



lumina

Light Festival



2014  
REPORT



OCUBO.COM



# LUMINA Light Festival Cascais 2014

## **LUMINA Light Festival was once again a Brilliant Success!**

After a year of intense preparation, Cascais welcomed back LUMINA Light Festival! After receiving the award for 2013 Best Cultural Event, and recently being included in the Top 10 of the European Light Festivals, Lumina backfilled the public spaces of the village during 3 nights with unique light artworks, placing Cascais in the Portuguese cultural and touristic route.

Attracting once again a record number of visitors, the festival brought to Cascais over 400 000 people who relentlessly toured amidst the light installations and flooded social networks with their pictures and videos.

The festival also featured a parallel *Artist Talks* program, giving the public the opportunity to learn from the artists, and at which was presented the work done by students from event production and arts schools whom assisted the artists directly during the festival.

Over 70 volunteers lit up smiles and brought along a unique light to the festival with their enthusiasm and dedication. Tourists, families and visitors of all ages experienced the village as a place where unique moments take place after dark.

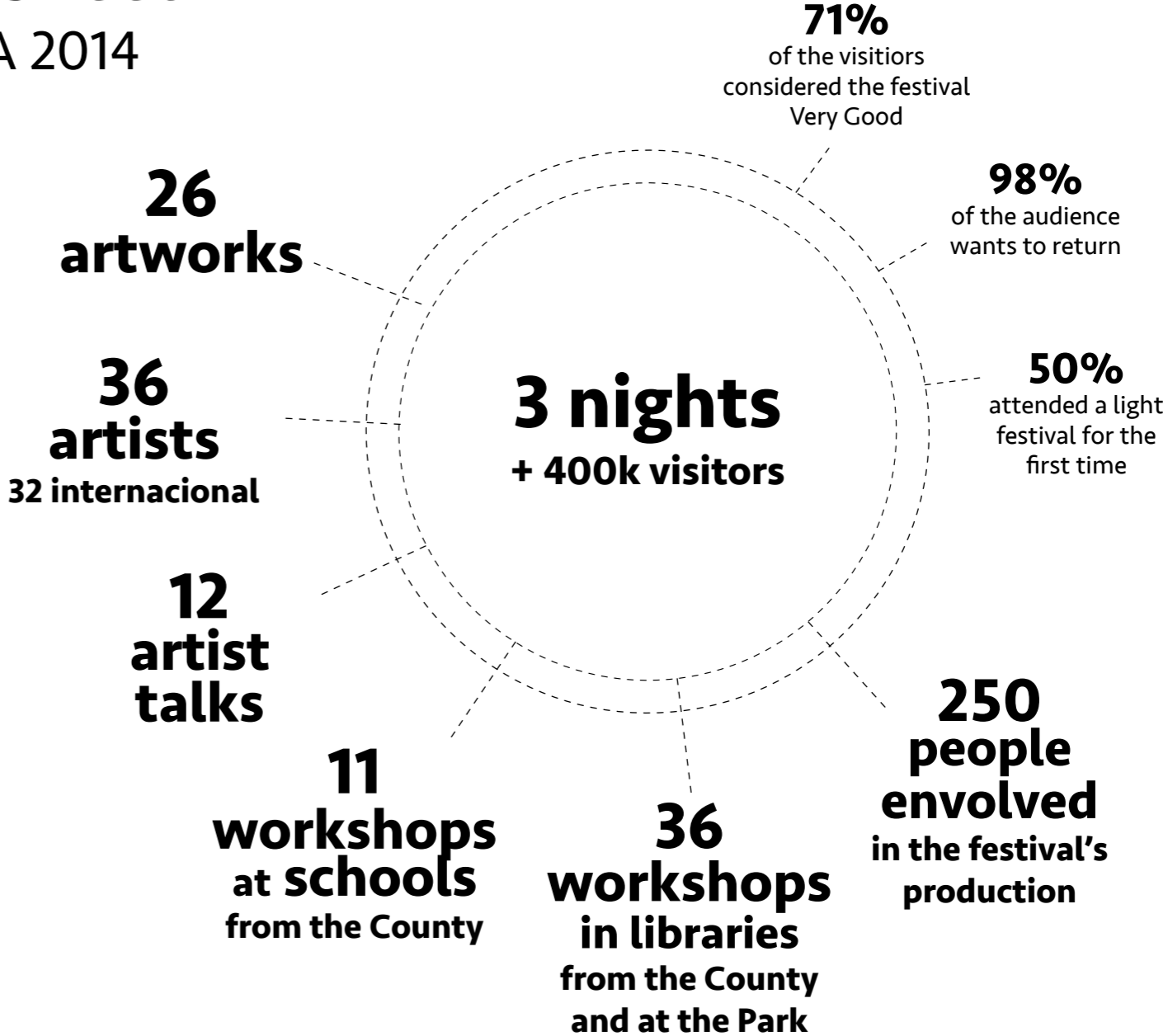
The irreplaceable and tireless support of CMCascais made Lumina possible once again which, alongside other recognized festivals worldwide, is reborn as a cradle for the Art of Light in Portugal. We believe this is the testimony to an enduring tradition of success!

