April 29: Sydney, Australia

CREATIVE MINDS MEET IN SYDNEY FOR VIVID IDEAS
NEW PROGRAMING FOR 2014

With the Southern Hemisphere’s largest festival of light, music and ideas less than a month away, Destination NSW, the festival’s owners and managers, announced today the largest ever Vivid Ideas line-up of creative leaders and emerging talent, across a program of more than 200 events, spanning 14 creative industries.

New programing for Vivid Ideas by Jess Scully, Vivid Ideas Festival Director in 2014 includes an In Conversation series which brings together two creative minds to explore the motivations, challenges and learnings that underpin their creative careers, a new series of Masterclasses - in-depth workshops for small groups to collaborate with Vivid Ideas keynote speakers, Mini Conferences to provide in-depth insights into innovation in the creative industries, and an Awards Season with more than five award ceremonies celebrating the best of the creative industries in Australia.

NSW Deputy Premier and Minister for Tourism and Major Events, Andrew Stoner, welcomed the expanded Vivid Ideas 2014 program which he said was an important part the NSW Government’s ongoing commitment to growing and developing the State’s creative economy.

“About 40 per cent of Australia’s creative industries are based in NSW, employing around 148,000 people, however there is scope to grow this area of our State economy, and bringing together the best and brightest creative minds from Australia and overseas through creative forums such as Vivid Ideas is vital.”

The new program elements to Vivid Ideas 2014 complement a strong line-up of keynotes from international and local luminaries, as well as deep-dive workshops.

Six new Vivid Ideas 2014 keynote speakers have been announced today including grandson of Ray and Charles, Eames Demetrios; renowned scholar, historian and founder of the Big History David Christian; CEO and co-founder of EpiBone, the world’s first company growing living human bones for skeletal reconstruction, Nina Tandon; digital effects genius Hao Li, and guest speakers from Tomorrow’s Toys and Future Shock.

Vivid Ideas Festival Director Jess Scully said: “Whether your passion is design, film and animation, science and technology, gaming, music or photography, Vivid Ideas will have something to inform and inspire.”

Sandra Chipchase, Chief Executive Officer of Destination NSW, the NSW Government’s tourism and major events agency and custodian of Vivid Sydney said: “Among the hundreds of thousands of festival goers from here and overseas will be some of the world’s best and brightest creative minds, who have come to experience Vivid Ideas and its most exciting program yet.”

Vivid Sydney Creative Director, Ignatius Jones said: “Creativity often blossoms from collaboration, and it is exciting to see so many of the world’s leading creative minds come together in Sydney for Vivid Ideas, where they can connect with other creative thinkers and lay the ground work for future collaboration.”

Ends
NOTES TO EDITORS: VIVID IDEAS NEW PROGRAM DETAILS

[Dates and times are subject to change. Please check the website for latest details.]

New: In Conversation sessions

SOFLES Artist AND SELINA MILES Film Director
9pm on Wed 28 May in the Forum, Vivid Ideas Exchange, Level 6 MCA

FLUME Musician AND NATHAN MCLAY Manager
9pm on Thurs 29 May in the Forum, Vivid Ideas Exchange, Level 6 MCA

BATTLEROY Musician AND DAMON SHARPE Songwriter / Producer
9pm on Wed 4 June in the Forum, Vivid Ideas Exchange, Level 6 MCA

KAREN WALKER Fashion Designer AND MIKHAIL GHERMAN Creative Director
9pm on Fri 6 June in the Forum, Vivid Ideas Exchange, Level 6 MCA

New: Masterclasses

CANDY CHANG Masterclass: Offering Art to the City
on Mon 26 May more details will be posted on the website

SARA CRITCHFIELD Masterclass: Effective, Editorial Curation
11am – 1pm on Wed 28 May in the Seminar Room at the MCA

JOSHY D AND MIKE GIANT Masterclass: Inspiring a Loyal FanBase
2pm – 5pm on Wed 28 May in the Seminar Room at the MCA

DAVID GOODSELL Masterclass: Unlocking the Protein Databank
8.30am – 11am on Fri 30 May in the Lounge, Vivid Ideas Exchange – Level 6, MCA

SKYLAR TIBBITS AND JEFFREY KOH Masterclass: Engineering for Intelligence
9am – 11am on Tues 3 June in the Lounge, Vivid Ideas Exchange – Level 6, MCA

GADI AMIT Masterclass: Inventing an Icon
9am – 11am on Thurs 5 June in the Lounge, Vivid Ideas Exchange – Level 6, MCA

RYAN HOLIDAY Masterclass: Hijacking the Conversation
9am – 10.30am on Fri 6 June in the Lounge, Vivid Ideas Exchange – Level 6, MCA

KAREN WALKER Masterclass: Brands that Transcend Categories
11.30am – 1pm on Fri 6 June in the Lounge, Vivid Ideas Exchange – Level 6, MCA

