

Media Release

The Hon Martin Pakula MP
Minister for Industry Support and Recovery
Minister for Trade
Minister for Business Precincts
Minister for Tourism, Sport and Major Events
Minister for Racing



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WHITE NIGHT TO LIGHT UP BENDIGO THIS YEAR

Bendigo will shine bright when White Night returns, giving locals and businesses a boost as major events return to the calendar in 2021.

Last year's White Night Bendigo, scheduled for October, was postponed due to the global pandemic and will this year take place on 2 October.

An expression of interest is now open to artists in the categories of installation, visual art, lighting, audio-visual, projection, film, music and performance exploring the theme 'everything on the land is reflected in the sky'.

The 2021 program will embrace the global spirit of White Night as a vibrant and inclusive celebration of community participation through immersive art installations in city spaces.

The city will be transformed through stunning illumination and projection, music, performance, art, culinary experiences, and interactive works from local, national, and international artists.

The program will capitalise on the best of Bendigo and elevate the regional centre's cultural and gastronomic credentials, reputation for design and rich music scene.

Supported by the state's primary tourism and events company, Visit Victoria, White Night 2021 is led by internationally acclaimed artist Joseph O'Farrell (JOF) who will lead the charge as creative director.

White Night Bendigo 2018 attracted a crowd of 60,000 people and generated \$5.5 million for the local economy.

The return of White Night Bendigo in 2021 will provide more good news for local businesses and showcase local talent and produce as visitors converge on the city and give local tourism operators a boost.

White Night will also return to Geelong this year on 6 November, further supporting jobs and visitation across Victoria.

Quote attributable to Minister for Tourism, Sport and Major Events Martin Pakula

"White Night is one of the great spectacles that makes Victoria the creative state, and it delivers significant benefits to our regional communities."

Quote attributable to Member for Bendigo West Maree Edwards

"We're working hard to deliver major events for Victoria in 2021 and White Night will be a great opportunity to celebrate Bendigo's art and culture."

Quote attributable to Creative Director Joseph O'Farrell

"Expect the White Night "wow factor" and a vibrant celebration of Bendigo, it's going to be a transformational event with stunning lighting displays, celestial oddities, street eats and powerful, diverse voices."

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