



**Andrew Stoner MP**  
**Deputy Premier of NSW**  
**Minister for Trade and Investment**  
**Minister for Regional Infrastructure and Services**

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**MEDIA RELEASE**

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**VIVID SYDNEY SEEKS GLOBAL DESIGNS FOR VIVID LIGHT 2013**

The Southern Hemisphere's biggest annual celebration of light, music and ideas, Vivid Sydney, is calling for Expressions of Interest from Australian and international creative practitioners for Vivid Light, the lighting centrepiece of this 'must see' global event, which next takes place from 24 May – 10 June 2013.

NSW Deputy Premier and Minister for Trade and Investment Andrew Stoner said Vivid Light was a key creative component and crowd favourite of Vivid Sydney, with more than 500,000 Sydneysiders and visitors flocking to Sydney's harbour and surrounds in 2012 to see the city transformed into a colourful after-dark canvas of interactive light art sculptures, innovative installations and grand scale projections, including the spectacular illumination of the famous Sydney Opera House sails.

"Heading into its fifth year, Vivid Sydney has firmly established itself as a must-attend event on the international creative calendar, with both the public and creative and lighting industries embracing the event which positions Sydney as the creative hub of the Asia-Pacific region," Mr Stoner said.

"Vivid Sydney 2012 delivered record crowd numbers with crowd attendance up 25 per cent from the previous year, global media coverage in over 150 countries, and tens of millions of dollars in new business generated during the event.

"In addition to free family activities, music performances and creative ideas sessions, a cornerstone of Vivid Sydney is its outstanding free public light sculpture program Vivid Light. This outdoor gallery of light design raises the creativity bar every year and provides a true global canvas and audience for our creative community."

Highlights of the internationally recognised 2013 Vivid Light program include an extended entertainment light walk, an increased opportunity to illuminate large CBD and Heritage building facades, and the chance to project onto iconic Sydney buildings within the Vivid Sydney precinct.

Destination NSW CEO Sandra Chipchase said Vivid Light provided creative and lighting industry practitioners from around the world with the chance to create innovative lighting and light art in what is arguably one of the most stunning outdoor stages in the world – the Sydney Harbour Foreshore and surrounds.

"From The Sydney Opera House to Circular Quay, The Rocks and the arts precinct of Walsh Bay, the light works showcase outstanding creativity and brilliant collaborations between creatives from fields as diverse as fashion and electronic gaming to architecture, digital

media, lighting design, advertising, animation, performing arts and music,” Ms Chipchase said.

“Vivid Light 2012 featured dozens of interactive installations that entertained crowds of all ages on both large and small scales, exciting new innovations such as mobile and graffiti style installations that utilised social media, and clever concepts that generated highly intelligent, personalised and visual viewer experiences.”

Expressions of Interest to participate in Vivid Light 2013 close Monday, 3 December 2012. The Vivid Light 2013 Expression of Interest form is available via the website [www.vividsydney.com](http://www.vividsydney.com) or by contacting Destination NSW on +61 2 8114 2400 or emailing [vividsydneyeoi@dnsw.com.au](mailto:vividsydneyeoi@dnsw.com.au).

Vivid Sydney is one of five signature events on the NSW Events Calendar, developed by Destination NSW on behalf of the NSW Government.