

FESTIVAL OF LIGHTS®

Key Facts Berlin

Launch

2005 in Berlin

Dates 2018,

5 – 14 October 2018

Visitors

More than 2 Million in 2017

Incl. approx. 800.000 Hotel Bookings

Mission Statement

The FESTIVAL OF LIGHTS® stands for high-quality staging of landmarks, buildings and squares using light, projection and video art.

The reflection onto an entire City

The city is transformed into a glowing stage; the landmarks, monuments, buildings, streets are put in magnificent scenes.

National and international artists, designers and creative teams are telling us in a unique and very modern way, great stories; they translate and transport messages for the viewers.

The FOL is a great international marketing- and communication platform to boost your cities' tourism.

Artistic Light Art

Illuminations + Projections
Video Art + Video-Mappings
Light Art Installations

Events

Grand Opening
Premiere Party
Music Events + Concerts
Open City
LightSeeing
FOL Show Cases
Forum, Lounge + Club (b2b)



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

Homepage | Social Media | Content Marketing | Online Marketing
Live Communication | Newspaper | Programm Booklet | Magazine
Catalogue | Photo Books | Merchandising | Incentives | International PR

Media Performance (Multi Channel-Model with Media Efficiency 180+)

1,2 Billion Media Contacts Worldwide in 2017

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250.011 User* FOL-Website	1,3 Million Visits* FOL-Website	3,7 Million Views** Flickr-Account
2 Million Reach* Social Media 2017	543.369 Views** FOL-YouTube-Channel	697.239 Posts** Instagram Hashtags
897.750 Interactions** Social Media	130.194 Follower** Social Media	666 Posts/hrs.* About FOL on Facebook

* during the festival time 1 Oct. until 30 Oct. 2015 | ** from the start

Participation Options / Patronage / Sponsoring

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

An extensive integration is possible, we create and develop individual concepts for each partner.



The FOL „made in Berlin“ ... goes on tour:

We have been to many other metropolises and cities, such as Bucharest, Luxembourg, New York, etc. and our journey, to connect people with light and light art, will continue.

Contact: partner@festival-of-lights.de