

VIV'dTM SYDNEY



Destination
NSW

Vivid Sydney 2023

Expression of Interest Information Session

PLEASE NOTE: THIS SESSION WILL BE RECORDED



Session Overview

Time	Agenda	Who
10 mins	Introduction and Creative Direction	Gill Minervini, Festival Director
5 mins	Vivid Light Overview	Gill Minervini, Festival Director Tony Fahy, Technical Manager
5 mins	Vivid Music Overview	Julian Ramundi, Producer - Vivid Music
5 mins	Vivid Ideas Overview	Kate Williams, Producer - Vivid Ideas
5 mins	Vivid Food Overview	Gill Minervini, Festival Director
5 mins	Vivid Cross-Art Form Overview	Gill Minervini, Festival Director
30-45 mins	Questions	





Vivid Sydney 2023

Creative Overview



Vivid Sydney, Naturally

We have come through dark days together, we have reconnected, reenergised and rediscovered. We have walked into the light and found joy, happiness and each other.

Now is the time to keep moving forward, to maintain the momentum, to leave no-one behind. To protect what we hold dear and ensure it endures. To create moments of wonder that bring us together and shine the spot light on what really matters – connection, authenticity, love, nature.

Through nature we connect with our true selves and find kindred souls. We gain an understanding of our place in the world and the importance of protecting it. Through nature we discover creativity, inspiration and understanding.

Fuelling our imagination, nature has long been the source of creativity. Creatives imitate the design patterns of nature, writers describe its beauty and scientists try to solve its mysteries. It teaches us, soothes and heals us – helps us to be optimistic and remain open to the unknown. Nature evokes awe, emotion and hope – makes us strive to be better, embrace diversity and think differently.

Nature provides a sense of discovery, a celebration of authenticity, an invitation to connect, a chance to create...experiences we can share at Vivid Sydney. Vivid Sydney provides a unique opportunity to create in one of the world's most beautiful natural and urban environments - to celebrate the natural wonder and diversity that is Sydney and our planet through creativity, technology and innovation, to be part of the awe-inspiring global event that is Vivid Sydney.

Through light, music, ideas and food, we invite you to be part of this truly universal experience that strives to change hearts and minds, to honour difference and to protect our world.

Natural beauty, natural brilliance, natural wonder – naturally Sydney. Vivid Sydney, naturally.

Gill Minervini
Festival Director



OFFICIAL



Timeline - Light & Cross Art Form

- Friday 22 July 2022: Final opportunity to have questions answered by the Vivid Sydney team
- **Monday 1 August 2022 5pm (AEST): EOI Closes**
- Monday 22 August 2022: Shortlisted applicants announced
- 22 Aug – 23 Sept 2022: Shortlisted applicants interviewed
- Friday 7 October: Successful applicants notified
- Monday 31 October: All contracts finalised
- Thursday 1 December: Website copy and renders delivered to DNSW
- Mid-March 2023 (date TBC): Vivid Sydney Program Launch

Timeline – Ideas, Music, Food

- Monday 5 September: Final opportunity to have questions answered by the Vivid Sydney team
- **Monday 19 September 2022 5pm (AEST) - EOI Closes**
- Friday 30 September: Shortlisted applicants informed
- 30 September – 20 October 2022: Shortlisted applicants interviewed
- Fri 24 October: Successful applicants notified
- Friday 18 November: All contracts finalised
- Friday 23 December: Website copy, images, line up and event details delivered to DNSW
- Mid-March 2023 (date TBC): Vivid Sydney Program Launch

Vivid Light

- Vivid Light supports the development of work which is influenced by the 2023 Creative Direction
- There are three submission categories:
 - **Projection Art**
 - Sydney Icons
 - New and unusual / underused venues
 - Storytelling
 - **Light Installations**
 - Circular Quay, The Rocks, Walsh Bay, Barangaroo, Darling Harbour, Darling Square, Central, The Goods Line...other locations?
 - Light as the primary art form
 - Reactive, immersive and experiential
 - **Taronga Zoo Precinct Creative, Production and Delivery**

Vivid Light

Things to consider:

- Vivid Sydney, Naturally, and how this can be interpreted through the experience of Light?
- How does your idea connect to the concepts raised in the creative direction – does it speak to nature or the natural environment, authenticity, connection or how we relate to the world around us? It doesn't have to be obvious – but it needs to relate.
- How can new or underused locations be used and seen through a new lens?
- Have you accounted for the correct technical requirements, materials, equipment, storage and resourcing of your build or projection, add contingencies?
- How will you use sustainable materials and equipment, will your concept have a life after Vivid Sydney?
- How accessible is your concept?
- Will your concept be grand scale or intimate? What will the audience feel?
- Will you develop a bespoke soundtrack?



Vivid Light

Things to consider:

- The Environment, the location – it is not a gallery, it is outdoors, open to the elements for 3+ weeks?
- Think about how your work will relate to the environment it is in and how it will complement it – rather than try and control it.
- If you have a fabulous idea, but you don't know how to build it, submit your application anyway. We may be able to connect you with the right suppliers.



