



Monday 16 October, 2017

## CALLING CREATIVE INNOVATORS TO BE PART OF VIVID SYDNEY 2018

Vivid Sydney is inviting Expressions of Interest (EOI) from individuals and organisations across the creative industries spectrum to participate in the world's largest festival of light, music and ideas in 2018.

Minister for Tourism and Major Events Adam Marshall said, "Vivid Sydney brings together leading global creative innovators for 23 days and this year attracted a record 2.33 million attendees from around the world.

"The Festival celebrates its tenth anniversary in 2018 and is set to be another spectacular display of art, technology and innovation. It's undoubtedly a grand platform for artists, musicians, creative professionals, educators and businesses to showcase their expertise to local and international audiences and I encourage everyone to submit their Expression of Interest and be part of this exceptional event," he said.

The Vivid Sydney EOI invites submissions across the Festival's three program pillars – Light, Music and Ideas.

**Vivid Light** transforms the city into a kaleidoscope of colour with awe-inspiring light sculptures and large-scale architectural projections onto iconic landmarks. Artists, designers, creative industry practitioners, equipment suppliers, businesses, and educational institutions are invited to present their ideas, designs, concepts and interest for inclusion in Vivid Light.

**Vivid Music** features an extensive program of performance, multi-genre musical collaborations, contemporary and experimental music at venues across Sydney, and includes the Vivid X|CELERATE program; a partnership with the City of Sydney which is devoted to celebrating Sydney's blossoming musical talent by awarding grants and marketing support to venues, artists, and promoters with good ideas. Submissions are being sought from across the industry including music venues, producers, promoters, industry associations and innovators interested in being part of Vivid Music.

**Vivid Ideas** celebrates and champions creativity and innovation; connecting audiences and creative professionals with world-class creators, makers and thinkers, to share cutting-edge insights, market and industry updates, and building tools and skills for the future. Events which ignite a national conversation, bring professional practitioners to Sydney for training and development, and which actively build networks throughout the Asia-Pacific region are sought for Vivid Ideas.

To register your interest in being part of Vivid Sydney 2018, visit [vivid Sydney.com/eoi2018](http://vivid Sydney.com/eoi2018)





Applications close at 5pm AEDT on Tuesday 7 November, 2017.

Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency. Vivid Sydney will be held from Friday 25 May to Saturday 16 June, 2018.

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