

MEDIA RELEASE: 9am, Sydney, Australia, Tuesday 19 April 2016

## VIVID IDEAS ANNOUNCES FULL 2016 PROGRAM

**NEW EVENTS ANNOUNCED AND FULL SPEAKER LINEUP REVEALED:**

**AACTA Presents Hollywood Director Jocelyn Moorhouse In Conversation;**

**First Ever Women in Electronic Music Symposium in Sydney;**

**Robowars Bring Deathroll Crocodile in Australia for First Time; and**

**Tickets Selling Fast to Game-Changers Talks: Spike Jonze, Jenji Kohan, Beau Willimon and Margaret Zhang**

2016 full Vivid Ideas Guide can be downloaded [here](#)

Vivid Ideas today finalised its 2016 program with more than 180 events and over 400 speakers from across the world. Launching its official event guide in Sydney today, [Vivid Ideas](#) unveiled several major new events and an expanded list of world class speakers to the line-up, confirming the 2016 program as the most ambitious yet.

Destination NSW Chief Executive Officer and Executive Producer-Vivid Sydney, **Sandra Chipchase** said, "The 2016 Vivid Ideas program is a dynamic showcase of art, creativity and innovation. It will bring to life inspiring successes stories and spark important debates around the business of creativity. Showcasing Sydney at its cutting-edge best, it is a reminder that our city is a global world leader in creative innovation and ingenuity."

Vivid Ideas will feature for the first time a special event presented by the **Australian Academy of Cinema and Television Arts (AACTA)**. Internationally acclaimed director of *The Dressmaker*, **Jocelyn Moorhouse**, will hold an 'In Conversation' event on Thursday 16 June. In 30 years as writer-producer-director, Moorhouse has worked with many of the biggest names in film from **Kate Winslet** to **Winona Ryder**, **Hugo Weaving** to **Colin Firth**. Moorhouse will share her experiences of directing all-star casts and creating Australian cinematic masterpieces including *The Dressmaker* (5 AACTA Awards) and *Proof* (6 AFI Awards).

In another first, Vivid Ideas will host a **Women in Electronic Music Symposium** on Saturday 18 June. Presented by MusicNSW, it will bring together some of this generation's trailblazing female dance music artists, DJs and emerging producers for Australia's very first Women in Electronic Music Symposium. Aimed at supporting, inspiring and promoting the brightest female artists in electronic music, this Sydney-exclusive will include a three-day masterclass series, debate panel and a one-night-only showcase of female talent at the Vivid Ideas Exchange.

Vivid Ideas is also pleased to add 2016 NSW Woman of the Year **Jen Armstrong**. Jen is the founder of the [Beauty Bank](#), a charity collecting unwanted toiletries and beauty products for women in need, particularly those experiencing domestic violence. It has helped over 3,000 women and men since 2013. A survivor of domestic violence, Jen is a passionate speaker about the effects of domestic violence and the power of resilience. She will share insights into promoting a culture of innovation by learning from our mistakes at [Mistakability](#) on 7 June.

Robot lovers will be pleased to hear the hugely popular [Robowars](#) have announced the Australian premiere rumble by the crocodile 'Deathroll' robot, fresh from the Los Angeles set of the *Battlebots* TV show. Weighing in at 150 kilograms, this is a robot not to be messed with. Robowars returns to Vivid Ideas on 5 June for another epic showdown. Robots big and small, and built by hand from metal, power tools and toy parts, battle it out in this one-day event.

Yahoo and General Assembly will present one of the largest learning events ever staged in Sydney: [Code in the](#)

[Park](#) on Saturday 18 June offers an introduction to coding for all ages and abilities. The event is designed to transform thinkers of today into creators of tomorrow. Expect an afternoon of inspirational digital speakers and interactive demonstrations by Australia's tech innovators.

Technology will also be in focus at another new event, [Creating Cut-Through Content](#) on 3 June. The average person consumes more than 10,000 pieces of digital content per day. With every brand out there becoming a publisher, how can you create content that cuts through the noise? Learn from the editors and publishers behind popular publications including [Georgia Frances King](#) (Editor, [Kinfolk Magazine](#)), [Nick Shelton](#) (Founder, [Broadsheet](#)) and [Joanne Gray](#) (Editor, Australian Financial Review's [BOSS Magazine](#)).

