



Thursday, 1 August 2019

## **VIVID SYDNEY OPENS EXPRESSIONS OF INTEREST FOR VIVID LIGHT 2020**

Expressions of Interest (EOI) are now open for Vivid Sydney 2020 providing creatives around the world with the opportunity to submit their ideas and concepts for Vivid Light next year.

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

Vivid Light illuminates Sydney in a canvas of light, colour and movement. In 2019, the festival featured artistry and cutting-edge installations of more than 100 artists from 22 countries, reaching an audience of 3.5 billion people around the world.

Minister for Tourism, Stuart Ayres said, "Vivid Sydney is a truly significant event for the creative industries, Sydney and New South Wales. The festival delivers an immense economic impact with tourism related spending from its millions of attendees.

"For the creative industries, Vivid Sydney also provides a fantastic platform for artists to exhibit their work to a huge global audience and transform the harbour city and some of its most famous icons, in a kaleidoscope of colour and technical innovation," Mr Ayres said.

Destination NSW CEO and Executive Producer of Vivid Sydney, Sandra Chipchase believes that the festival provides artists with career highlights unmatched by many events in the creative and events space.

"Vivid Sydney provides an unparalleled opportunity for any artist exploring light as a medium within their practice to be on the world stage.

"It is an opportunity for all artists and creatives to bring to life their works for a festival which is the subject of global media attention and has a significant international audience," Ms Chipchase said.

Vivid Sydney's Light Curator Lucy Keeler said, "We are looking to commission unique light-based sculptures, installations and architectural projection animations to be part of the highest profile outdoor gallery in the Southern Hemisphere in 2020."

To register your interest in Vivid Light 2020 visit [www.vividsydney.com/apply](http://www.vividsydney.com/apply) Submissions close on Monday 2 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 Light and artist testimonials from Vivid Sydney 2019

- Vivid Light reel - <https://vimeo.com/349602684/22bb50f542>
- Vivid Light Artist Testimonials - <https://vimeo.com/348982847/ad2d15e800>





**Media Materials:** Media releases, images and content are available at:  
[www.vividsydney.com/media-centre](http://www.vividsydney.com/media-centre)

**Media Enquiries:**

Charlotte Greig, Destination NSW  
[charlotte.greig@dnsw.com.au](mailto:charlotte.greig@dnsw.com.au) / 0417 322 945  
Abbie Wheeler, Destination NSW  
[abbie.wheeler@dnsw.com.au](mailto:abbie.wheeler@dnsw.com.au) / 0439 003 042

**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](http://vividsydney.com)

