Adelaide Museum will provide the level of accessibility to Adelaide families that we thought was only a pipedream.”

Adelaide Airport’s MoPA is expected to open in 2026.