

Tickets available today for International Festival opener

Free tickets will be available from today for the Standard Life Opening Event: Bloom, which is a digital artwork that will open the 2017 summer festival season.



The event will run from 10 until midnight over two nights on Friday 4 and Saturday 5 August 2017 and will take place in St Andrew Square

The event is organised by The Edinburgh International Festival which is celebrating its 70th anniversary and Edinburgh's status as the Festival City .

St Andrew Square will be transformed into a canvas of animations filled with colour, texture, sounds and sensations.

59 Productions, the company behind the video designs used at the opening ceremony of the 2012 Olympic Games have been commissioned to create the animations on display. The company also produced the marvellous Harmonium and Deep Time displays in the last two years.



The 2016 Edinburgh International Festival opened with a spectacular light show

Accompanied by music composed by Nick Powell, Standard Life: Bloom will take audiences to the darkness of post-war Edinburgh, and will take inspiration from Edinburgh's rich culture for the bright and bold animations you will see.

Book tickets here eif.co.uk You are advised to book which

will ensure entry.

Non-ticket holders are welcome on the night but entry to the square will operate on a first come first served basis.

The Standard Life Opening Event: Bloom is made possible by support from a portfolio of partners across the private and public sector. This is the second event in a three year partnership between the International Festival and Standard Life – the International Festival’s Opening Event Partner – which supports the event alongside other key funders including EventScotland and the University of Edinburgh, which have supported the Festival’s Opening Event since its inception in 2015.

This year the Standard Life Opening Event: Bloom also enjoys support from the Scottish Government’s Edinburgh Festivals EXPO Fund. This year the EXPO Fund has made an additional £300,000 available to support the Festivals celebrating 70 years of the Festival City. Edinburgh International Festival is working with Essential Edinburgh to realise the event.