

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 GEELONG THIS YEAR

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

White Night Geelong will this year take place on 6 November, after the colourful spectacle made its debut in 2018.

Colourful projections and installations will bring the city's streets, laneways and parks to life, and also transform the Geelong foreshore.

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 what makes Geelong unique and elevate the city's cultural and gastronomic credentials, as well as its reputation for design and rich music scene.

Supported by the state's primary tourism and events body, 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 Geelong 2018 attracted 70,000 attendees and delivered an economic impact of \$6.1 million to the region.

The return of White Night Geelong 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.

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 Geelong Christine Couzens

"This will be a fantastic night, attracting thousands of visitors and giving us the chance to showcase Geelong as a major events destination."

Quote attributable to Member for Lara John Eren

"Victoria is the major events capital and I'm excited the White Night spectacular is returning to Geelong in 2021."

Quote attributable to Member for South Barwon Darren Cheeseman

"White Night will bring the best local and international creative experiences to Geelong and transform our beautiful outdoor spaces."

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