

11 May 2009

Vivid Sydney

The City of Sydney is proudly partnering with Events NSW to host the biggest international music and light festival in the Southern Hemisphere – Vivid Sydney.

“We’re now just a few weeks away from the start of Vivid Sydney, which will showcase our spectacular city to the world and transform the CBD into a living canvas of light, music and creative discussion,” said Lord Mayor Clover Moore MP.

“This new public event will not only attract locals, visitors and international tourists to our City, it also showcases Sydney to the rest of the world as a major creative hub in the Asia-Pacific region and celebrates the diversity of our creative industries.”

Vivid Sydney begins on 26 May and runs until 14 June. It features *Luminous*, a music festival at Sydney Opera House curated by Brian Eno; *Smart Light Sydney*, including a free ‘Light Walk’ that will illuminate the city with stunning low energy light art installations; *Creative Sydney*, a series of creative industry seminars, workshops and performances and *Fire Water*, a free event featuring three nights of flame, food and spectacle in The Rocks.

“Events like Vivid Sydney contribute directly to the City’s Sustainable Sydney 2030 vision, to ensure Sydney remains globally competitive and a lively, engaging, cultural and creative city,” the Lord Mayor said

“Events play a major role in the economic and cultural growth of global cities. They pull-in tourists, attract investment, encourage greater engagement with the arts and improve the livability of the city to retain key workers and industries.”

The City has sponsored Vivid with cash support, as a special cash grant and in the form of creative expertise. The City’s Sydney New Year’s Eve Producer, Brenton Kewley is working on the important role of Executive Producer for Vivid Sydney.

“Vivid Sydney will bring a real buzz and vibrant energy to the public, transforming 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,” Brenton said.

“I can’t wait for this event to begin and rubber stamp our already fantastic City as one of the greatest event producers anywhere in the world”.

Vivid Sydney is one of five anchor events on the NSW Master Events Calendar created by Events NSW on behalf of the NSW Government.

For more detail about Vivid Sydney, visit the website: www.vividsydney.com

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