

10 jaar  
Amsterdam  
Light Festival

Editie #10

### Ten years Amsterdam Light Festival: The public decides

Amsterdam Light Festival celebrates its tenth anniversary. Visitors can vote for their favourite light artworks, from March 10. The artworks with the most votes will be part of the route of Edition #10, in winter 2021-2022. The public becomes curator of the festival and all voters have a chance to win free tickets and a light artwork by Jeroen Henneman. This way, Amsterdam Light Festival wants to thank visitors for nine successful editions: by looking forward to - and shaping - the ten year anniversary together.

### 10 years of Amsterdam Light Festival

The ten year anniversary of Amsterdam Light Festival is celebrated together: for the first time ever the public can co-decide which artworks will be part of the famous water route. The public becomes the curator; a very well-deserved position: without them the festival would not have been around for ten years already. From March 10 onwards, voters can choose which artworks they want to see again during Edition #10. The artworks with the most votes will make a comeback on the water route.

Festival Director Frédérique ter Brugge: “We’re proudly looking forward to our ten year anniversary, which we will celebrate together with residents, visitors, partners and artists. Without them, we would have never reached this milestone. That is why we want to involve everyone in the creation of our anniversary edition. Everybody can vote for a number of artworks from the previous nine editions that they would like to see again. With this gesture we hope that the public will - together with us - already begin to look forward to next winter, when we can hopefully celebrate Edition #10 without any restrictions!”.



### **Vote and win!**

All voters can win *One Lamp* (worth €3,600), a light artwork by Amsterdam-based artist Jeroen Henneman, created especially for Amsterdam Light Festival. Henneman describes *One Lamp* as a 'drawing standing up'. This drawing of an ordinary desk lamp was made with one line of light. *One Lamp* is handmade by master glass blower Ed Leder from Neon Lewa in Scheveningen, one of the few companies in the Netherlands that is specialized in producing objects made from neon light.



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### **Instagram campaign**

The campaign is extended through Instagram. Via the festival's Instagram Stories people can tag each other in a boat, share the template and have a chance to win festival tickets. Two tickets are given away daily.

### **Campaign start**

The campaign begins on March 10 and runs for ten days. It follows shortly after Edition #9, which was restricted due to Covid-19. The festival placed seven artworks spread across the city. The ten-year anniversary can hopefully take place in its full glory: with boat rides, by foot and on bike. Voting can be done through the website of Amsterdam Light Festival from March 10 onward. Together we shape 10 years of Amsterdam Light Festival.

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### **Note to editors**

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