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VIVID IDEAS: The Countdown Begins

Full program: https://www.vividsydney.com/ideas

Sydney, Australia: Vivid Ideas has launched its full 2017 program online as the countdown to Vivid Sydney begins. The year’s most-anticipated forum for exploring the business of creativity, Vivid Ideas brings luminaries, major players, innovators and emerging talent from across the globe to Sydney. Promising the largest Vivid Ideas yet, this year boasts 284 events across 65 venues, and attracts 541 speakers from more than 12 countries. Vivid Ideas runs 26 May to 17 June, as part of Vivid Sydney: the world’s largest festival of light, music and ideas.

Among the highlights of Vivid Ideas 2017 will be Academy Award-winning director Oliver Stone. The Hollywood veteran will appear in conversation with Margaret Pomeranz on Sunday 28 May at City Recital Hall. Stone has earned a well-respected place in cinematic history. He is lauded for some of the most influential films of our time: Scarface, Midnight Express, Platoon, Wall Street, Natural Born Killers, JFK, Nixon, and The Doors. More recently, films have included the Wall Street: Money Never Sleeps and the biographical political thriller, Snowden. Stone is a master at tackling controversial subjects. His films are grand in scale and his hard-hitting style takes a realistic and truthful look at the world, which often polarises audiences.

Also in the Game-Changer Talks Series, BuzzFeed Founder and CEO Jonah Peretti will make his first ever appearance in Australia. For his Vivid Ideas discussion on Sunday 28 May at City Recital Hall, Peretti will share his thoughts on the evolution of the media industry. The digital mastermind has spent his career ignoring traditional notions of media. Before launching BuzzFeed, Peretti co-founded The Huffington Post with Arianna Huffington and Kenneth Lerer. He started BuzzFeed in 2006. Under Peretti’s leadership, BuzzFeed has been named Fast Company’s #1 Most Innovative Company with 18 offices, 11 international editions and content that gets an average of 7 billion views monthly. Jonah will be joined by award-winning journalist and anchor of ABC TV’s 7.30 Leigh Sales.

The third speakers in the Game-Changer Talks Series, Shepard Fairey will appear on Saturday 17 June at Sydney Town Hall. Fairey’s body of work includes the OBEY GIANT art project, the Barack Obama HOPE campaign, and this year’s ubiquitous ‘We The People’ initiative. For the first time in 14 years, Shepard returns to Australia to share how he managed to turn his creativity into an authentic voice in street culture. Fairey will also showcase a selection of his music themed works at a free exhibition at Darling Quarter. Plus, for the first time ever in Australia, he will paint and reveal a public art mural at 309 George Street, in the heart of Sydney’s CBD. He will be joined on stage by award-winning journalist and ABC TV’s 7.30 reporter Monique Schafter.

Tickets are also selling fast to other Vivid Ideas highlights across the 23 day festival, including:

SEMI PERMANENT
25-27 May, Carriageworks
The global creative platform celebrates 15 years of creative inspiration this year. Designed to inspire and enable the leaders of tomorrow, this three day festival delivers some of the most talented artists and creative icons from across the world. Under the theme ‘designing for change’, this year’s program explores pivotal themes such as Artificial Intelligence, machine learning, storytelling and urban design. Speakers include: Katherine Keating of VICE, Meirion Pritchard of Nike, Jacqueline Bourke of Getty Images, and designers David Caon, Henry Wilson and Sydney architect Kelvin Ho.
KINGS BLOODY CROSS: TALES OF THE CRIMINALE AND GLITTERATI
27 May - 11 June, The World Bar
Rub shoulders with artists, idealists and opportunist and hear fascinating stories about the past and ‘ungentrified’ Sydney. Wind back the clock to the heady days of rock’n’roll, corruption, opportunity, free love, as well as politics in the twentieth century. Presented over three weekends, Kings Bloody Cross will engage audiences with thrilling insights into the dirty half mile’s larger-than-life characters. Don’t miss this season of raw and riveting ‘in conversation’ events featuring Kinds Cross luminaries.

CHAMPIONING THE ENTREPRENEURS’ JOURNEY
29 May, Vivid Ideas Exchange, Museum of Contemporary Art Australia
An inspiring panel of young business leaders share their insights and the secrets behind a startup that succeeds. This event brings together a diverse range of visionaries from fashion and digital marketing, through to property and ecommerce — all with one common thread: entrepreneurial business success. Together they explore how trust, respect, collaboration, and a thirst for learning have enabled their businesses to thrive. Panelists include: Chris Gray (Your Empire) who started buying property at age 22, semi-retired at age 31, and currently holds over $15m in his property portfolio; Gina Lednyak (L&A Social) who since launching a social media and digital agency has doubled its size and revenue each year (and Telstra Young Business Woman of the Year award in 2016); and Jane Lu (Showpo) who swapped careers from business analyst to fashion entrepreneur and owner of Showpo - the online shopping site with a 2.5M social following and $25M revenue.

