

## VIVID SYDNEY MEDIA BACKGROUNDER

- Vivid Sydney (27 May-13 June) is a festival of light, music and ideas featuring the spectacular illumination of the Sydney Opera House sails.
- Now in its third year, Vivid has become Sydney's major festival in winter, lighting up the city each night from 6pm with free and ticketed events at Sydney Opera House, Museum of Contemporary Art, Circular Quay and The Rocks.
- Vivid recognises Sydney as the creative hub of the Asia Pacific featuring immersive light installations and projections; free family events; music performances and collaborations; creative ideas, public talks and debates.
- Vivid Sydney features Vivid LIVE an incredible music program of local and international artists curated by Stephen 'Pav' Pavlovic of Modular.
- Past curators include Brian Eno in 2009 and Lou Reed and Laurie Anderson in 2010.
- In 2011 French based digital projection artists SUPERBIEN are 'Lighting the Sails'.
- Vivid Sydney is the largest light and music festival in the Southern Hemisphere and a major celebration of the creative industries.
- 37 per cent of Australia's creative industries are based in NSW and around 150,000 people in NSW are directly employed in this sector, including areas of film, music, design, publishing, advertising, architecture, visual arts, television, performing arts and radio.
- Events NSW research showed in 2010 Vivid Sydney attracted more than 300,000 people, compared to 200,000 in 2009.
- Images of Vivid Sydney and Laurie Anderson's 'Lighting the Sails' generated extensive local and global media coverage with a cumulative press circulation of over 114 million.
- Up to 400,000 people are expected to attend Vivid Sydney in 2011.
- Events NSW estimate Vivid Sydney 2011 will generate up to \$10 million in economic benefit for the State.
- Vivid Sydney is one of five signature events in the NSW Events Calendar developed by Events NSW on behalf of the NSW Government.

## Vivid Sydney Highlights

- Vivid Sydney features 43 light installations around The Rocks and Circular Quay including 24 immersive and interactive low energy light sculptures; 'Lighting the Sails' by SUPERBIEN at Sydney Opera House; a fire spectacular at Campbell's Cove; illuminated skyscrapers and buildings.
- The 24 low energy light sculptures have been created by Australian and international artists, architects and lighting designers with a focus on using low energy technology.
- In addition to the light installations the inaugural SPARC International Lighting Event will present colourful architectural lighting on some of Sydney's most prominent buildings around the Circular Quay 'dress circle' and throughout The Rocks.
- Sydney Opera House and Customs House will feature cutting-edge 3D lighting projections.
- FireDance will light up Campbells Cove in The Rocks with a spectacular flame and audio performance.
- Free nightly performances will be held five times each night and FireDance will be the largest and most ambitious live fire show ever produced in Australia.
- Vivid LIVE at Sydney Opera House features over thirty events, eight Australian premieres with almost every artist exclusive to Vivid.
- Vivid LIVE includes local artists The Avalanches, Architecture in Helsinki, Cut Copy and Tame Impala and an unforgettable line up of international acts including UK's The Cure and Bat for Lashes, Belgium's 2manydjs and USA's Hypnotic Brass Ensemble.
- Vivid Sydney's pop-up bar will be The Sony Lounge, set up in the Western Foyers of Sydney Opera House with an ever-changing menu of DJs.
- The Sony Lounge will be the place to mix and mingle with artists, audiences and Sydney's creative industries participating in Vivid Sydney.
- Vivid Sydney will also include a series of panel discussions, public talks and debates presented by Vivid Creative Sydney.
- High profile creative industries events including AMPLify, CeBIT Australia, DigiTech 2011, Encore Live, Mumbrella360, SPARC International Lighting Event and X |Media| Lab are on during Vivid Sydney.
- The full Vivid Sydney program is available at <http://vivid Sydney.com>