

VIVID SYDNEY BACKGROUNDER

- Vivid Sydney (27 May-21 June) is our annual festival of light, music and ideas featuring the spectacular illumination of the Sydney Opera House sails.
- Vivid Sydney includes large scale light installations and projections; music performances and collaborations; creative ideas, discussion and debate.
- Vivid Sydney is a vibrant public festival that will transform the city into a spectacular living canvas of music and light from Hyde Park, through Macquarie Street to Sydney Opera House and Circular Quay. There are also events taking place at Darling Harbour.
- Vivid Sydney is the largest festival of its kind in Australia and the Southern Hemisphere.
- Events NSW estimate Vivid Sydney will generate up to \$10 million in economic benefit for the State.
- The Vivid Sydney program features Vivid LIVE at Sydney Opera House, Macquarie Visions, Fire Water, Creative Sydney, X Media Lab and Song Summit.
- Vivid Sydney offers something for everyone from family friendly free light art displays to creative industry debates and cutting edge contemporary music.
- Vivid Sydney will showcase the city as a major creative hub in the Asia-Pacific region and puts the spotlight on the diversity of Sydney's creative industries.
- The creative industry includes the following sectors – advertising, architecture, design, electronic games, film, music, performing arts, publishing, radio, television and visual arts.
- In 2009, the inaugural Vivid Sydney festival attracted 200,000 people to The Rocks and Circular Quay. Images of Brian Eno's 'Lighting the Sails' were seen by more than 60 million people globally.
- Vivid Sydney is developed by the NSW Government through Events NSW in partnership with the City of Sydney and Sydney Opera House.
- Vivid Sydney is one of five anchor events in the NSW Master Events Calendar created by the NSW Government through Events NSW.
- For more information on Vivid Sydney visit www.vividsydney.com (Vivid Sydney 2010 website goes live in late March).

VIVID SYDNEY EVENTS

Vivid LIVE at Sydney Opera House

- Vivid LIVE at Sydney Opera House is a two week festival from 28 May - 11 June celebrating the best contemporary artists and cultural interpreters around.
- Curated by an internationally-renowned artist, Vivid LIVE will continue to build on the worldwide recognition and acclaim of Brian Eno's Luminous in 2009 which attracted more than 40,000 people.
- This year's festival will again feature special new collaborative and improvised music events as well as film, theatre, visual arts and the lighting of the iconic Sydney Opera House sails.
- Visit sydneyoperahouse.com/vividlive for the latest festival updates.

Macquarie Visions

- Macquarie Visions casts a new light onto Sydney's ceremonial street.
- Celebrating in stunning and immersive light displays, the 200th anniversary and story of two great visionary leaders, Governor Lachlan Macquarie and his wife Elizabeth.
- The Macquaries' innovations are revealed with illuminating, theatrical and contemporary light displays in a family friendly free night promenade along the length of the Macquarie Street linking Hyde Park to the Sydney Opera House and Circular Quay.

Fire Water

- Four nights of flame, food and spectacle as fire sculptures, live performance and local restaurateurs transport you back in time each evening from 11-14 June.
- Sydney Harbour Foreshore Authority will present Fire Water, a free performance event that incorporates fires, on and around the harbour at Campbells Cove.
- This year, Fire Water is based on the incredible voyage of the Sydney Cove which was sent from Calcutta in 1797 to Australia by merchant Robert Campbell – of Campbells Cove name.
- The contemporary interpretation of his remarkable journey is told from the perspective of an 11 year old Indian–Australian girl using live performance and multi-media to create a theatrical event.
- The show will include a Bollywood-style spectacle featuring tall ships arriving with a glowing light installation and billows of colourful smoke bursting from the ships in the style of the Indian Holi festival.

Creative Sydney

- Creative Sydney celebrates our city's diverse talents in an inspiring series of events, bringing together local and global leaders to explore the potential of our creative industries.
- With a mix of discussion, presentation and performance events, Creative Sydney's program offers something for everyone.

- Challenging presentations raise questions about the future of communication and consumption while others entertain with inventive explorations of the creative process.
- One-of-a-kind collaborations and celebrations connect peers across the spectrum of the industries and delight audiences with cross-disciplinary fun.
- Creative Sydney builds Sydney's international presence as a creative hub and sparks lasting connections between the people who drive creative culture.

X|Media|Lab

- X|Media|Lab (XML) is the internationally acclaimed creative industries thinktank that brings together the world's leading experts in creative, business and technology to share ideas and provide mentoring support to help local businesses take their creative ideas to a global audience.
- XML has been established for more than six years and has been held in 13 different cities in 10 countries around the world including Sydney and Melbourne, Singapore, Mumbai, Beijing and Shanghai, Wellington and Auckland, Amsterdam, London, Los Angeles, KL, and Seoul.
- The theme of the VIVID Sydney Lab is "Global Media Cultures" linking creative Australian media practitioners with the multiple new and emerging opportunities in global digital media markets.

Song Summit

- Song Summit 2010 follows on from the success of the inaugural event in 2008, presented by APRA|AMCOS and Events NSW.
- Gathering together the full spectrum of the music industry including local and international songwriters and music industry experts.
- Song Summit will span all genres of music, each facet of the music life-cycle to deliver crucial networking, educational, business and cultural opportunities for delegates.
- Consisting of a three-day Conference and Music Market, plus Song Summit LIVE - a nightly program of live music performances.
- Song Summit returns to Sydney 19 – 21 June at the Sydney Convention Centre.

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Vivid Sydney artist impressions and images can be downloaded at www.eventsnsw.com.au/Media-Centre.aspx.

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