



## Samsung renews partnership with Sydney Opera House

– Historic Principal Partnership extended for five years to enable innovation –  
– World-first virtual-reality experience allows visitors to climb the Opera House sails –

**Sydney – Wednesday, 15 June 2016.** The Sydney Opera House and Samsung Electronics Australia today announced the renewal of their landmark Principal Partnership for a further five years – ensuring technology and innovation stay at the heart of the Opera House experience now and in the future.

The extension of the Opera House's first ever Principal Partnership means that Samsung will continue to play a vital role in the Opera House's Decade of Renewal – launched at its 40<sup>th</sup> Anniversary in 2013 to ensure the World Heritage-listed 'masterpiece of human creative genius' continues to inspire new generations of 21<sup>st</sup> century audiences, visitors and artists.

Together, the two powerhouses will collaborate on future-facing projects, using the latest technology to enable people to experience the Opera House in entirely new ways – starting with an awe-inspiring virtual-reality experience, which allows viewers to ascend the sails of Australia's most famous building via an immersive, 360-degree video.

The *Climbing the Sails* VR experience will be exclusively available in a new space in the Sydney Opera House Box Office Foyer, due to open later this year. *The Lounge – enabled by Samsung* will feature the latest Samsung technology, digital content and interactive displays in a comfortable and welcoming environment, which will also provide much needed seating for patrons and visitors. Here, patrons will be able to explore the Opera House's living story as well as its renewal plans.

The extension of Samsung's partnership comes as the NSW Government today announced that the upcoming State Budget will deliver the first \$12 million of the \$202 million committed to the first stage of the Opera House's Renewal, highlighting united government and private sector support for the symbol of modern Australia.

**NSW Deputy Premier & Minister for the Arts Troy Grant** said: "The Sydney Opera House is part of our nation's cultural fabric, celebrated as one of the 20<sup>th</sup> century's greatest buildings and one of the world's greatest performing arts centres. As we prepare the Opera House for future generations it is vital that we invest not only in the building and its facilities but in the new technology and innovation that will enable more people to experience all that it has to offer.

"I'm delighted that Samsung shares our view, as evidenced by its stronger, longer renewal of support of the Opera House and the incredible partnership projects already in development."

**Sydney Opera House CEO Louise Herron AM** said: "We are delighted that Samsung is continuing as our Principal Partner at this very exciting time in the Opera House's history. With such strong backing from our Principal Partner, Samsung, and our greatest supporters, the NSW Government, the Opera House is well positioned to achieve its mission of continuing to inspire and strengthen the community.

"From the beginning, the Opera House has been about collaboration and innovation and we need to ensure this continues long into the future, as mandated by our enabling Act. We have been fortunate to have Samsung, fellow leaders in innovation, with us as true collaborators since the start of our Decade of Renewal



in 2013. It has been a very happy and historic partnership and we are thrilled to renew and strengthen that commitment to work together to transform the Opera House experience for the 21st century.

“The Lounge – enabled by Samsung will be a first tangible example of that commitment, a welcoming environment for people to dwell and be informed and inspired. Jørn Utzon always conceived the foyer as a place to decompress from the experience of arriving at the Opera House ahead of experiencing all it has to offer. The Lounge will be a chance for more of the 8.2 million people who visit the Opera House each year to deepen their engagement with the Opera House’s past, present and future.”

**Samsung Australia Corporate Vice President and Chief Marketing Officer Philip Newton** said the partnership aimed to preserve and progress the pride Australians have for the Sydney Opera House.

“Samsung’s guiding mission is to enrich people’s lives with our technology and inspire communities through innovation. Our ongoing partnership with the Sydney Opera House is a valuable opportunity that both speaks to this mission and enables Samsung to enrich the visitor experience. We hope to deepen the relationship Australians have with this iconic building and inspire the next generation through the VR experience to engage and enjoy the Sydney Opera House in a whole new way,” Mr. Newton said.

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**Sydney Opera House**

The Opera House is a masterpiece that belongs to all Australians. It is the country’s number one tourist destination and its busiest performing arts centre, welcoming more than 8.2 million visitors a year on site and hosting 1,900 performances attended by 1.45 million people. Deloitte has estimated the total social asset value of the Sydney Opera House to Australia at \$4.6 billion. On its 40th Anniversary in 2013, the Opera House embarked upon a Decade of Renewal to prepare it for future generations of artists, audiences and visitors

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