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Vivid Sydney highlights NSW creative edge

27 May 2009

Vivid Sydney, the city's unique new festival of music, light and ideas, has shone a spotlight on NSW's creative edge.

NSW is Australia's creative leader dominating in 10 out of 11 creative industry sectors namely design, publishing, advertising, architecture, visual arts, music, television, film, performing arts and radio.

The Vivid Sydney festival, from 26 May to 14 June, will highlight Sydney's creative talent and is expected to inject more than \$10 million into the NSW economy.



Luminous - curated by artist Brian Eno

Vivid Sydney 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 Brian Eno's stunning lighting of the Sydney Opera House sails and a free 'Light Walk' illuminating the city with dozens of stunning low energy light art installations
- Creative Sydney, a series of creative industry discussions, workshops and performances at the Museum of Contemporary Art
- Fire Water, a free event featuring three nights of flame, food and spectacle in The Rocks.

Minister for Tourism Jodi McKay said Sydney has never experienced anything like Vivid Sydney which will be the biggest festival of its kind in the Southern Hemisphere.

Minister Assisting the Premier on the Arts Virginia Judge said: "We have some of the best creative minds in the world working on this festival and I am confident that it will rival the city's New Year's Eve celebrations."

The majority of Vivid Sydney events are free and restaurant and accommodation deals are on offer around the city through Tourism NSW's Enliven your Senses card which offers the chance to take a guest for free to over 50 of Sydney's best restaurants, bars and attractions. Visitors can also book two nights and receive a third free at over 50 of Sydney's finest hotels.

For a full Vivid Sydney program visit www.vividsydney.com or download an Enliven your Senses card at www.sydney.com