MEDIA RELEASE

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VIVID SYDNEY 2021 DATES RELEASED, WORK BEGINS ON VIVID LIGHT

The largest celebration of light, music and ideas in the Southern Hemisphere – Vivid Sydney – will return from 6 to 28 August 2021.

Kicking off planning for next year's event, Expressions of Interest for the Vivid Light program are now open with artists and creatives invited to take part.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said the event would support the recovery of the visitor economy and creative arts sector in a COVID-safe way.

"It's exciting to get planning underway for Vivid Sydney 2021 so we can deliver another world-class showcase of creativity and innovation here in the Harbour City," Minister Ayres said.

"We hope that Sydneysiders, residents of NSW and visitors from around the country will start planning now and book accommodation, tours and attractions to make the most of their Vivid Sydney 2021 experience.

"Vivid Sydney also supports the NSW Government's new 24-Hour Economy Strategy which will help Sydney realise its potential as a thriving global city, and create more employment opportunities in the arts, entertainment, cultural and hospitality sectors."

Vivid Sydney was established in 2009 and is owned, managed and produced by Destination NSW.

The Vivid Sydney Light Walk features dozens of light installations and large-scale projections to create a magical, interactive gallery around Sydney Harbour.

Artists, designers, creatives, architects and engineers can submit their ideas, designs and concepts to be involved in the 2021 Light Walk by Monday 23 November.

"I can't wait to see the creativity that comes forth – we are all hungry for inspiration, whimsy, innovation and fun, which is exactly what Vivid Sydney is all about," Minister Ayres said.

Further details about Vivid Sydney 2021 will be shared in due course. To complete an Expression of Interest go to www.vividsydney.com