

## MEDIA RELEASE



14 February 2017

### **DARWIN CONVENTION CENTRE SHOWS ITS LOVE FOR DARWIN ON ST VALENTINE'S DAY**

The Darwin Convention Centre will demonstrate its love for Darwin as it turns red on St Valentine's Day unveiling the Centre's new permanent LED lighting system with programmable themes for all events. The outside of the building will be displaying the colours of love adding to the romance at Darwin Waterfront for the 14 February evening.

24 LED lights have been installed under the canopy and 14 above the canopy that can project 16 million different colours. The colours from every country flag around the world or corporate brand can cover the Darwin Convention Centre, adding to the experience when patrons visit the Centre or from afar.

2017 is shaping up to be a very exciting year for the Centre, with many business, entertainment and community events scheduled throughout the year including the Australian Tourism Awards, Travel Expo, Suzi Quatro, Australian Association of Special Education National Conference, Territory Taste Festival, and Geecon. This follows a successful 2016 where the Darwin Convention Centre broke two records in its eight year history. It hosted the largest conference, which was the Early Childhood Australia National Conference which attracted 2000 delegates to Darwin in October. In July, the Centre hosted its largest dinner which was the NAIDOC Awards, hosting 1,650 guests.

'The Darwin Convention Centre is a world-class venue and we believe it is important to provide the latest technology to our clients. The new LUXMANN lighting system provides us with the opportunity to extend their experiences to the outside of the venue. We also have the ability to enhance the Waterfront Precinct and show support for cause-related events and activities" said Janet Hamilton, General Manager of the Darwin Convention Centre.

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"The Darwin Convention Centre can now offer clients the ability to light up the Centre to match their event theme or brand colours, adding to the overall venue experience. We are able to offer a world class venue in a tropical resort-like setting, where conference and event organisers know we have the latest technology to bring their event vision to life" said Janet Hamilton, General Manager of the Darwin Convention Centre.

Minister for Tourism and Culture Lauren Moss said the Northern Territory Government is proud of its ongoing investment in Darwin's world-class convention centre.

"The Labor Government commends the role the Darwin Waterfront Corporation plays in making Darwin a vibrant city.

"Technology such as this, in a location as attractive as the Darwin Waterfront, ensures the Darwin Convention Centre continues to perform well in the highly-competitive conference market whilst allowing locals and visitors to enjoy the building as a spectacular backdrop at night."

The totally-wireless, fully automated lighting system has been designed, manufactured and will be installed by Australian owned lighting experts, LUXMANN using all-new, Tier1 50,000h, RGB CORNEA® directional 'contact-lens' Technology. CORNEA® is able to produce 16 million, DMX-instantly-variable colours, to dynamically enrich and enhance any venue's mood and appearance. Moreover, the new CORNEA® dramatically reduces the Centre's Energy use by 77% as compared to the old lighting system. The under canopy lights are Marine-Grade Stainless Steel whilst the above canopy lights are double powder-coated aluminium, rust-proof and corrosion resistant. They are made to suit the harsh tropical environment and demanding waterfront exposure of the Darwin Convention Centre.

"We are very excited to be working with the Darwin Convention Centre. Patron engagement applications are at the forefront of LED technology now, highlighting and emphasizing building features to draw and energize patronage. Using creative themes, programmable to events and special activities are becoming expected at major international venues across the USA and Europe" said Nick Sikiotis, CEO of LUXMANN, stressing that this, now affordable CORNEA® Technology, is at one's fingertips.



**For further information or comment, please contact:**

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**About AEG Ogden**

AEG Ogden is a joint venture between Australia-based venue management interests and AEG Facilities of the United States.

AEG Ogden manages venues throughout the Asia Pacific region, including convention centres in Brisbane, Cairns, Darwin, Kuala Lumpur, Oman, Hyderabad (currently in design), and International Convention Centre Sydney; Suncorp Stadium in Brisbane; and arenas including the Brisbane Entertainment Centre and adjacent Sports Centre, Sydney's Qudos Bank Arena, the Newcastle Entertainment Centre, and Perth Arena. AEG Ogden is also the owner of National Basketball League (NBL) team, the Sydney Kings. [aegogden.com](http://aegogden.com)

In addition, AEG Facilities operates the Los Angeles Convention Centre, Hawaii Convention Centre, and Puerto Rico Convention Centre. [aegworldwide.com](http://aegworldwide.com)

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