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VIVID SYDNEY: HOW TO SHINE ON YOUR DIGITAL DEVICE

The wonder of Vivid Sydney 2017 will be enjoyed through an exclusively designed Snapchat lens, live streams on Facebook, a specially curated Spotify playlist as well as an improved smartphone app and website, further enhancing the Vivid Sydney experience for visitors.

Destination NSW Chief Executive Officer and Executive Producer of Vivid Sydney, Sandra Chipchase, announced the new digital innovations today.

“Vivid Sydney 2017 will be bigger, bolder and brighter than ever before, and we’re making sure the digital experience for our visitors is as well,” Ms Chipchase said.

“Last year Vivid Sydney attracted a record 2.31 million attendees, and this year we expect the festival to be just as popular.

“We know how important digital technology is to people’s lives, and we encourage all visitors to Vivid Sydney to share their images and experiences on their digital platforms.

“At its core, Vivid Sydney is about embracing new technologies, and our digital offering must reflect that,” she said.

In 2017 Snapchat will offer a specially designed lens – an animated graphic which can be overlaid on a user’s face to augment the image. The exclusive Vivid Sydney lens, inspired by the animated Vivid Sydney ribbon graphic, will see neon patterns layered over the face of the person in the picture.

Snapchat Geofilters will also be available, providing a fun way for visitors to share where they are by adding a location overlay to their Snap. Vivid Sydney has exclusively reserved five geographic precincts including Circular Quay, Taronga Zoo, Tumbalong Park, Kings Cross and the MCA throughout the festival.

“As Snapchat users pass into the precinct they will be able to choose from the set of five geo-filters, which will in turn encourage attendees to make sure they explore multiple precincts to collect the full Vivid Sydney set,” Ms Chipchase said.

In another first, Vivid Sydney 2017 will also offer audio files via its app and website, which provide an audio description of each light installation and key venue.





“People who use the Vivid Sydney 2017 app will be able to listen to audio descriptions of the artworks, with beacon technology triggering the files to play as people pass by each artwork and through the different precincts,” Ms Chipchase said.

Vivid Sydney’s musical director Stephen Ferris is also partnering with Spotify to create a Vivid Sydney playlist.

“Stephen will curate a playlist with music from Vivid Music and Vivid LIVE’s impressive list of artists,” Ms Chipchase said.

The Vivid Sydney 2017 native smartphone app will also include improved navigation, usability, push notifications, and calendar and event ticket integration.

To visit the Vivid Sydney 2017 website go to www.vividsydney.com

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