

Media Release: Friday 24 April, Sydney, Australia

## FOUR WEEKS UNTIL LIGHTS ON! AT VIVID SYDNEY NEW PROGRAMMING ANNOUNCED FOR LIGHT, MUSIC AND IDEAS

The countdown is on with only four weeks until Vivid Sydney, the world's largest festival of light, music and ideas, returns with its biggest and most interactive program ever and new programming announced today.

NSW Minister for Trade, Tourism and Major Events Stuart Ayres said, "In four weeks from now, Sydney's streets will be filled with colour as visitors from across the globe celebrate Vivid Sydney, our world-renowned festival of light, music and ideas."

"Vivid Sydney is firmly established as a must-see global event, attracting 1.43 million attendees and adding \$41 million to our State's visitor economy in 2014.

"This year's festival continues to expand and attract the world's leading artists and creatives, adding to an already impressive program. With 60 light installations, new precincts to explore, more ideas seminars and an expanded music offering, there's something new to see every night during Vivid Sydney and I encourage everyone to start planning their trip," Mr Ayres said.

Destination NSW Chief Executive Officer Sandra Chipchase said, "Illuminated by our spectacular Vivid Sydney festival, Sydney truly comes alive during winter. As Vivid Sydney expands, sending its creative energy across the city, it's the perfect time to explore and discover Sydney's wonderful restaurants, small bars and fantastic shopping. In fact there's so much to see and do, I encourage everyone to plan an extended break in the harbour city."

In new Vivid Sydney programming at Darling Harbour, Sydney's electronic music gurus **The Presets**, have created three bespoke dj sets that will provide an exciting soundtrack for the **Vivid Laser-Fountain Water Theatre**, a choreographed audio visual symphony featuring fountain jets and spirals, colour lighting, rainbow lasers and dancing flames. A spectacular fireworks show will also be presented at Darling Harbour during Vivid Sydney.

A new interactive digital fireworks display, **Pymont Pyro**, is an exciting addition to the interactive offerings at the **Vivid Sydney Game Zone** at **Pymont & The Star**. In a Vivid Sydney first, visitors to **Pymont Bay Park**, will take control of the digital fireworks via the beat of glowing drum strokes that will transform both the projection and sound display.

New inclusions to the **Vivid Music** program include three weekends of performances at **Spice Cellar at Ęrsknvl**. Enconced underground in the iconic Imperial Hotel, this clubbing institution will feature performances from the likes of Cassian, Andras Fox and Kyle Hall.

A celebration of all things 90's will be held at **Goodgod Small Club**. Aptly-named the **Rhythm Of The Night**, the themed evening will feature a reunion of 90's Australian hit-makers Swoop.

Families will be captivated by the aquatic wonderland at new Vivid Sydney precinct **Chatswood**, where the story of **The Nautilus and the Sea** will be showcased. Projected onto the façade of **The Concourse**, audiences will join Norbert the Nautilus as he embarks on a journey through the vast ocean and a reef teeming with life, as he searches for a new home.

**Norbert, Lieutenant Angler** and other characters from the animation also come to life in grand installations on the journey from Chatswood Interchange to Chatswood Mall, where an immersive **Flowing River of Light, Jellyfish Chandeliers** and **Aquarium** await.

The bustling metropolis of **Central Park** will also make its Vivid Sydney debut this year, presenting **Streets Ahead**, a celebration of the world of street culture featuring spectacular projections from renowned contemporary urban artists Reko Rennie and Beastman, a three-day international trade show featuring local streetwear and art exhibitions, and silent discos every Friday and Saturday night from 5.30pm – 9.30pm.

In addition to the lights and sounds, Vivid Sydney at Central Park will host **night markets** including stalls from the likes of **Din Tai Fung, Ippudo** and **Anita Gelato**, and an interactive **Paint-A-Thon** giving visitors the opportunity to contribute to a giant interactive artwork.

Expanding on the nexus between creative culture and commerce, **The Future of Work** is an innovative new one-day event to be held as part of the Vivid Ideas program at Vivid Sydney, exploring the many ways the nature of careers are changing and how Australia compares on the world stage.

Presented in partnership with the Centre for Workplace Leadership, The Future of Work will be hosted at **Google's** innovative waterfront headquarters in Sydney's Pyrmont on Thursday 4 June and will draw on the methods and approaches of design innovators and technology entrepreneurs, to help business leaders shape their workforces and workplaces for the future.

Owned and managed by the NSW Government's tourism and major events agency Destination NSW, Vivid Sydney is set to once again transform the city into a colourful canvas of light, music and ideas for 18 nights from 22 May to 8 June.

For more information on Vivid Sydney visit [www.vividsydney.com](http://www.vividsydney.com).

Ends

**MEDIA CONTACTS**

**Jessica Dunne, Bang PR**

M: 0410 182 460

E: [jessica@bangpr.com.au](mailto:jessica@bangpr.com.au)

**Kate Campbell, Destination NSW**

M: 0418 126 211

E: [kate.campbell@dnsw.com.au](mailto:kate.campbell@dnsw.com.au)

**NOTES TO EDITORS:**

High-res imagery including 2015 *Vivid Sydney* light renders and footage of 2014 festival highlights is available at [www.vividsydney.com/media-centre](http://www.vividsydney.com/media-centre).

Audio grabs from Minister Ayres and Sandra Chipchase are available for media to download <https://mediagame-1.wistia.com/projects/wlu9ajkcqq>

 [vivid.media@dnsw.com.au](mailto:vivid.media@dnsw.com.au)

 [twitter.com/vividsydney](https://twitter.com/vividsydney)

 [plus.google.com/+vividsydney](https://plus.google.com/+vividsydney)

 [facebook.com/vividsydney](https://facebook.com/vividsydney)

 [@vividsydney](https://www.instagram.com/vividsydney)

 [#vividsydney](https://www.instagram.com/vividsydney)