INSIGHT: THE BUSINESS OF FILM
29 May, Golden Age Cinema
Learn the realities of what goes on behind the camera from some of Australia’s most successful stars of the big screen, providing personal insights into life in front and behind the camera. Three film industry heavyweights explore their career highlights and challenges in addition to the phenomenal rise of local talent and the inherent pull of Hollywood, the mechanics of the Australian film industry and the future of funding. Leading Australian big talents include: Actor Susie Porter, Director Brendan Fletcher and Producer Jan Chapman.

BIG IDEAS IN PLACE: PLACE LEADERS ASIA PACIFIC CONFERENCE 2017
29-31 May, The Connection, Rhodes
This conference is a global platform bringing together leading voices, makers, activators and visionaries from across the Asia Pacific to share, provoke, challenge, and discover. Together these place making experts will explore the biggest trends and ideas shaping the future of urban development across the planet. The conference looks for big ideas that respond to global trends, as fresh insights into the place making industry to create vibrant places for today and tomorrow.

THE SUNRISE CONFERENCE 2017
31 May, Carriageworks
Driven by Australia’s start-up success, The Sunrise delves deeper into the future of technology, business and fostering an innovative start-up. It takes you into the minds of Australia’s most successful start-up founders to tell their stories. These entrepreneurs think differently. They are often outcasts and they have the ability to magic ideas into existence. The Sunrise brings together many of Australia’s brightest stars of business to show how companies were born and scaled. Speakers include: Shan Lyn Ma of online wedding registry Zola, plus Jodie Fox Co-Founder ShoesOfPrey.com.
CURVY: CREATIVE WOMEN’S CONFERENCE
1-4 June, Old Clare Hotel
Now in its eleventh year, this event is an annual showcase of tenacious, boundary-breaking women who are leading the world’s creative circles. CURVY is a platform for creative women to connect, share and learn. It is designed to help creative women to unlock their strengths, talents and capacity to influence change. Speakers include Ainsley Hutchence: Co-Creator of content disrupters Sticks and Stones, Alexandra Sloane: Head of Marketing for Facebook Australia and New Zealand, and Eleanor Pendleton: celebrated influencer and founder of online beauty magazine Gritty Pretty.

NEW BEGINNINGS FAIR
2 June, Overseas Passenger Terminal
Want to be your own boss but need a little inspiration? Or perhaps your business is stuck on the first floor when you know the penthouse awaits. New Beginnings is the first step to taking that leap to a new career. Featuring some of Australia’s most successful startup female entrepreneurs in fashion retail, it is a one day festival of inspirational speakers, practical workshops and vendor markets. Speakers include: Victoria Beattie: Co-Founder of The Beach People; Candice Rose-O’Rourke: Zulu & Zephyr Creator and Alex McBride of The 5th.

HUMAN AND THE MACHINE:
2 June, Vivid Ideas Exchange, Museum of Contemporary Art Australia
Artificial Intelligence is embedding itself in every industry across the globe. If the last ten years were about building AI to help automate and complete process-driven tasks, the next ten will be focused on building AI into the creative disciplines. The field of computational creativity, or creative AI, is growing at a rapid pace. We are just at the beginning of understanding the amazing, unforeseen, and potentially positive impacts AI will have on creativity. Led by a keynote from creative technologist Ross Goddwin, co-creator of Sunspring, the world’s first film entirely written by an artificial intelligence bot. This talk will explore how A.I will democratise, distribute and escalate creativity through a panel discussion of leaders from across the creative industries.

INDUSTRIAL EVOLUTION: OLD + NEW = CREATIVE SURVIVAL
3 June, Vivid Ideas Exchange, Museum of Contemporary Art Australia
As the digital meteor smashes traditional models of creative industry, clever creatives are finding new ways to evolve the old into the beautiful new. From ‘Fifty Shades of Grey’: self-published fan fiction which became an international best-seller, to ‘In Rainbows’: the Radiohead studio album released via ‘pay what you want’, examples are endless of skilled creatives making it in the digital domain. Together, convention and creativity are starting to work together to develop dazzling new models for distribution, broadcast and audience engagement. However, evolution is painful. Only the fittest and most adaptable will survive. So what is the difference between creative practices that will thrive, and those that may not be as lucky in the digital age?