The [Media Architecture Biennale 2016 \(MAB16\)](#) is also pleased to confirm global design leader [Carlo Ratti](#), as keynote speaker for its closing ceremony on June 4. Prof Ratti is an architect, engineer, inventor and educator at Boston's prestigious MIT and director of Director of the SENSEable City Lab. He is at the forefront of connecting technology and the built environment. His Digital Water Pavilion at the 2008 World Expo was hailed by *Time Magazine* as "One of the Best Inventions of the Year." He has been included in *Esquire Magazine's* "Best and Brightest list," in *Blueprint Magazine's* "25 People who will Change the World of Design" and in *Forbes Magazine's* "People you need to know" in 2011.

Tickets continue to sell quickly for the Vivid Ideas highlight **Game-Changers** talks featuring legendary filmmaker [Spike Jonze](#); *House of Cards* creator [Beau Willimon](#), and *Orange is the New Black* writer and creator [Jenji Kohan](#), and Australian global fashion influencer [Margaret Zhang](#). This series provides rare, behind-the-scenes insights into the creative workings of these cutting-edge cultural icons at the height of their industries. Early Bird tickets to the Game-Changer Talk Series end 22 April so book today to avoid missing out.

Running 27 May to 18 June, Vivid Ideas is part of Vivid Sydney, the world's largest festival of light, music and ideas. Speakers and subjects span the creative industries including technology, start-up smarts, film, storytelling, design, architecture, visual arts and communication. At Vivid Ideas, makers, thinkers, pioneers and businesses come together for professional development, updates on relevant industries, market opportunities and world class innovation. The program builds engagement between the creative industries and the broader economy, exploring trends, movements and opportunities that shape society and business globally.

Vivid Sydney is owned, managed and produced by the NSW Government's tourism and major events agency, Destination NSW. For more information about Vivid Ideas, visit [www.vividsydney.com/ideas](http://www.vividsydney.com/ideas)

## VIVID IDEAS HIGHLIGHTS BACKGROUND

### GAME-CHANGERS TALK HIGHLIGHTS

Four global icons of creativity will share their insights and experiences in shaping the creative landscape during the *Game-Changers* Talk Series.

#### [BEAU WILLIMON \(USA\)](#)

Screenwriter and producer Beau Willimon created *House of Cards*, one of the most highly-acclaimed streaming series on screen today. Willimon offers insights into crafting drama, sharing his approach to collaboration, and explaining the business behind producing quality content.

**28 May | Sydney Town Hall**

#### [MARGARET ZHANG \(AUS\)](#)

Margaret Zhang is one of Australia's most influential new creatives. She has built a global fanbase for her work as a stylist, photographer, and creative director. On stage at Vivid Ideas, Margaret shares the journey of her career to this point, explains her approaches to collaborations and working with brands, and takes your questions.

**28 May | Sydney Town Hall**

#### [SPIKE JONZE \(USA\)](#)

Spike Jonze is a director, producer, writer and photographer. Recognised for his feature films (*Her*, *Adaptation*, *Being John Malkovich*), Jonze's body of work is varied, including music videos, commercials, television and theatre. He is the co-creator and producer of the *Jackass* television shows and films, and currently is Co-President of Vice's new TV channel, Viceland.

**5 June | Sydney Town Hall**

#### [JENJI KOHAN \(USA\)](#)

Writer and show creator Jenji Kohan creates unforgettable, complex and diverse characters and stories: the stunning success of *Orange Is The New Black*, now entering its fourth season, is proof of that. Kohan comes to Sydney to share with us her creative approach to storytelling, and adapting to new models of television.

**10 June | Sydney Town Hall**

### VIVID IDEAS HIGHLIGHT EVENTS

#### [SEMI PERMANENT](#) [Vivid Ideas theme: **Creating + Making**]

Semi Permanent is a unique, live experience that brings together internationally renowned artists and creative icons to explore the power and future of design. Through a series of talks, panel discussions, exhibitions, workshops, installations and events, Semi Permanent is an opportunity to connect and collaborate. It is a hands-on, immersive experience that opens the doors to new relationships and new ways of thinking.

**26-28 May | Carriageworks, Redfern**

#### **GOOD DESIGN FESTIVAL** [Vivid Ideas theme: **Creating + Making**]

Celebrating cutting-edge design and innovation, the 2016 [Good Design Festival](#) showcases the very best of design in Australia. For the first time ever, contenders for the prestigious [Good Design Awards](#) will be on display to the general public. See the latest innovations in product design, architectural design, digital design, communication design, service design and breakthroughs in social innovation and business design.

**27-29 May | Overseas Passenger Terminal, Sydney**

#### [THE SUNRISE 2016](#): Australia's Most Successful Founders Tell Their Stories [Vivid Ideas theme: **Leadership + Entrepreneurship**]

Driven by Australia's startup success, The Sunrise delves deeper into the future of technology, business and fostering an

innovative startup ecosystem. It brings together a host of Australia's most successful founders sharing the lessons and stories of how their companies were born and scaled.

