

PRESS RELEASE

17th FESTIVAL OF LIGHTS Berlin - with new presenting sponsor

The Climate Pledge, a global community of more than 100 companies, sets a glowing sign for 10 nights.

The FESTIVAL OF LIGHTS BERLIN will take place from 3rd to 12th of September 2021 and future topics, such as sustainability, diversity, responsibility, science and humanity will be highlighted under the tagline "Creating Tomorrow". The new presenting sponsor is The Climate Pledge, a global community with currently more than 100 companies with a common goal of reaching net-zero carbon by 2040 – 10 years ahead of the Paris Agreement.

Since 2005, the festival has enchanted an audience of millions from all over the world with its light art productions. This year, the FESTIVAL OF LIGHTS BERLIN will once again present over 75 illuminated locations in the capital for 10 nights. "We are proud that The Climate Pledge has chosen the FESTIVAL OF LIGHTS to bring even more attention to the issue of sustainability and climate protection in Germany and worldwide. So far, more than 100 companies from 26 countries are already involved in The Climate Pledge and we hope that there will be many more following through the FESTIVAL OF LIGHTS," said Birgit Zander, Managing Director and Curator of the FESTIVAL OF LIGHTS.

CREATING TOMORROW is the festival motto and this is exactly the motivation for many partners as well as for The Climate Pledge, to be the presenting sponsor at this year's festival. Christiana Figueres, the UN's former climate change chief and now founding partner of Global Optimism says: "Facing the reality and impacts of the climate crisis is a shared responsibility of citizens, governments and businesses. Together with Amazon Global Optimism founded The Climate Pledge in 2019 to help companies develop ambitious roadmaps to play their part in tackling this challenge. By partnering with the Festival of Lights, The Climate Pledge seeks to inspire people to work decisively on innovative solutions to address climate change. The challenge is huge. But by working together, we can build a new vision of the future starting now, truly Creating Tomorrow." Festival director Birgit Zander adds: "It is in the hands of this generation to shape the earth as a healthy, livable home planet for the future. We want to draw attention to this with this year's festival in our proven artistic and emotional way. We are pleased to have The Climate Pledge as a partner on our side, who cares about this topic as much as we do."

The unique 3D video mappings and light art stagings can be experienced at more than 75 locations in September. Many national and international artists* are on board. The main route leads from the Berlin TV Tower along the street Unter den Linden to the Victory Column and Potsdamer Platz. Once again, numerous ministries, museums and embassies will be part of the event. Other festival locations are spread across the city and in the neighborhoods, including: Charlottenburg Palace, the Memorial Church,

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ten Berlin shopping stations or, brand new, the Sony Music building. All festival partners want to present their messages, including those on sustainability, diversity, digitization, science and humanity, to the festival audience in an emotional and highly visible way with the support of light, colors and images. The artistic and impressive projection stagings are created by the direction of Birgit Zander.

As every year, the festival is free of charge for the visitors. In addition, there will be guided tours of many official Lightseeing partners. The entire program, all partners and buildings can be found at www.festival-of-lights.de.

The Climate Pledge was co-founded by Amazon and Global Optimism in 2019. It is a commitment to reach the goals of the Paris Agreement 10 years early and be net-zero carbon by 2040. It is a community of companies, organizations, individuals, and partners, working together to tackle the climate crisis and solve the challenges of decarbonizing our economy. With the statement #ChallengeAccepted, signatories commit to three principal areas of action: regular reporting, carbon elimination strategies, and credible offsets. To date, more than 100 signatories have already joined the community

The FESTIVAL OF LIGHTS is an international show and a registered trademark. Buildings, squares and landmarks are artistically staged with elaborate 3D mappings as well as light art and projections. The projections tell stories and present messages. The FESTIVAL OF LIGHTS Berlin has taken place in the German capital every fall since 2005. It is free of charge and, in addition to a large number of visitors on site, reaches a media audience of millions all over the world. Since 2005 Birgit Zander - together with her agency Zander & Partner - is producer of the FESTIVAL OF LIGHTS; organizer is the Festival of Lights International Productions GmbH.

Further exclusive information as well as picture material is available on request. Your contact person is Birgit Zander.

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