



## **TWO WEEKS UNTIL LIGHTS ON – VIVID SYDNEY BUMP IN BEGINS**

Light installations are beginning to be installed throughout the Harbour City in preparation for the upcoming launch of Vivid Sydney, the largest festival of light, music and ideas in the Southern Hemisphere.

With just two weeks until Lights On – Friday 24 May – artists and event staff are working on the transport and final assembly of the 50+ light features and projections from today.

Minister for Tourism Stuart Ayres said it was the perfect time for visitors to start planning their Vivid Sydney itineraries.

“Anticipation is building for the 11<sup>th</sup> annual Vivid Sydney and now there are just two weeks until the magic moment of Lights On,” Mr Ayres said.

“Vivid Sydney is a truly significant event for NSW. The economic impact of last year’s event was almost \$173 million in tourism related spending from 2.25 million attendees across the 23 days.

“Last year Vivid Sydney saw a record 185,887 travel packages sold to domestic and international visitors which was a 37 per cent increase on 2017.

“The interest in Vivid Sydney has grown at an exponential rate. In 2011 there were less than 500,000 attendees – the NSW Liberal Government has facilitated a 370 per cent rise in visitors to the festival.

“In 2011 Vivid Sydney generated \$6 million for the NSW economy and last year this was \$173 million – huge growth and a big boost for the local economy.”

There is still time for visitors to book tickets for popular Vivid Music and Vivid Ideas events, and guests are encouraged to explore some of the unique aspects of the festival as well as the ever-popular Light Walk.

Also today, details have been revealed of Samsung’s Electric Playground – a technology-enabled playground celebrating light, sound and imagination - and the Samsung Galaxy Studio.





Both immersive, interactive spaces use advanced mobile technology to enhance the Vivid Sydney experience for festival guests of all ages, allowing them to explore their inner child.

Vivid Sydney will run from 24 May to 15 June throughout Sydney. For more information, including tickets, maps and guides, go to [vivid Sydney.com](http://vivid Sydney.com)

**Vivid Sydney 2019 program video content and images are available at:**  
[www.vivid Sydney.com/media-centre](http://www.vivid Sydney.com/media-centre)

**Media Enquiries:**

Nathan McIlroy, The Mint Partners  
[nathan@themintpartners.com.au](mailto:nathan@themintpartners.com.au) / 0421 668 440

Candice Keller, Destination NSW  
[candice.keller@dnsw.com.au](mailto:candice.keller@dnsw.com.au) / 0439 442 800

**ABOUT VIVID SYDNEY**

Vivid Sydney is the largest festival of light, music and ideas in the Southern Hemisphere. Celebrating its eleventh anniversary in 2019, Vivid Sydney is continually setting the benchmark for world class events, creativity and innovation. It will transform the Harbour City into a colourful creative canvas from the 24 May to 15 June, 2019. The Festival features spectacular largescale light installations and projections; contemporary and cutting-edge music performances and collaborations; public talks by renowned thought leaders, industry seminars, conferences and creativity workshops, all celebrating Sydney's place as the creative industries hub of the Asia-Pacific. Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency, and in 2018 attracted 2.25 million attendees. For more information visit [vivid Sydney.com](http://vivid Sydney.com)

