

FESTIVAL OF LIGHTS®

Key Facts Berlin

Launch

2005 in Berlin

Dates Berlin

7th – 16th of October 2022

Visitors

More than 3.1 Million in 2019

Incl. approx. 900.000 Hotel Bookings

Mission Statement

The Festival of Lights® stands for artistical high-quality staging of landmarks, buildings and squares using light and video art.

The reflection onto an entire City

The most important landmarks, buildings and squares will be enlightened with sensational projections, magical 3D-Videoshows and breathtaking light installations. In 2022 we will build on the success of recent years. The 18th FESTIVAL OF LIGHTS invites to take walks in the historic city center as well as in all districts and many neighborhoods.

Landmarks, buildings, streets, bridges and squares are staged. With extraordinary projection and light art that tells stories of the future. Particular focus is on the topic of sustainability, with a wide variety of facets. The FESTIVAL OF LIGHTS is an international marketing and communication platform - especially for the festival partners.

Artistic Light Art

Illuminations + Projections

Video Art + 3D Video-Mappings

Light Art Installations

Events/Program

- + International Festival of Lights Awards
- + World Championship of Projection Mapping
- + Grand Opening & Premiere Party
- + Music Events / Concerts
- + Open House Night
- + LightSeeing
- + Show Cases on individual evenings



All Year-Round Communication (online, offline, below the line)

Homepage | Social Media | Content Marketing | Online Marketing
Live Communication | OOH & DOOH | Programm | Magazine | Photo Book
| Calendar | Merchandising | Incentives | International PR

Media Performance (Multi Channel-Model)

Total coverage 1,19 billions worldwide in 2021

Online coverage 709 millions worldwide in 2021

7.034.297 Social Media reach 2021**	767.000 Homepage Visits 2021*	3.700.000 Views on flickr**
1.200.000 Festival of Lights Videos on YouTube**	191.414 Social Media Followers**	666 FOL posts/h about FOL on Facebook*

*during the festival month

**the current status from 30.09.2021

Participation Options / Patronage / Sponsoring

Title Sponsoring | Main Sponsoring | Official Partner
Patronage for Building Illuminations
Partnerships (i.e. live, classic, online and viral)
Media Cooperation | Event Partner | Licensee

Extensive partner involvement possible!

We create individual concepts for partners.



www.FESTIVAL-OF-LIGHTS.de | partner@festival-of-lights.de