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## **SHARE YOUR CREATIVE IDEAS FOR VIVID SYDNEY 2017**



Vivid Ideas is inviting innovative, thought-provoking and creative individuals and groups to share their ideas and be part of the conversations shaping the creative landscape for Vivid Sydney 2017.

Minister for Trade, Tourism and Major Events Stuart Ayres announced following the unprecedented success of this year's festival, Expressions of Interest (EOI) have opened to individuals, businesses, industry associations and institutions for Vivid Ideas 2017.

“Vivid Ideas brings together the conventions, discussions and big announcements for the creative sector in an exciting program held as part of the world's largest festival of light, music and ideas, Vivid Sydney,” Mr Ayres said.

“This year more than 54,000 people attended Vivid Ideas to explore trends and innovations enabling creative businesses to thrive. We're inviting the best and brightest minds from



around the world to be part of Vivid Ideas 2017 and I encourage everyone to submit their applications to participate in this world-renowned event.”

The Vivid Ideas program spans the innovation and imagination sector including technology and start-up culture, design and architecture, film and screen content, visual arts and performance, advertising and marketing, animation, VFX, lighting and events.

Destination NSW Chief Executive Officer and Vivid Sydney Executive Producer Sandra Chipchase said, “Whether you’re an industry innovator, aspiring creator or have a unique concept to share, this is a chance to be part of Australia’s largest event. If you have what it takes to shape, market and present a Vivid Ideas event with interesting and innovative content, Vivid Sydney wants to hear from you.”

To register your Expression of Interest in being part of Vivid Ideas 2017 please visit [www.vividsydney.com/ideaseoi](http://www.vividsydney.com/ideaseoi) to submit your application before midnight AEST on Friday 23 September.

Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government’s tourism and major events agency. Vivid Sydney 2017 will be held from Friday 26 May to Saturday 17 June.

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**NOTE TO EDITORS**

To celebrate Vivid Ideas and inspire collaborators when preparing their EOIs, Destination NSW has released a new one minute highlights package of footage from this year’s festival which can be downloaded at <https://vimeo.com/175309656>