

# £1m LIGHT SHOW TO LURE TOURISTS



## Temporary show visits five cities

**D**ERBY'S Market Place will be transformed by a £1m light show for 10 days next year.

East Midlands Development Agency (Emda) is funding the extravagant exhibition at a cost of £20,000 per day.

The organisers hope the show will bring tourists flocking to the city.

Emda has spent £200,000 on the equipment needed for the display, which will see the shadows of people walking through Derby's Market Place projected onto a giant screen containing colour images of 1,000 people from across the region.

A further £285,000 will be spent on transport and staging for the show and an undisclosed fee has been paid to the Mexican artist who came up with the idea.

Derby is one of five towns and cities in the region which will host the exhibition.

Some critics have branded the exhibition a waste of money but Emda claimed it would "greatly enrich our cultural quarters" and attract tourists and investment.

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