



12 April 2021

Vivid Sydney appoints new Festival Director

Destination NSW has announced the appointment of Gill Minervini as Vivid Sydney Festival Director.

Minervini is well respected as one of Australia's most creative leaders. She brings over two decades of experience as a creative director and event producer to the festival, which is renowned for transforming the Sydney CBD each winter.

NSW Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said: "Planning for Vivid Sydney 2021 is underway and with Gill at the helm this year's event will be a celebration of creativity like no other. The Harbour City truly shines during Vivid Sydney and we're all looking forward to being uplifted and inspired this August."

Of her new appointment, Ms Minervini said: "Vivid Sydney is one of the most exciting homegrown festivals in the world and I can't wait to be able to champion the local creative community, as well as the vibrant and diverse group of artists, music makers and brilliant minds that make Sydney the creative hub of the Asia Pacific."

Minervini's recent career highlights include Creative Director/Producer for City of Sydney Events (1999 to 2015) where she directed the City's major event program including Lunar New Year; Creative Director of the 2017-2019 Firelight Festivals at Docklands for City of Melbourne; Curator, Strategist and Producer of the 2019 B-Line Public Art Project for Transport for NSW; and Creative Producer of the Riverbank Palais for the Adelaide Festival 2017-2019.

Other experience of note includes Dark MOFO's Winter Feast Creative Producer for MONA from inception to 2015, and Director/Producer of the 2015 Barangaroo Welcome Celebrations.

Ms Minervini commenced her role with Destination NSW recently ahead of Vivid Sydney 2021, which will return from 6 to 28 August.

Vivid Sydney is proudly owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency.





MEDIA CONTACT:

Enya Pelling, FleishmanHillard

M: 0423 727 896

E: enya.pelling@fleishman.com.au

Georgia Wilson, Destination NSW

M: 0432 636 441

E: georgia.wilson@dnsw.com.au

NOTE TO EDITORS

Video, images and editorial content can be downloaded from the Destination NSW media centre: www.media.destinationnsw.com.au

About Vivid Sydney

Vivid Sydney transforms the Sydney CBD to life in winter into a playground of the unexpected. The largest festival of Light, Music and Ideas in the Southern Hemisphere, Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency. Celebrating its 12th anniversary in 2021, Vivid Sydney captures and highlights the uniqueness, vibrancy and creativity of Sydney. Transforming the Harbour City into a colourful creative canvas, the Festival features spectacular light installations and large-scale 3D projections; contemporary and cutting-edge music performances and collaborations including Vivid LIVE at Sydney Opera House; 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.

