

## MEDIA RELEASE

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### Experience Vivid Sydney – a major new event for NSW

Events NSW CEO, Geoff Parmenter is encouraging Newcastle residents to come and experience Vivid Sydney, a festival of music light and ideas that will be the biggest event of its kind in the Southern Hemisphere from 26 May – 14 June.

Mr Parmenter said Vivid Sydney is a unique new public festival that will transform the city into a spectacular living canvas of music and light in and around the Sydney Opera House, Museum of Contemporary Art, The Rocks, Circular Quay and the city centre.

“Vivid Sydney offers something for everyone from family friendly free light art displays to creative industry seminars and cutting edge contemporary music.”

The festival was developed by Events NSW, on behalf of the NSW Government and features four exciting new events:

- *Luminous*, a music festival at Sydney Opera House curated by legendary musician and multimedia artist Brian Eno
- *Smart Light Sydney*, including a free ‘Light Walk’ that will illuminate the city with dozens of stunning low energy light art installations
- *Creative Sydney*, a series of creative industry seminars, workshops and performances
- *Fire Water*, a free event featuring three nights of flame, food and spectacle in The Rocks

Mr Parmenter said I strongly encourage people from Newcastle to visit Sydney during the festival to see the city in a different light.

“Vivid Sydney will showcase the city as a major creative hub in the Asia-Pacific region and celebrate the diversity of Sydney’s creative industries.

“We have some of the city’s best creative minds working on this festival and we are confident that in time Vivid Sydney will attract the same level of international attention as the City’s New Year’s Eve celebrations on Sydney Harbour,” he said.

Events NSW estimate Vivid Sydney will generate more than \$10 million in economic benefit for the State. The festival is one of five recurring anchor events on the NSW Master Events Calendar created by Events NSW.

The NSW Master Events Calendar includes a strong regional focus with Events NSW supporting the Tamworth Country Music Festival and Awards, Byron Bay Bluesfest, Surfest, Dungog Film Festival and more.



## VIVID SYDNEY EVENTS BACKGROUNDER

### Luminous

- A music festival at Sydney Opera House curated by legendary musician and multimedia artist Brian Eno.
- Brian Eno will launch Luminous with the lighting of the sails, transforming Utzon's masterpiece into an artists' canvas.
- Luminous will also feature his critically acclaimed image and sound installation, 77 Million Paintings, as a free event in the Studio.
- Music highlights include New York supergroup Battles, UK synth-popsters Ladytron, Fourth World trumpeter Jon Hassell, the voice of Underworld Karl Hyde and the hottest new name in electronic music Jon Hopkins.

### Smart Light Sydney (free event)

- Showcasing dynamic light art sculptures using low energy smart technology with a free Light Walk from Sydney Observatory, around the Rocks and Circular Quay to Sydney Opera House.
- The Light Walk will showcase dozens of dynamic new works from light artists and designers from around Australia and internationally, including Brian Eno and Australian design luminaries Warren Langley and Ruth McDermott.
- Smart Light Sydney also includes the Art Light Exhibition and Smart Light Symposia at UTS and Licht, an orchestral and light art interpretation of composer Stockhausen's work at the Sydney Conservatorium of Music.
- Festival Director of Smart Light Sydney is Mary-Anne Kyriakou, light artist and composer.

### Fire Water (free event)

- Fire Water offers the public three nights of flame, food and spectacle in The Rocks (12-14 June)
- For the first time ever, a spectacular interpretation will show the dramatic burning of the convict ship the Three Bees which sank in Sydney Cove in 1814, with 30 kegs of gunpowder and loaded cannons onboard.
- A specially built sculpture of the ship will emerge from the harbour before it catches fire and sinks.



- Creative Director of Fire Water is Michael Cohen from the Sydney Harbour Foreshore Authority.

**Creative Sydney** (many free events)

- Creative Sydney is a series of free, public events that celebrate the wealth and diversity of Sydney's creative talent.
- The festival will involve artists and practitioners from the full range of the city's creative sectors including music, design, architecture, gaming, photography, performance, writing, radio, film, TV, media arts, advertising and visual arts.
- Creative Sydney runs from 27 May – 12 June at the Museum of Contemporary Art in Circular Quay, with an additional event at The Roxy in Parramatta.
- Creative Sydney will also launched the inaugural Creative Catalysts project – a annual list of innovative Sydneysiders that have been judged by their peers as catalysts for original, creative work and who have inspired others in their field.
- Creative Sydney is programmed by Artistic Director Jess Scully and Marcus Westbury.

For a full Vivid Sydney program visit [www.vividsydney.com](http://www.vividsydney.com) or for more information on the NSW Master Events Calendar visit [www.eventsnsw.com.au](http://www.eventsnsw.com.au).

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