HAO LI Masterclass: Capturing the World in 3D
10am – 1pm on Sat 7 June in the Seminar Room at the MCA

EAMES DEMETRIOS Masterclass: Storytelling to Generate Fresh Perspectives
2pm - 3.30pm on 7 June in the Seminar Room at the MCA

vividsydney.com
New: Mini-Conferences

AUSTRALIA’S INDUSTRIAL REVOLUTION: MANUFACTURING IN 2030 :: As traditional forms of manufacturing are being replaced with new, lighter, cheaper, sustainable and more distributed methods, will Australia have the skill-base and infrastructure to take an advantage.
12noon – 4pm on Tues 3 June at in the Lounge at the Vivid Ideas Exchange – Level 6, MCA

AUSTRALIAN INTERIORS: OBJECTS, FURNITURE, TEXTILES :: Meet the creative driving a renaissance in interiors as they debate whether there is an Australian aesthetic. Speakers include Sibella Court, Russell Koskela, Alice Blackwood, Penelope Seidler and Fenella Kernebone.
10am – 2pm on Sat 24 May at Vivid Ideas Exchange – Level 6, MCA

TERTIARY 3.0 :: Explores local innovation in higher learning with an emphasis on inter-disciplinary thinking. Speakers include Professor James Avranatakis UWS and Simon McIntyre COFA.
12noon – 4pm on Mon 2 June at Vivid Ideas Exchange – Level 6, MCA

ARTISTS IN RESIDENCE :: Discover new models of artist-in-residence programs with collaboration at their core, and learn about the mutual benefits for artists, organisations and communities. Speakers include Vicki Sowry, Jane Baker, Erica Seccombe, Vanessa Robins, Netty Gibson
1pm – 4pm on Sat 31 May at Vivid Ideas Exchange – Level 6, MCA

New: Awards Season

GOOD DESIGN AWARDS
Widely regarded as the Australian design industry’s night of nights.
Wed 28 May at White Bay Terminal.

SMART 100 AWARDS
Australian Anthill’s annual innovation index.
Fri 30 May in the Forum, Vivid Ideas Exchange, Level 6 MCA

MUMBRELLA AWARDS
“Hard to win awards are good awards”
Thurs 5 June at The Star

STAND UP, STAND OUT
Pozible gives four project creators the chance to pitch for thousands in crowd-funding
6:30pm on Sat 31 May at the Museum of Contemporary Art

LGNsw AWARDS The 2014 Local Government Arts and Culture Awards will be presented as part of the Vivid Ideas festival, in partnership with Destination NSW.
Tues 27 May at NSW Parliament House, Macquarie St, Sydney
New: Four additional Keynote sessions

EAMES DEMETRIOS [USA] grandson of Ray and Charles, Eames Demetrios is custodian of the Eames’ legacy and also an artist immersed in creating alternate histories and alternate geographies of the world.

DAVID CHRISTIAN [Australia | USA] is a renowned scholar, historian and founder of the Big History project which takes a wide angle view of cosmology, geology and biological evolution to chart our existence from the Big Bang to now. His pioneering multi-disciplinary approach to teaching history caught the attention of Bill Gates who is adding his philanthropic funding to take Big History into high schools worldwide.

NINA TANDON [USA] is the CEO and co-founder of EpiBone, the world’s first company growing living human bones for skeletal reconstruction.

HAO LI [Taiwan | Germany | USA] is a digital effects genius who honed his craft at George Lucas’ Industrial Light and Magic before exploring the future of entertainment in academia. Hao believes the next wave of character development is… YOU. Using advanced 3D scanning techniques, he can port your likeness into films, TV shows and games so you are the star of the show.

New: Signature Events

TOMORROW’S TOYS How will tomorrow’s toys engage, entertain and educate children? Discover the latest gadgets for connected kids.

FUTURE SHOCK Explore the big trends and dramatic disruptions that will define the desires and demands of the 21st Century.

New: Event Presenters

UBISOFT Bringing you Australian exclusive game launches of Child of Light and Watch Dogs
Sun 25 May at Vivid Ideas Exchange

OPTUS INNOV8 present The Internet of Things
Sun 4 June at Vivid Ideas Exchange, MCA

PLAY presents the The Future of Media Experience
Fri 2 June at Vivid Ideas Exchange, MCA

ILLUMNI presents the Future of Lighting Summit 2014
Fri 2 June at Vivid Ideas Exchange, MCA

The full Vivid Ideas program is available at: http://vividsydney.com/ideas

MEDIA CONTACTS
Freya Lombardo, Destination NSW  Jessica Dunne, Bang PR
M: 0403 162 220 P: 02 9019 6712  M: 0424 028 010
E: freya.lombardo@dnsw.com.au E: jessica@bangpr.com.au

vividsydney.com