

PRESS RELEASE

16th FESTIVAL OF LIGHTS Berlin, September 11 - 20, 2020.

With distance and a sense of responsibility: Berlin successfully sets a beacon with its Festival of Lights 2020

- Festival of Lights in Berlin was a complete success
- Special concept enabled visitors to enjoy a ten-day cultural experience during this extraordinary period of time
- More than 100 light artworks at 85 locations, spread all over Berlin - in every
- in every district of Berlin
- Motto of the 16th Festival of Lights: "Together we shine".

Berlin, October 9, 2020 When the buildings and facades of Berlin shine in artistic illuminations, it's that time again: the famous Festival of Lights takes place once a year in Berlin and is one of the absolute cultural highlights worldwide. This year, however, many things were different: In order to be able to hold the festival despite difficult circumstances, the team around festival director Birgit Zander came up with a lot of special ideas - with success! The grand finale around the Day of German Unity celebrated the all-round success of the festival.

From September 11 to 20, the world-famous Festival of Lights attracted visitors to Berlin's districts under the motto "Together we shine". Many even came several times. The 16th edition of the event was a special edition: Due to the special circumstances, the team around festival director Birgit Zander developed a new concept and distributed 100 light artworks on a total of 168 square kilometers across the German capital. The illuminations, which were positioned in all districts of Berlin, were intended to equalize the cultural offerings and prevent large conglomerations.



And the concept worked: The Festival of Lights Berlin was a complete success and passed off without incident: "We are proud and happy that we were able to bring joy to many people with light and art, especially in these difficult times - and completely free of charge and open air," says Birgit Zander.

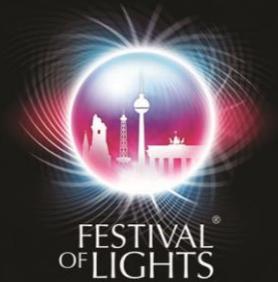
The festival team has also succeeded for the first time in offering a virtual experience via app to all festival fans who did not want to travel, enabling them to experience the works of art from home.

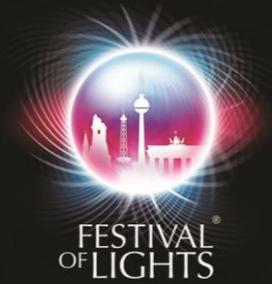
The fact that the Festival of Lights became a true pioneer project for cultural offerings in the age of Corona was due not least to the outstanding behavior of the spectators*: "We would like to thank all visitors for allowing us to experience together a harmonious, trouble-free 16th Festival of Lights in our capital city. With discipline, a sense of responsibility and with distance, everyone showed that we stick together in these times. It has been a particularly challenging journey this year, but together our festival team has created a unique community event for Berlin. For art and culture in public space and for the common good, the positive attitude towards life and the hope of the people", festival director Birgit Zander is pleased to say.

The Festival of Lights team is not only preparing for the Augsburg Light Nights: Soon it will go to Taiwan, Dubai and other cities and metropolises. The requests for the experienced team are currently piling up. Birgit Zander: "My vision has always been to bring light and art around the world from Berlin. It has never been more symbolic and important than in these times".

A look back:

Under the motto "Together we shine", 100 works of art at 85 locations spread over 168 square kilometers invited Berliners* and guests to stroll through every Berlin district and many neighborhoods. Some buildings were staged for the first time as part of the Festival of Lights, such as the town halls of Pankow, Köpenick, Tempelhof-Schöneberg, Charlottenburg, Spandau, Neukölln and Marzahn-Hellersdorf, the Neukölln District Court,





the Tchoban Foundation, Köpenick Palace, the Elisabeth Church in Berlin-Mitte or the Borsig Tower, the halls at the Borsig Tower, the clock tower of the Ullstein House and the Tempelhofer Hafen.

Presenter of this year's Festival of Lights was once again E.ON - already in its 6th year of partnership. "E.ON likes to support initiatives that enrich people's lives. What we particularly like about the Festival of Lights is that it makes cutting-edge art accessible to everyone," explained Betty Kieß, Head of Strategic Communications at E.ON.

Among other things, E.ON presented the "Festival of Lights Award" at Charlottenburg Palace this year. There, a new panorama staging was created with the Museum Berggruen and the Scharf-Gerstenberg Collection.

In total, there were 62 illuminations to be admired continuously in the Festival of Lights 2020, as well as 24 additional temporary ones, distributed over various festival evenings.

Among them were:

- **12 stations** supported by "My Shopping Station"
- The entire **Potsdamer Platz** in seven locations
- The **Oberbaumbrücke** staged with a 3-D videomapping, presented by Telefónica O2
- **Many federal ministries** - themed around this year's German EU Council Presidency as well as "30 Years of German Unity", including the **Federal Press Office (BPA)**, the **Federal Ministry of Finance (BMF)**, the **Federal Ministry for Economic Cooperation and Development (BMZ)** and the **Federal Ministry of Transport BMVI**. **The Federal Foreign Office** displayed "1000 Faces of the European Union" by photo artist Carsten Sander. **The Federal Ministry of Health** had the TV tower glow orange on September 17 on the occasion of the WHO's World Patient Safety Day.
- Of course, well-known buildings and places were also part of the program, such as the **Berlin Cathedral**, the **Nikolai Quarter**, the **Bode**



Museum, the Brandenburg Gate or Bebelplatz. The theme "55 years of German-Israeli diplomatic relations" was reflected in the **State Opera House on Unter den Linden** in cooperation with the longstanding festival partner, the **Embassy of the State of Israel**. Also present: the **Museum of Natural History**, supported by the Sparkasse bank, and the **Victory Column**, sponsored by Mastercard.

- New highlights were presented, like the **Berlin Decks** in Moabit at Friedrich-Krause-Ufer or the **FÜRST at Kurfürstendamm**.
- On one of the tours through the 12 Berlin districts, there was even a very special main character: the **Berlin Bear**. The Berlin Bear conquered the districts on the occasion of the new **Berlin campaign of the Senate** in a luminous, artistic form

The Festival of Lights was accompanied by the annual **traditional photo contest**, this year presented by Excire.

The Festival of Lights organizers sincerely thank all partners, all creatives and artists, all technical and other service providers and all the helping heads and hands. "Without them all, this Special Edition of the Festival of Lights would not have been possible," says Birgit Zander.

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