Discover The City in a New Light

12th - 17th February 2017

www.eluminatecambridge.co.uk
Media Coverage

10 x local press articles
2 x national press articles
6 x local radio broadcast interviews
2 x regional TV packages about the Festival

Festival

We were also featured in The Times and The Guardian online.

It is estimated that at least 24.5 million people may have read, watched or heard about the 2017 e-Luminate Cambridge Festival through this coverage.
In Numbers

In the 28 days leading up to and during the Festival:

- Website page views: 96,000
- Twitter visits: 25,000
- Impressions: 420,000
- Twitter mentions: 954
- Reach for e-Luminate Cambridge Festival: 5,700

2017

- Facebook: 1,911
- Twitter: 8,274

Mailing list

In 2016, we mailed out to 4,600 people. In 2017, this figure rose to: 52,749
Event visitors

<table>
<thead>
<tr>
<th>City</th>
<th>Sessions</th>
<th>Contribution to total:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambridge</td>
<td>17,042</td>
<td>47.86%</td>
</tr>
<tr>
<td>London</td>
<td>6,259</td>
<td>17.58%</td>
</tr>
<tr>
<td>Peterborough</td>
<td>723</td>
<td>2.03%</td>
</tr>
<tr>
<td>Saint Ives</td>
<td>514</td>
<td>1.44%</td>
</tr>
<tr>
<td>King's Lynn</td>
<td>493</td>
<td>1.38%</td>
</tr>
<tr>
<td>Haverhill</td>
<td>430</td>
<td>1.21%</td>
</tr>
<tr>
<td>(not set)</td>
<td>426</td>
<td>1.20%</td>
</tr>
<tr>
<td>Huntingdon</td>
<td>421</td>
<td>1.18%</td>
</tr>
<tr>
<td>Ely</td>
<td>388</td>
<td>1.09%</td>
</tr>
<tr>
<td>Cambourne</td>
<td>316</td>
<td>0.89%</td>
</tr>
</tbody>
</table>

Total sessions: 35,608 (3.06% of total: 1,163,059)
In the last five years, we have commissioned **88** artists and designers. Amongst these, highly commended international artists, such as Ross Ashton and Karen Monid (London 2012 artists), Antonin Fourneau, Tine Bech and Aether & Hemera.

The total number of installations shown so far is **85**, which is a pretty amazing achievement considering we started with **7** installations in our inaugural event in 2013!
This was the first year we welcomed Alessandra and e-Luminate Cambridge Festival into the Cambridge Live team. It was fantastic to see so many people engaging with the amazing installations across the City and coming along to events and workshops in the Corn Exchange and Guildhalls. Cambridge Live is very proud to be presenting the Cambridge e-Luminate Festival and we’re looking forward to helping the festival grow and develop over the coming years.

Steve Bagnall, Managing Director of Cambridge Live

This year’s e-Luminate Cambridge Festival reinforced this exciting event’s position as one of the highlights of Cambridge’s cultural calendar. With our role as main contractor for The Triangle, and our sister company Bouygues Energies and Services involved in a long-term energy partnership with Cambridgeshire County Council, we were very pleased to be able to sponsor this festival, which celebrates Cambridge’s architecture by bringing together energy and the built environment.

Fabienne Viala, Chairman of Bouygues UK

Congratulations to you and the team on another outstanding e-Luminate Cambridge Festival. You really have created something very special with this event and we have been delighted to have been able to provide support over the years, including with this year’s lighting of our Control Building.

Christopher Walkinshaw, Marshall of Cambridge (Holdings) Limited