



Tuesday 6 August 2019

SHARE YOUR CREATIVE IDEAS FOR VIVID SYDNEY 2020

Expressions of Interest (EOI) are now open for Vivid Sydney's Ideas program, encouraging innovative and thought-provoking individuals and businesses around the world to submit their ideas and concepts to be part of Vivid Sydney 2020.

Attended by over 2 million people each year, Vivid Sydney is the largest festival of light, music and ideas in the Southern Hemisphere.

Vivid Ideas brings together leading thinkers, creators and innovators to share their insights across technology, design, entertainment and culture to explore how they are tackling some of the biggest global issues in front of a live festival audience.

Minister for Tourism, Stuart Ayres said, "Vivid Ideas is a truly significant part of the Vivid Sydney program and for the creative industries, it places Sydney and New South Wales as the Creative Industries Hub of Asia Pacific.

"Vivid Ideas offers an international platform for creative leaders across the tech, design, and culture spectrums to engage a global audience and deliver bold future-facing talks, hands-on workshops and industry-shaping forums," Mr Ayres said.

In 2019, the Vivid Ideas program was promoted to a global audience of 55 million, with over 33,000 people attending a Vivid Ideas event for professional or industry development. The program featured 142 events with 250 speakers, including headline Game Changers American Filmmaker Spike Lee and Relationship Expert Esther Perel.

Destination NSW Chief Executive Officer and Executive Producer Vivid Sydney Sandra Chipchase said Vivid Ideas presents an opportunity to start conversations and explore change.

"If you have a unique concept to share or have what it takes to present a Vivid Ideas event with innovative, thought-provoking content, this is your chance to be a part of the conversations shaping the creative industries," Ms Chipchase said.

Vivid Sydney's Ideas Curator Tory Loudon said, "We encourage you to submit your most bold ideas and immersive experiences concepts. We are looking for those challenging the norm and status quo, as well as engaging ways to create community."

The Vivid Ideas program offers a great number of benefits to speakers: including alignment with Australia's largest, most successful public event, Vivid Sydney, and cross-promotion amongst a schedule of high-quality creative industries events.

To submit your Expression of Interest for Vivid Ideas 2020 visit <https://www.vividsydney.com/apply>
Submissions close on Monday 16 September 2019.



NOTE TO EDITORS

To celebrate Vivid Sydney and inspire collaborators when preparing their EOIs, Destination NSW has released a new reel for Vivid Ideas - <https://vimeo.com/349794758/42c3ff08fe>

Media Materials: Media releases, images and content are available at:
www.vividsydney.com/media-centre

Media Enquiries:

Charlotte Greig, Destination NSW
charlotte.greig@dnsw.com.au / 0417 322 945

About Vivid Sydney

Vivid Sydney is the largest festival of Light, Music and Ideas in the Southern Hemisphere. Celebrating its 12th anniversary in 2020, Vivid Sydney is continually setting the benchmark for world class events, creativity and innovation. Transforming the Harbour City into a colourful creative canvas each May-June, the Festival features spectacular largescale light installations and large-scale 3D 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 attracts over 2 million attendees each year. For more information visit vividsydney.com