



VIVID SYDNEY TAKES A WALK ON THE WILD SIDE

Wednesday 3 March, 2010

Legendary US rock musician Lou Reed and internationally acclaimed performance artist, Laurie Anderson will curate *Vivid Live* - the centrepiece of the 2010 **Vivid Sydney Festival** - the annual festival of music, light and ideas.

It is the first time Reed and Anderson will curate a festival together.

Lou Reed is the founder of The Velvet Underground – and as a soloist, he is best known for his hit “Walk on the Wild Side”. His performance career has spanned five decades.

Laurie Anderson is recognised worldwide for her contributions to music, film and her groundbreaking audio-visual work. She rose to fame with the hit single “O Superman”.

Vivid Sydney will run from May 27 to June 21.

“This is exciting and historic in an artistic sense,” Ms Keneally said.

This is the second annual Vivid Sydney and it is “bigger and better” with a number of new events as well as large scale light installations and projections; music performances and creative forums.

Sydney will once again be transformed during Vivid Sydney with displays and exhibits at Hyde Park, Macquarie Street, the Sydney Opera House, Darling Harbour and Circular Quay.

Last year images of the illuminated Sydney Opera House sails were broadcast to more than 200 countries and seen by more than 60 million people.

The Vivid Sydney festival attracted more than 200,000 people to The Rocks and Circular Quay with 20,000 of these visitors from interstate and overseas.

Events NSW estimate Vivid Sydney will attract 300,000 people to the festival this year and generate up to \$10 million in economic benefit for NSW.

Ms Keneally said Vivid Sydney will showcase and celebrate Sydney’s strong creative sector.

“Vivid Sydney will confirm NSW growing reputation as the creative capital of Australia and the Asia-Pacific,” Ms Keneally said.

Thirty two per cent of Australia’s creative industry is located in NSW and 82 per cent of these creative industry workers live in metropolitan Sydney.

The creative industries employ five per cent of the NSW workforce and have experienced double the employment growth of other industries.

Minister for the Arts, Virginia Judge, said Vivid Sydney was another highlight on Sydney’s expanding cultural calendar.

“In only its second year, Vivid Sydney is fast becoming an integral part of our city’s rich artistic tapestry,” Ms Judge said.

“Lou Reed and Laurie Anderson will build on the success of last year’s event and bring their own, fresh ideas to ensure *Vivid Live* hits new creative heights.”

Sydney Lord Mayor Clover Moore MP said the City of Sydney is proud to be a strategic partner of Vivid Sydney.

"Vivid Sydney helps celebrate the creative spirit of Sydney and remind the world that our City is on its way to becoming the creative hub of the Asia-Pacific region," Cr Moore said.

"Vivid Sydney" will again promote our spectacular city to the world, and transform the CBD into a living canvas attracting locals, visitors and international tourists. It also celebrates the diversity of our creative industries."

Background

Vivid Sydney includes:

- **Vivid Live at the Sydney Opera House:** a music festival with a difference, curated by Reed and Anderson, including the illumination of the iconic sails.
- **Macquarie Visions:** Macquarie Visions will see Macquarie Street transformed with large scale immersive light displays illuminating Sydney's most ceremonial street.
- **Fire Water:** More than 40,000 people came to Campbell's Cove to experience Fire Water last year. This year the event is based on the voyage of the *Sydney Cove*, sent to Australia from Calcutta in 1797 by merchant Robert Campbell.
- **Creative Sydney:** Nine thousand people experienced Creative Sydney in 2009 and this year the event will take place in an exciting new venue at Circular Quay with creative industry discussion, debate and performances.
- **X Media Lab:** The internationally acclaimed creative industries think-tank will hold a Vivid Sydney Lab on global media cultures.
- **Song Summit Sydney:** A three day conference that will bring together local and international songwriters and music industry experts and offer a nightly program of live music performances at Song Summit LIVE.

For further information on Vivid Sydney visit www.eventsnsw.com.au .