

MEDIA RELEASE

Wednesday, 4 May 2022

Media Release – Victorian side of Light/State Project set to be switched on

LAKE Cullulleraine is ready to shine with the Trail of Lights project set to be switched on following \$3million in Victorian Government funding.

The Victorian aspect of the Light/State project, which includes two bespoke light art installations to be completed in Mildura and Wentworth by world-renowned artist Bruce Munro, has been given the green light following State Budget announcements on Tuesday. The exhibition, developed in conjunction with Mildura Regional Development (MRD) and Pico Play, is one of nine regional Victorian tourism projects sharing in \$30 million worth of funding.

The epic light art display, aiming to be launched in Spring of 2023, is projected to help grow the Mildura region's visitor economy by tens of millions of dollars annually, with significant flow-on benefits to local employment, development, accommodation, and hospitality and retail sectors.

MRD CEO Brett Millington said the funding was a huge result for the region.

"To have \$3 million allocated to the Trail of Lights project is a huge win for Mildura and surrounding areas, particularly around Lake Cullulleraine," Mr Millington said.

"Bruce is over the moon with the response to his visit recently and this support, and we can't wait for him to make a start on developing what will be a fantastic tourist attraction. We envisage this visual showpiece of art will be on display for at least five years.

"We hope this spectacular artwork that will be completely inspired by the local landscape, will further showcase our beautiful region to visitors.

"It's fantastic to have the Victorian aspect of the LightState project funded, and we hope this can continue for the NSW aspect as well, to show that light truly does know no borders."

Mr Munro is famed for his innovative and iconic installations that incorporate emotive themes matched with natural landscapes. He has produced more than 45 exhibitions globally, including in Australia, UK, the USA, Denmark, Mexico, and South Korea.

The highly successful Field of Light in Uluru, Northern Territory, has welcomed visitors for more than five years and received widespread international acclaim. Powered by solar, the installation captivates visitors, inviting them to engage with the landscape and environment through an ethereal light-based and sculptural experience.

Drawing on the success and appeal of similar works of scale by Mr Munro, new overnight visitation to the region is predicted to attract more than 300,000 visitors over the installation's first two-years.

The project will also significantly lift Mildura's profile as a region to live, work and invest.

Work will continue on securing the funding to develop the NSW aspect of the project.

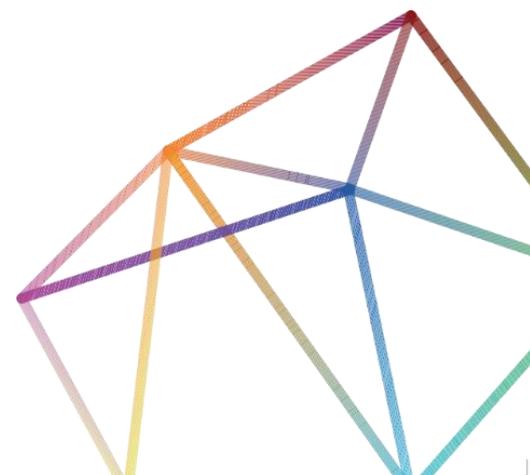
For all media enquiries:

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For further information or to submit an expression of interest to be involved, visit lightstate.com.au.

Ends.

Attached photos (credit must be issued).

Picture 1: Artist Bruce Munro visiting Lake Cullulleraine earlier this year. Picture: Mildura Regional Development

Picture 2: Fireflies light art display. Picture: Serena Munro

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