

# Let there be light for the opening night of Edinburgh International Festival

☒ You are going to love this.

Last year the Edinburgh International Festival opened with a spectacular light show focused on The Usher Hall, which in itself was pretty amazing.

In the mood of going for bigger and better, this year the festival opening night will feature a light show centred on Edinburgh Castle.

☒ Standard Life is sponsoring the Opening Event in the first segment of a three year deal. The creators of Harmonium which opened the Festival last year are creating the Standard Life Opening Event : Deep Time.

This will be a free outdoor art event using the western face of Castle Rock and the castle above as a canvas for projections inspired by the history of the castle, all set to music by Scottish rock band Mogwai.

This event will take place on Sunday 7 August at 10.30pm and can be viewed from a special viewing arena on Castle Terrace.

Free tickets will be available on 11 July with a second release on 1 August. There will be a final release of a limited number of tickets on 6 August.

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*Deep Time* charts 350 million years of Edinburgh history, uncovering the unique geology of a landscape formed by

volcanic activity, exploring the intellectual legacy of the city – in particular the work of renowned Edinburgh scientist and thinker James Hutton – and celebrating the people who live and work in the city. 59 Productions will use cutting-edge 3d animation and projection techniques to create the event, also working in partnership with academics from the University of Edinburgh's science faculties on the event's narrative.

Fergus Linehan, Edinburgh International Festival Director said:

'We're thrilled to welcome on board such a dynamic sponsor for our Opening Event. Standard Life is one of the world's most forward-thinking financial organisations, whose continued engagement in the cultural life of Edinburgh and Scotland is instrumental in supporting work created here on a global stage, and makes them a natural partner for the International Festival. Standard Life has shown itself to be innovative and creative in its sponsorship of major events, and we look forward to working together to offer the people of Edinburgh and beyond a spectacular start to the summer festival season.'

Rod Paris, Standard Life plc and Chief Investment Officer of Standard Life Investments, said:

"We are absolutely delighted to be partnering with the Edinburgh International Festival and to be sponsor of the Standard Life Opening Event, Deep Time.

As a business which was founded in Edinburgh almost 200 years ago, we are immensely proud of our Scottish heritage and our longevity here as an investor in our city and wider community.

Edinburgh is at the heart of our global business. We welcome the opportunity of being involved in an international festival of world renown that is staged here in Edinburgh.

Our support of this unique cultural piece will provide another opportunity for our people to feel inspired by and proud of

our association with world class events.”

**Standard Life Opening Event: *Deep Time***

Sunday 7 August, 10.30pm

Castle Terrace Viewing Arena

Free Admission with ticket

[eif.co.uk/2016/deeptime](http://eif.co.uk/2016/deeptime)

#deeptime

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