



Wednesday 24 July, 2019

## **VIVID SYDNEY CREATIVE DIRECTOR CALLS TIME**

The Vivid Sydney Festival Creative Director, Ignatius Jones AM, is taking a break from his role with Vivid Sydney.

“After almost a decade leading the creative development of Vivid Sydney, the time feels right to step away and take some personal time out. Vivid is an all-consuming project leaving little time for anything else and I am looking forward to working on other projects.”

Destination NSW CEO and Executive Producer of Vivid Sydney Sandra Chipchase said: “Ignatius Jones is an Australian creative icon and his input into Vivid has been immense. I am delighted that Ignatius has agreed to continue to assist us as a creative consultant where required so his experience, skills and enormous talent will not be lost to NSW. Ignatius will also be on call to assist us with any creative input needed for the myriad pipeline projects under consideration.”

Minister for Tourism Stuart Ayres echoed these sentiments saying: “Ignatius is one of our nation’s leading creative talents. I want to acknowledge his enormous contribution to the success of what is now Australia’s largest event. I wish him well in all future endeavours and look forward to his continued advice.”

A thank you function will be held for Ignatius in the coming weeks.

### **Media Enquiries:**

Kristy Meudell, Destination NSW

[kristy.meudell@dnsw.com.au](mailto:kristy.meudell@dnsw.com.au) / 0455 285 649

### **ABOUT VIVID SYDNEY**

Vivid Sydney is the largest festival of light, music and ideas in the Southern Hemisphere. Celebrating its eleventh anniversary in 2019, Vivid Sydney is continually setting the benchmark for world class events, creativity and innovation. The Festival features spectacular largescale light installations and projections; contemporary and cutting-edge music performances and collaborations; public talks by renowned thought leaders, industry seminars, conferences and creativity workshops, all celebrating Sydney’s place as the creative industries hub of the Asia-Pacific. Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government’s tourism and major events agency, and in 2018 attracted 2.25 million attendees. For more information visit [vividssydney.com](http://vividssydney.com)