**30 May | Carriageworks, Redfern**

**MEDIA ARCHITECTURE BIENNALE 2016 [Vivid Ideas theme: Built Environment]**

In Sydney for the very first time, the Media Architecture Biennale will bring together cutting-edge artists, civic leaders and academics to explore how technology and digital media can lead to more exciting, liveable city environments. The four-day event includes a conference, series of exhibitions, symposia, workshops and an award ceremony.

**1-4 June | The Concourse, Chatswood**

**REMIX SYDNEY - CULTURE, TECH, ENTREPRENEURSHIP [Vivid Ideas theme: Communications + Audience Development]**

Be inspired by 75 creative pioneers over two days exploring the future of culture, cities and the creative economy. Discover the latest trends at the intersection of culture, tech and entrepreneurship and meet potential collaborators across a diverse range of talks, panels, masterclasses, workshops and networking receptions.

**2-3 June | Sydney Town Hall**

**MAKE NICE [Vivid Ideas theme: Creating + Making]**

The first of its kind in Australia, Make Nice is an event for, by and about creative women, with an exclusive line-up of international and home-grown industry luminaries in an intimate un-conference format. Make Nice is about sharing knowledge between pioneering creative women during round-table discussions, and forming genuine relationships with other attendees during programmed social events.

**2-4 June | Cake Wines Cellar Door & aMBUSH Gallery**

**DO GOOD, BE GOOD [Vivid Ideas theme: Community + Social Impact]**

Can art do good and be good? Are artistic excellence and social impact mutually exclusive ends? Explore these ideas with artist Steve Lambert (USA), alongside academics, cultural programmers, activists and artists focused on strategies for social change.

**3 June | Seymour Centre**

**ETSY SYDNEY MADE MARKET [Vivid Ideas theme: Creating + Making]**

Celebrate all things handmade and meet local crafters, collectors, artisans and designers from etsy.com at the Etsy Sydney Made Market. Evoke your own passion for making and soak up the creative atmosphere.

**4 June | Pier 2/3, Walsh Bay**

**CONSCIOUS CHANGE MAKERS [Vivid Ideas theme: Leadership + Entrepreneurship]**

This dynamic summit explores the stories and statistics behind better business practices. It appeals to the innovators who care, the entrepreneurs who give back, and the CEOs and board members who lead authentically because it's who they are. It's for anyone in business who wants the stats and stories to validate their instincts, which tell them that 'good business' is good for everyone.

**7 June | Ivy Ballroom, Ivy Hotel**

**SYDNEY FILM FESTIVAL [Vivid Ideas theme: Storytelling]**

Sydney Film Festival is one of the longest running film festivals in the world, and is a major event on the New South Wales cultural calendar. Each year the festival brings the best new films from around the world to audiences right here in Sydney. The 63rd Sydney Film Festival runs from Wednesday 8-Sunday 19 June 2016, with 300+ screenings of 180+ films from 50+ countries, talks, Q&As, parties, red carpets, special events and more!

**8-19 June | Sydney Venues - Various**

**INSPIRING THE NEXT GENERATION OF CREATIVE, ENTREPRENEURIAL AND DIGITAL WOMEN [Vivid Ideas theme: STEM + STEAM]**

Less than a quarter of scientists, technologists, engineers and mathematicians are women - and yet jobs that require these skills are the fastest growing and amongst the most highly paid. Hear from a panel of experts, teachers, industry leaders and girls themselves, about what is stopping girls from embracing STE(A)M and how we can help to inspire the



27 MAY - 18 JUNE 2016

next generation of young women to become innovators and entrepreneurs.  
**11 June | Vivid Ideas Exchange**

The full *Vivid Sydney* media kit, 2016 program announcement video content, and high-res imagery, including 2016 *Vivid Sydney* light renders and footage of 2015 festival highlights, is available [here](#).

**MEDIA ENQUIRIES:**

**Gabrielle Wilson, The Press Society**, M: 0433 972 915, E: [gabrielle@thepresssociety.com.au](mailto:gabrielle@thepresssociety.com.au)

**Kate Campbell, Destination NSW**, M: 0418 126 211, E: [kate.campbell@dnsw.com.au](mailto:kate.campbell@dnsw.com.au)

**Melissa Wilson, Destination NSW**, M: 0419 093 882, E: [Melissa.wilson@dnsw.com.au](mailto:Melissa.wilson@dnsw.com.au)