CLIPPED MUSIC VIDEO FESTIVAL
3 June, Sunstudios Australia
CLIPPED is Australia’s premier platform for celebrating the best music video making talents today. Following its first festival in 2016, Clipped returns to celebrate the best music video production from across Australia and overseas. It comprises an exhibition, video screening, award ceremony, live music, and discussions panels with leading creatives. Headlining will be American video director Warren Fu who has worked with the best in the business including Daft Punk, The Weeknd, Snoop Dogg, Pharrell Williams, The Strokes, The Killers, Depeche Mode, Weezer, Mark Ronson, and Aaliyah.
FRESHFLIX EMERGING FILMMAKERS’ CONFERENCE
3-4 June, Giant Dwarf
This short film festival started in a backyard overlooking the ocean in Sydney’s northern beaches and has since toured to warehouses, cafes, breweries and courtyards. Showcasing the best in international and Aussie independent film, Freshflix brings workshops, filmmaker talks and industry speed-dating to set the emerging Aussie filmmaker up with everything they need to get started. Freshflix promises two days and nights of live music and art, good food, great company and quality films for the latest season of Freshflix.

I’LL BE HAPPY WHEN
7 June, DesignByThem Showroom
Perfection is paralysing. How does a creative mind know when the work is finished? Perfection is something that blocks many creatives from achieving their goals and making their ideas viable. With insights from the world of interior design, fashion, graphics, furniture and art, this event will dissect a topic every creative has faced at some time. They will be diving into the gritty decisions, compromises, shortcomings and wins to find out where the line is drawn between success and satisfaction. Joining this panel: Kirsten Stanisich (SJB Interiors), Vince Frost (Frost*collective), Bianca Spender (Bianca Spender), and Sarah Gibson (DesignByThem).

GOOD DESIGN FESTIVAL
8-11 June, Overseas Passenger Terminal
Sydney’s biggest celebration of cutting-edge design and innovation, the 2017 Good Design Festival showcases the very best in Australian creativity. The exhibition unveils latest innovations in product, digital, architectural and communication design, as social innovation and design enterprise. Good Design last year attracted more than 10,000 visitors. It is expected to do the same this year. Expect a cutting edge and fascinating showcase of the most exciting design minds working in Australia today.

PATHWAY TO PLATFORM: WOMEN MAKING IT IN THE MUSIC INDUSTRY
10 June, Vivid Ideas Exchange, Museum of Contemporary Art Australia
The road to recognition in music can be long and bumpy. The final products often seem glamorous but in reality there is usually an untold story of financial setbacks and emotional turmoil. For every chart-topping album, orchestral performance and celebrated film score, there is a story of hard work and tough lessons learned along the way. Presented by Music Love, this session explores the journeys of four female panelists and their road to success. It provides first-hand accounts of tips and tricks, traps to avoid and who you can trust to make it in the music business today.

SARTORIAL: WHERE DIGITAL ART MEETS FASHION AND TECHNOLOGY
10 June, The Connection, Rhodes
Rhodes Creative will team up with the creative minds artists behind dLux Media Arts to bring you sARTorial: part art installation and part fashion parade. This exciting initiative explores the relationship between fashion and electronics through a cutting edge showcase of interactive designs. sARTorial fosters collaboration and skills-sharing between artists, designers, and technophiles and showcases the latest possibilities in wearable art and technology. Experience the future of fashion. See beautiful outfits, experience interactive augmented reality art and hit the dance floor for the most original and fashion-forward party Sydney has ever seen.

THE LOVE AND STRUGGLE IN CREATIVE FOOD CAREERS
11 June, Vivid Ideas Exchange, Museum of Contemporary Art Australia
Having a niche is supposed to secure success in the highly competitive food-lovers market. But that is no longer enough to survive in the digital age. This event explores the global phenomenon of creative food careers from food photography, cake design, and dining experience, to food art fueled by social media. Today’s
niche easily becomes tomorrow’s cliché. So how do leading food creatives consistently stay on top of the game? Speakers to answer that questions include: Clayton Wells, Automata; Danling Xiao, Founder Mundane Matters; Katherine Sabbath, Cake Creative and more.

VIZBI
14-16 June, University of Sydney and the Vivid Ideas Exchange, Museum of Contemporary Art Australia
Presented in Australia for the first time, VIZBI is the world’s leading conference on Visualising Biological Data. Life science experts from across the globe will explore key advances in molecular biology, biomedical science and ecology. The VIZBI community includes data scientists, computer scientists, bioinformaticians, medical illustrators, graphic designers and artists. Sydney-siders can also see behind the scenes of this fascinating industry at Vizbi Plus: which includes keynote speaker Emmy and BAFTA awards-winning biomedical animator Drew Berry whose works are held in international museum collections such as the Guggenheim and MOMA.

About Vivid Ideas is Asia Pacific’s annual celebration of innovation, creativity and change community, and is held as part of Vivid Sydney, the world’s largest festival of light, music and ideas. Vivid Ideas brings the world’s greatest minds, innovators and industry leaders to Sydney to build engagement between the creative industries and the broader economy, exploring trends, movements and opportunities that shape society and business through public talks, industry seminars, conferences, workshops and debates. Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government’s tourism and major events agency and runs 26 May to 17 June 2017.

Imagery and video can be downloaded here www.vividsydney.com/media-centre.

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