Vivid Light

Top Tips:

- Articulate how your concept addresses the Creative Direction through the medium / experience of Light as the primary artform, use the Creative Direction as a thought starter / inspiration
 - Go beyond the obvious
- Address the selection criteria within your concept description
- Download the PDF form and prepare your responses prior to completing your online EOI application form, start early and don't leave it until the last minute!



Vivid Music

There are two submission categories:

- **Vivid Xcelerate Grants**

- A partnership with City of Sydney to support the city's vibrant music culture.
- Applications open to music venues, promoters or artists looking to self-produce an event.
- Maximum investment of \$20k.
- Event must be located in Sydney CBD surrounds. (City of Sydney LGA).
- Grants are paid in two or three installments with deliverables / reporting required for each payment.

- **Third-Party Events**

- Medium to large-scale events that are self-produced.
- No funding pool is allocated, however for unique events, funds can be requested and approved at the discretion of Destination NSW.





Vivid Music

Things to consider:

- EOI does not accept proposals for Sydney Opera House or Carriageworks
- Open to all genres. Concepts must showcase artists at the cutting edge of their chosen field or presenting work in new ways, in relation to the 2023 creative direction
- Application must be an event concept which you produce. Please do not submit music acts for direct bookings.
- Concepts in unique spaces or interesting venues are preferred
- Music industry talks / seminars are welcome, but prefer to include a live performance element
- Events need to be held in the Sydney CBD and surrounds
- If you don't yet have a venue – apply anyway!



Top Tips:

- Venue – unique spaces and interesting venues work best in festival programs
- Propose a new or exclusive concept. If your concept is an existing event series or regular event, offer a point of difference that is Vivid-exclusive
- Ensure it relates to the 2023 creative direction, 'Vivid Sydney, Naturally'
- Submit a proposed line up for your event, considering the full event experience in your proposal
- Be realistic about what you can deliver



Vivid Ideas

There are two submission categories:

- **Vivid Ideas Exchange**

- Vivid Sydney's owned and managed Ideas hub. Venue TBA (CBD location, capacity between 200-500 seats).
- Panel discussions, keynotes, structured networking events, workshops, screenings, live podcasts, table reads and immersive experiences.
- Ticketing is managed via our preferred ticketing partner.
- Includes staging, furniture, AV, stage management and production and front of house staff.

- **Immersive Experiences/Concepts**

- These events can take place across the city and provide audiences with the opportunity to engage with ideas and their city in a new way. We encourage applicants to fuse artforms, provide interactive experiences and to explore concepts in hands on, stimulating and enjoyable ways.

Vivid Ideas

Things to consider:

- We want to hear the latest thinking around sustainability, innovation, health and wellbeing and share creative solutions to wicked problems and practical suggestions on how to make a smarter future. We also want to celebrate and showcase creatives and innovators that are leading the way, forging new collaborations and pushing the agenda.
- We hope you can use the curatorial vision as a springboard and we welcome ideas that take the theme in different and unexpected directions.
- We are interested in unique events that are not presented at any other time of the year and bring an interesting mix of talent together. We are also interested in presenting events in unique venues.
- Sales generating events, business pitches or book / product launches are generally not considered for Vivid Ideas.
- Speakers must be able to self-produce an event or session.
- If you don't yet have a venue, apply as part of the Vivid Ideas Exchange.

Vivid Ideas

Top Tips:

- Think about the audience experience – ask yourself who are they? Why would they come? What will they learn or be exposed to that is different, stimulating, education or entertaining?
- Think about the price of the event and what makes it attractive?
- Think about how you will market it and reach people?
- Think about making it interactive, immersive, something more engaging for audiences and if a straight talk – maybe what are the key takeaways and some actions/readings to follow up.

- Vivid Food events need to respond and be influenced by the 2023 Creative Direction
- Vivid Food activations aim to break new ground – create unique experiences, reinvent something in a completely new way or introduce a new facet of how we relate to food
- Creative and culinary merit, innovation and unique venues are key aims of Vivid Food
- Vivid Food concepts need to include other Vivid Sydney elements, such as Light, Music and/or Ideas
- Vivid Food strives to present excellence in the development and delivery of our activations, therefore the chefs and producers you put forward are as important as your ability to deliver an amazing experience
- Think about if you can provide a "turn-key" approach to your Food concept or if you need help to produce/ deliver it?
- Think about the price point of your food experience – we aim to present a range of activations and cost points.
- We want to reach a broad and diverse demographic with a range of Vivid Food experiences



Vivid Cross-Art Form

- Concept or proposal that doesn't fit neatly into Light, Music, Ideas or Food
- Must incorporate more than one of the Vivid Sydney creative elements:
 - Light, Music, Ideas, Food
- Be bold, innovative and thought-provoking in your EOI
- Consider underused spaces or technologies
- Example concepts:
 - Music performance with innovative projection and animation techniques
 - Ideas x Music crossover event
 - Light installation with live music performance on the footprint.
 - Food and Music event

A word about budget

- Vivid Sydney does not provide a budget guideline for submissions. There is no maximum budget for any installation/event, nor is there an average cost per installation/event.
- The cost of your installation/event should be justifiable, and selection will be based on creative merit, technical feasibility, installation/event cost and sustainable practise within the design.



Questions?

Please type questions into chat function



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