

PRESS RELEASE

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BBC EARTH'S LIFE STORY TO FEATURE AT VIVID SYDNEY



Artistic render of BBC Earth installation showing footage of a humpback whale and its calf from an episode of Life Story

BBC Earth's epic production *Life Story* will be brought to life in a special light installation, created by Spinifex, at this year's *Vivid Sydney* (22nd May – 8th June) at the Argyle Cut in The Rocks. *Vivid Sydney* is the Southern Hemisphere's largest festival of light, music and ideas.

BBC Earth's *Life Story*, airing on Channel Nine later in the year, is the epic narrative that unites all creatures: the journey through life, the struggle and the mission to leave offspring – the next best thing to immortality.

Shot over a four year period in ultra-HD, immersive cinematic techniques have been used to reveal animals in their worlds. The result is a series that contains some of the most stunning images of the natural world ever captured.

The BBC Earth *Life Story* installation captures this epic journey through the lens of time and discovery. Utilising the unique opportunity that the Argyle Cut presents, these themes are explored through the creation of a spiralling vortex.

With a focus on the mesmerising phenomenon of fractals, created in nature through the flow of energy; recognisable textures, colours and shapes intertwine to create one continual and seamless projection. This flowing imagery opens up to reveal footage from the *Life Story* series, providing the perfect framework to showcase this wondrous content.

Sharon Wilson, Head of Marketing Factual & Children Brands said: 'We're delighted to be partnering with Spinifex to bring one of BBC Earth's most captivating and visually stunning productions to life through this innovative installation at *Vivid Sydney*.'

Now in its seventh year *Vivid Sydney* is owned and managed by the NSW Government's tourism and major events agency, Destination NSW. In 2014, *Vivid Sydney* attracted a record 1.43 million attendees.

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NOTES TO EDITORS

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