



Monday 27 May, 2019

VIVID SYDNEY LIGHT WALK DAZZLES ON OPENING WEEKEND

Vivid Sydney has welcomed more than 330,000 attendees across the opening weekend for the largest festival of light, music and ideas in the Southern Hemisphere.

Guests have enjoyed more than 50 installations by 100 artists and collaborators along the three-kilometre Light Walk in the CBD, with thousands more enjoying other precincts including Chatswood, Luna Park and Taronga Zoo.

Minister for Tourism Stuart Ayres said the strong attendance was testament to good weather and an outstanding program of light art installations, and music and ideas events.

“Vivid Sydney is always evolving and this year’s festival is on track to be bigger and better than ever,” Minister Ayres said.

“Feedback from attendees has been overwhelmingly positive, and the public are loving the installations across the three-kilometre Light Walk. Some of the early favourites are *Ballerina* by Italian artist Angelo Bonello at Campbell’s Cove, and the projection on the Museum of Contemporary Art, titled *Let Me Down* by Vivid Sydney debutant Claudia Nicholson which is incredibly emotive and beautiful.

“The experience for visitors has been fantastic - pedestrian flow on opening weekend has been free-flowing and there were no significant transport issues or on-ground complications.

“There is something for everyone at Vivid Sydney, and we expect hundreds of thousands of visitors from around the state, the country and the world will continue to enjoy the largest outdoor gallery in the Southern Hemisphere over the next three weeks.”

Other opening weekend highlights include two sold out nights of UK alternative rock legends The Cure at Sydney Opera House for Vivid LIVE, and well-attended Vivid Ideas events including global design forum Semi-Permanent.

Destination NSW Chief Executive Officer and Vivid Sydney Executive Producer Sandra Chipchase said Vivid Sydney would continue to surprise and delight visitors across all 23 days and nights of the festival.

“There is so much to see and do at Vivid Sydney 2019 with spectacular lights at Royal





Botanic Garden Sydney to Barangaroo to Darling Harbour, Chatswood, Taronga Zoo and Luna Park. Visitors can plan a full Vivid Sydney itinerary over the next three weeks – why not get out and enjoy more of Sydney while capturing the best installations for Instagram, by enjoying Vivid Music at one of Sydney’s iconic live performance venues or challenging your thinking by checking out one of the great Vivid Ideas events?” Ms Chipchase said.

For guests planning to attend the Vivid Sydney Light Walk, please refer to the animated map at www.vividsydney.com/guides for the suggested route to best capture all of the Vivid Light action. Visitors are also encouraged to take advantage of more than 5,000 extra public transport services running during the festival.

With just under three weeks of Vivid Sydney remaining, there is still plenty of time to be part of Australia’s largest event, with a remarkable line up of events still to come.

For a full list of Vivid Music and Vivid ideas events, as well as maps and detailed precinct information, visit www.vividsydney.com

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 vividsydney.com

Media Materials:

- Media releases, images and content are available at: www.vividsydney.com/media-centre
- The full Vivid Sydney program is at: www.vividsydney.com

MEDIA CONTACTS

Nathan McIlroy, The Mint Partners

P: 02 9280 2130 / 0421 668 440

E: nathan@themintpartners.com.au

Candice Keller, DNSW

P: 0439 442 800

E: Candice.keller@dnsw.com.au or DNSW Vivid Sydney: vivid.media@dnsw.com.au

