



26 August 2019

## **Vivid Sydney 2020 is singing out and banging the drum for Vivid Music submissions Expression of Interest opens today**

Vivid Sydney, the largest festival of light, music and ideas in the Southern Hemisphere, is inviting musicians, producers, music promoters and venues to be part of the Vivid Music program for 2020.

Vivid Music delivers an extensive program of live contemporary and experimental music featuring collaborations and performances from local and international artists at venues across Sydney providing festival goers with an array of options.

Minister for Tourism, Stuart Ayres said, “The Vivid Music program brings together some of the best music acts from across the nation and around the world and provides the opportunity for local performers and venues to be part of an exciting program held as part of the largest festival of light, music and ideas in the Southern Hemisphere; Vivid Sydney.”

In 2019, over 100,000 people attended a Vivid Music performance. The Vivid Music program supported more than 243 events across 32 venues including headline acts The Cure as part of Vivid LIVE at the Sydney Opera House and FKA Twigs at Carriageworks.

The program also includes Vivid X|Celerate, a partnership with the City of Sydney, devoted to supporting and celebrating Sydney’s grassroots and emerging local musical talent by awarding grants and marketing support to venues, artists and promoters.

Destination NSW CEO and Executive Producer of Vivid Sydney, Sandra Chipchase said this year’s Vivid Music showcased Sydney’s excellent Winter nightlife and the best of Australian music talent to the world.

“In 2019, the Vivid Music program reached a global audience of 155 million people, showcasing Sydney’s music venues to the world. The program gives upcoming local artists the chance to connect to new audiences and opportunities,” said Chipchase.

Vivid Music Curator Stephen Ferris is looking to make Vivid Music 2020 even more musically diverse and innovative.

“In 2020 we are looking to create an exciting line-up of international and local collaborations across an array of music genres.

“Submissions are being sought from across the industry including music venues, producers, promoters, industry associations and innovators interested in being part of Vivid Music,” Ferris said.

Submissions close on 6 October 2019. To register your interest in Vivid Music 2020 visit [www.vividsydney.com/apply](http://www.vividsydney.com/apply)

To celebrate Vivid Sydney and inspire collaborators when preparing their EOIs, Destination NSW has released a new reel for Vivid Music: <https://vimeo.com/349795484/cfbf2e2a58>





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

Media Enquiries:

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### **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)

