## Metropolis: by LIGHT

**Drömljus – the lightfestival of Helsingborg** *Josette Dahlin* 







8,5 million kr / 0,85 € 300.000 visitors 10 days



Cooperation
Sustainability
Safety
Love



















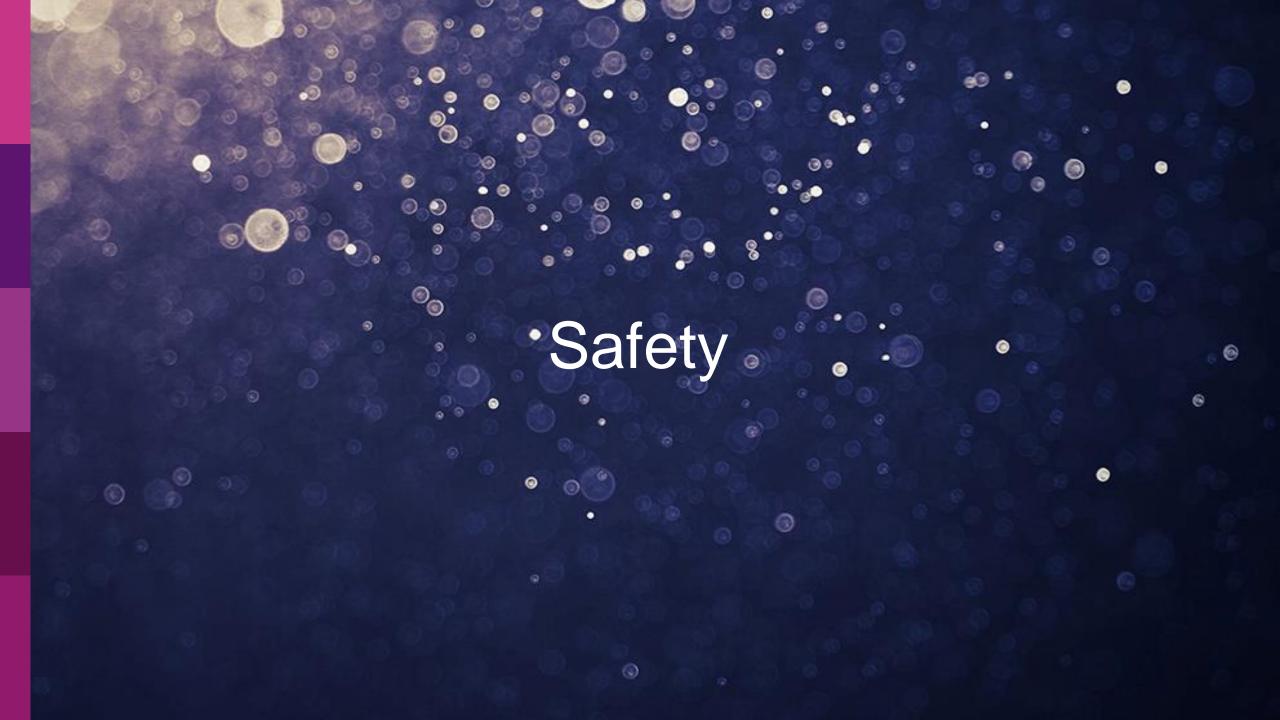




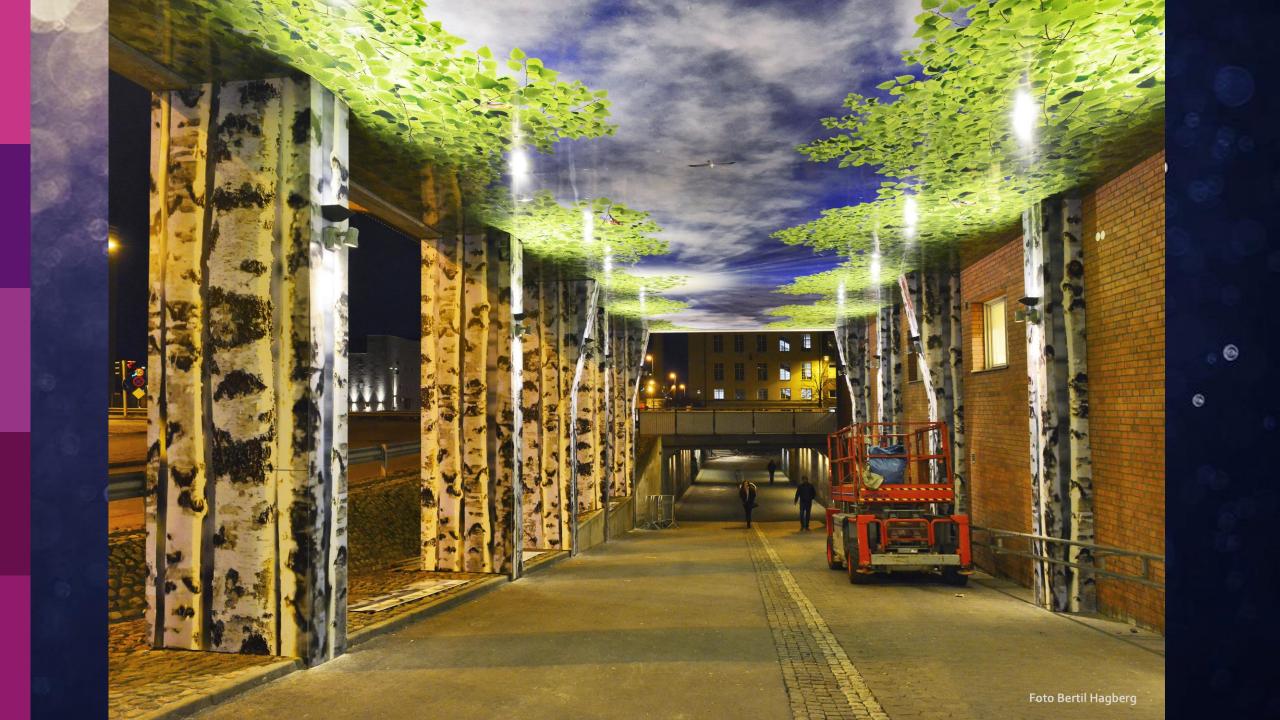




















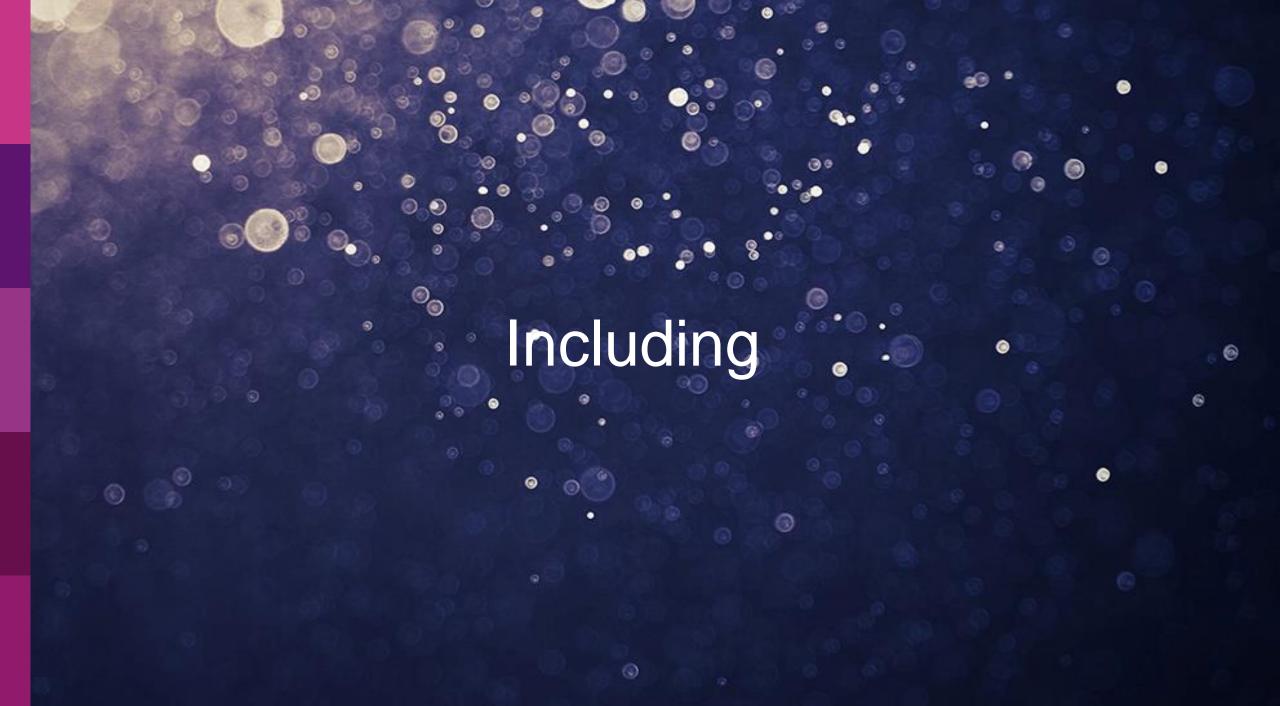


















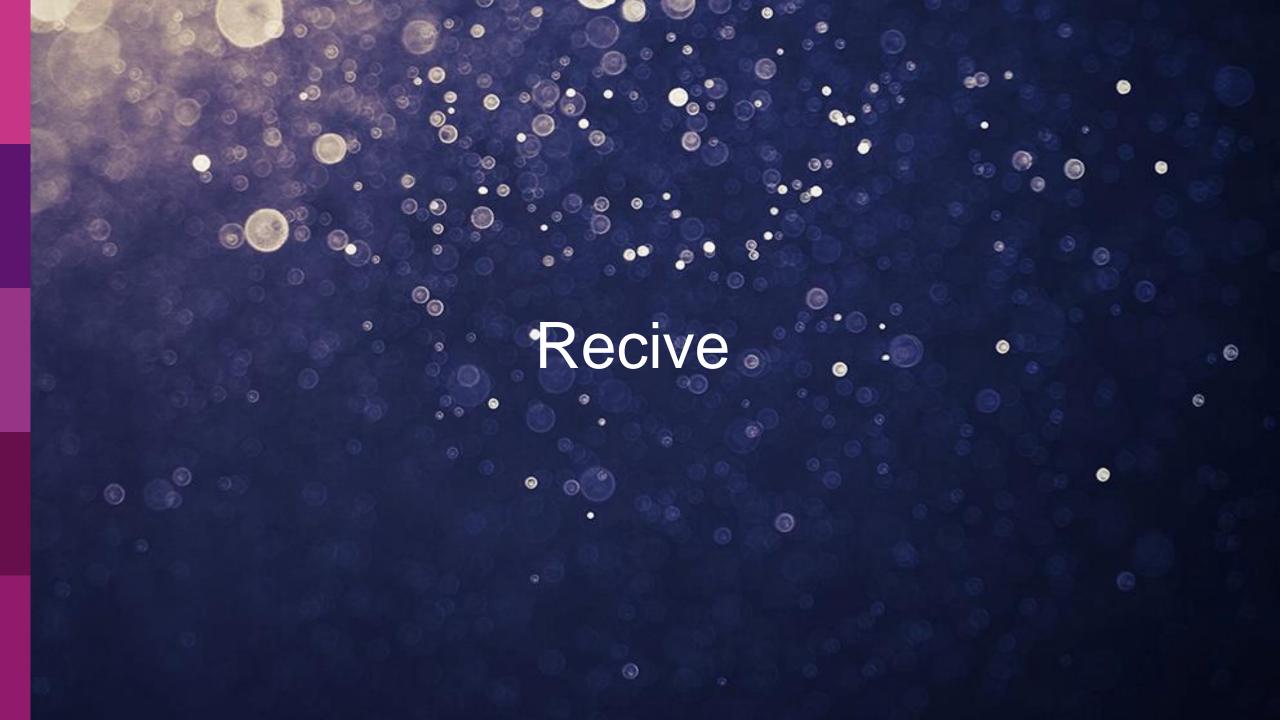




















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## Key takeaways -

- Find cooperaters and take good care of them
- The festival should have credability against the values
- Interactivity, responsive and participation is the new black