*"We LOVED the Lumina festival. Will you be having one next year? I would like to bring some artists in from the US to see it next year. Kirsten Smith"*



# Facts Sheet

LUMINA 2014





# Visibility / Media Partners



**200**  
20" TV SPOT  
inserts



**130 000**  
maps of the  
Route distributed  
with the  
City Council  
newspaper



**100 000**  
LUMINA  
newspapers  
inserted in  
Destak and  
Metro magazines



**25 000**  
flyers  
distributed in  
the Greater  
Lisbon area



**250**  
passenger  
panels in the  
Cascais and  
Sintra train  
lines

**35**  
bus shelter  
posters  
in Cascais

**30**  
add inserts  
in newspapers  
and magazines

**8**  
billboards  
in Cascais  
County

**2**  
train carriages  
in the Cascais  
and Sintra lines





# Visibility / Media Coverage

## Printed Press

Público  
Fugas Público  
Diário de Notícias  
Notícias Magazine  
Correio da Manhã  
Jornal i  
Metro  
Destak  
Sábado  
Visão  
Time Out  
Flash!  
TV Guia  
LUX  
Notícias de Cascais  
Turismo de Lisboa  
Dica da Semana  
Jornal Cascais Algés  
Costa do Sol

## Online Press

Visão  
Expresso  
Público  
Fugas Público  
Diário de Notícias  
Diário Digital  
i Online  
LUX  
Euronews  
Correio da Manhã  
Notícias ao Minuto  
Destak  
Meios & Publicidade  
Jornal da Região  
Turismo de Lisboa  
Pontos de Vista  
Cyber Jornal.net  
Jornal Hardmúsica  
Move Notícias  
Boas Notícias  
Reuters

## Other Websites

RTP Online  
TVI 24 Online  
Renascença Online  
Sapo.pt  
Vou Sair.com  
Lifecooler  
Oeiras Digital  
Marketeer  
Geração C.com  
Alma Lusa  
Aicep Portugal Global  
Página 1  
Turisver  
OnlinEmotion Arts  
Publituris  
Ver Portugal Online  
Ambitur  
Fórum Estudante  
CNC  
Local.pt  
Tudo Sobre Rodas  
Descla  
Flagra

## TV

RTP  
SIC  
SIC Notícias  
SIC Mulher  
TVI  
TVI 24  
CM TV  
Euronews Online  
CCTV

## Radio

Rádio Comercial

## Social Networks



+ 260 shared videos



LUMINA.Festival

+ 11 000 fans

+ 147 000 people reached

(during the 3 days of the festival)

## www.lumina.pt

+ 25 000 visits

+ 215 000 hits

(during the 3 days of the festival)



# Media Coverage / Press

A collage of various newspaper and magazine articles about the Lumina Light Festival 2014. The articles are from different media outlets and cover various aspects of the festival, including its history, artistic installations, and community impact.

- 14-09-2014 - A Luz de Cascais** (Público): Discusses the festival's location in Cascais and its focus on light art.
- 12-09-2014 - Uma outra luz em Cascais** (metró): A multimedia article about the festival's 3rd edition, highlighting light installations and videomapping.
- 12-09-2014 - Espetáculos de luz quase a chegar** (Lumina): A short article about the festival's arrival.
- 12-09-2014 - Não é software, é arte** (Diário de Notícias): An article by Mariana Vaz de Castro discussing the artistic value of light art beyond just software.
- 12-09-2014 - Um mar de som, luz e tranquilidade que alagou e encantou a vila** (Diário de Notícias): A report on the festival's atmosphere in Cascais.
- 12-09-2014 - Cascais cultural** (Aproveitar até ao fim): A cultural news piece about the festival.
- 12-09-2014 - Cascais cultural** (Aproveitar até ao fim): Another cultural news piece.
- 12-09-2014 - Um festival de luz em Cascais** (Destak): A news article about the festival's activities.
- 12-09-2014 - Cascais Lumina em três quilómetros** (Público): An article about the festival's location and scale.
- 12-09-2014 - Cascais recebe a luz e a cor do LUMINA** (Diário de Notícias): A news article about the festival's start.
- 12-09-2014 - Nuno Maya e Carole Purnelle, fundadores do LUMINA - Festival da Luz** (Lumina): An interview with the festival's founders.
- 12-09-2014 - Cascais cultural** (Aproveitar até ao fim): A cultural news piece.
- 12-09-2014 - Cascais cultural** (Aproveitar até ao fim): Another cultural news piece.
- 12-09-2014 - Cascais cultural** (Aproveitar até ao fim): A third cultural news piece.
- 12-09-2014 - Cascais cultural** (Aproveitar até ao fim): A fourth cultural news piece.
- 12-09-2014 - Cascais cultural** (Aproveitar até ao fim): A fifth cultural news piece.
- 12-09-2014 - Cascais cultural** (Aproveitar até ao fim): A sixth cultural news piece.
- 12-09-2014 - Cascais cultural** (Aproveitar até ao fim): A seventh cultural news piece.
- 12-09-2014 - Cascais cultural** (Aproveitar até ao fim): An eighth cultural news piece.
- 12-09-2014 - Cascais cultural** (Aproveitar até ao fim): A ninth cultural news piece.
- 12-09-2014 - Cascais cultural** (Aproveitar até ao fim): A tenth cultural news piece.

LUMINA LIGHT FESTIVAL 2014



# Media Coverage / TV



LUMINA FESTIVAL DA LUZ 2014



# Media Coverage / Online



LUMINA FESTIVAL DA LUZ 2014





## Media Coverage / International





# lumina

F e s t i v a l d a L u z

## LUMINA Light Festival

### Direction

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