



## **MASSIVE SUPPORT FOR AMSTERDAM LIGHT FESTIVAL**

*The light art of Amsterdam Light Festival has been of support for hundreds-thousands of people during a hard period of lockdown. “Despite the forced cancellation of all festival activities, we have been able to illuminate the city for 53 days. Such wonderful feedback we have received!”, according to managing director Frédérique ter Brugge*

### **Light in dark days**

Just before the start of the festival, the organization was forced to move its festival activities to the early morning and late afternoon. After December 18, all activities had to be cancelled. In consultation with the City of Amsterdam, the lights could stay on between 5.00 and 10.00 p.m. to illuminate the city. Going on a walk became more popular than ever, even for the younger generation. “This edition has inspired me to make an artwork myself”, said an 18-year-old visitor. The art in the public space called for taking a healthy walk, developing friendships and searching for a bit of inspiration. In a relaxed setting it was possible to enjoy the city and the art during dark days.

### **Education: from primary to higher education**

The three education projects on schools could carry on. Around 1000 primary school students from Amsterdam entered into a conversation on the topic of child poverty and made a contribution to a light installation in the route. Moreover, students of five high schools (i.a. technasium schools) have developed a light art prototype under the guidance of the festival. Also, three students of the Breitner Academy created an artwork inspired by their fascination for a twilight phenomenon, 'the blue hour'.

### **(Financial) stability and future**

As a result of the restrictions on canal cruises and organized walks, which normally fund the light art, the organization came to be in financial need. On top of that, it was not eligible for the guarantee fund from the Dutch government. With broad support from private donations, partners, funds and a substantial contribution from the City of Amsterdam, the organization can round this edition off without a budget deficit. "The foundation compliments the team, which faced the changes with a positive attitude and enormous flexibility. We are thankful for all the support of so many who have helped us in word and deed. We are already preparing for Edition #11 with great enthusiasm.", according to chairman Felix Guttman.

As of today 24 January 2022, the lights are off after 53 days. The organization hopes that all cultural organizations in and outside of Amsterdam can bring light to the public again very soon.

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