

PRESS RELEASE

18th FESTIVAL OF LIGHTS, October 7-16, 2022

**Festival of Lights Berlin has a new concept: Diverse light art in the name of freedom with 75 % less power consumption**

- **Enjoying light art though energy crisis: Festival of Lights develops a new concept with 75% less electricity consumption, 100 percent from renewable energies**
- **"New Edition" with the motto "Vision of our Future". with a responsible, sustainable and innovative concept**
- **International light art is still free of charge for visitors during the 18th edition.**

Berlin, September 20th, 2022

The FESTIVAL OF LIGHTS will take place from October 7th- 16th, 2022 in Berlin and it presents a responsible, sustainable and innovative new edition. "We are very aware of our responsibility these days. That's why we have made the concept much more sustainable and innovative. This year, the result is a new concept with which we will once again be presenting fascinating international high class light art while, at the same time, reducing our electricity requirements by over 75 percent", Birgit Zander, organizer and director of the FESTIVAL OF LIGHTS, said. "Especially in difficult times, it is often art from which people regain strength. Strength to master great challenges. In order to get through gloomy times and not to lose the will to create a better future. Especially this is important this year. In a time of great challenges and uncertainties, we want to offer moments of pause and joy to many people," says Birgit Zander.

Berlin's Senator for Economic Affairs Stephan Schwarz said about the FESTIVAL OF LIGHTS 2022: "I think it is good and right that there will be the FESTIVAL OF LIGHTS also this year in Berlin. The popular light art festival is a highlight in the event calendar of our city, both for the people of Berlin and for guests from all over the world."

**Fewer venues, more artistic diversity**

Significantly lower energy requirements of the new edition are achieved primarily by fewer locations, the reduction of duration of the festival by one hour each day and the use of particularly energy-saving technology. This year, around 35 locations and squares will be artistically staged with a total amount of around 70 artworks. In addition to the Brandenburg Gate, the TV Tower, Lustgarten, Bebelplatz, Potsdamer Platz and the Nikolai Quarter, also the Charlottenburg Palace is among the main locations. "We are concentrating on fewer locations, but focussing on even more diversity in the artistic projections and installations," Birgit Zander emphasized. At each of the approximately 35 festival locations, the FESTIVAL OF LIGHTS will present a whole range of diverse art. This means that we will present a program that is as colorful as it is fascinating, using significantly fewer resources. Part of the program are the popular video animations and projections, painting activities



all about children's wishes for the future, which were organized prior to the event, as well as breathtaking nature paintings and unique light art objects in form of fairy tale characters, animals or plants. "Besides the well-known projections, sculptures are a special focus this year. They require very little electricity, move partly as if by an invisible hand and they tell little stories in their very own, magical way," says Birgit Zander.

### **Premiere at Brandenburg Gate: Ukrainian light art as a symbol of Freedom**

"We want to give joy by showing light art, but also to set a sign and to inspire and make people think," emphasized Zander. Among other things, the Brandenburg Gate will be a sign of solidarity with Ukraine. There, ukrainian artists will show their hopes and wishes for the future in a premiere of emotional light art. In addition, the TV tower will be lit up with inspirations from an internationally renowned artist for more sustainability.

### **For the 18th time in a row: Free admission for all visitors**

Thanks to partners and sponsors, the privately financed FESTIVAL OF LIGHTS has been free of charge for visitors every year since its founding in 2005. "We are very much looking forward to invite Berliners and guests from all over the world to experience the fascinating light art in Berlin free of charge," emphasized Zander.

### **Importance in business sales and tourism**

Business and tourism traditionally benefit in a special way from the FESTIVAL OF LIGHTS. After two and a half years of hard losses due to the pandemic, hotels and restaurants, for example, can count on substantial sales from guests who visit Berlin thanks to the festival.

### **Positive energy balance through festival attendance instead of TV evenings**

This year's motto, "Vision of our future," also includes a new energy concept that goes far beyond substantial savings. For example, the electricity consumption will come from 100 percent renewable energy sources and will also be certified with Germany's most stringent eco-electricity seal, the "Grüner Strom Label". The bottom line is that the FESTIVAL OF LIGHTS can even result in a positive energy balance for Berlin. If only 25,000 households in Berlin resign watching television for four hours on one evening and instead visit the FESTIVAL OF LIGHTS, about 10,000 kilowatt- hours of electricity can be saved which is far more than the FESTIVAL OF LIGHTS will consume in 10 days during the whole event. The calculation behind this is simple: A television has 100 watts and consumes a total of 0.4 kilowatt- hours in four hours. If 25,000 households save 0.4 kilowatt-hours of electricity consumed by the television, the results is 10,000 kilowatt- hours less electricity consumption in Berlin. The actual number of households expected to participate will be many times more than over 25,000. "I can say with the best conscience: leave the TV off, come to the FESTIVAL OF LIGHTS and even save electricity in this way," emphasized Zander.

With the new edition, the use of green electricity and the anticipated positive energy balance in Berlin, the FESTIVAL OF LIGHTS 2022 will be by far the



most sustainable edition since it was founded 18 years ago, explained Zander.

**Pressekontakt:**

Zander & Partner Event-Marketing  
GmbH

Savignyplatz 6, 10623 Berlin

E-Mail: [presse@festival-of-lights.de](mailto:presse@festival-of-lights.de)

[www.festival-of-lights.de](http://www.festival-of-lights.de)

[www.facebook.com/FestivalOfLights](http://www.facebook.com/FestivalOfLights)

[www.twitter.com/LightsOnBerlin](http://www.twitter.com/LightsOnBerlin)

[www.youtube.com/LightsOnBerlin](http://www.youtube.com/LightsOnBerlin)

[www.flickr.com/photos/festivaloflights](http://www.flickr.com/photos/festivaloflights)

