

# Press release

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## Premiere at IAA MOBILITY 2025 in Munich: The “Festival of Lights Munich” to Illuminate Iconic Buildings in the Bavarian Capital

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For the first time, the ‘Festival of Lights’ will take place in Munich as part of IAA MOBILITY. From September 9 to 13, prominent buildings such as the Bavarian State Library, the Residenz, and the Old Town Hall will be illuminated by spectacular light art projections every evening from 8:00 p.m. to 11:00 p.m.

The event is being produced by the creators of the original Festival of Lights© Berlin. Thanks to partners including LEGO®, the Bavarian State Chancellery, and Messe München, visitors will experience a festival of light, art, and music that transforms downtown Munich into a magical setting. The event is free of charge and open to all visitors.

“We are thrilled to bring the ‘Festival of Lights’ to Munich for the first time. For 20 years, we have been creating and producing our Festivals of Lights worldwide. Now, Munich will also become part of this luminous journey. Light awakens emotions and connects people and places—that is its special magic. When the Festival of Lights illuminates Munich as part of IAA MOBILITY, it creates a unique space full of inspiration, radiance, and unforgettable moments,” announced Birgit Zander, founder and director of the Festival of Lights.

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“Our exhibitors will also be offering engaging programs at their presentation areas in downtown Munich in the evenings,” said Jürgen Mindel, VDA Managing Director. “The Festival of Lights in Berlin is one of the most famous and elaborate light art shows in the world. Munich is now the second German metropolis after Berlin to host this show. We are truly excited to present another highlight to visitors in the IAA Open Space,” added Christian Vorländer, Head of Mobility at Messe München.

LEGO®, for example, will transform two of Munich’s landmarks into extraordinary creative spaces for the first Festival of Lights in Munich. In line with the IAA MOBILITY theme, the State Library will be showcased with a LEGO® vehicle show and further illuminated by a giant LEGO® Botanicals flower show. At Marienplatz, the Old Town Hall will feature LEGO® Disney characters, while Leonardo da Vinci will present art and arguably the world’s most famous fairytale castle.

The Bavarian State Chancellery is also supporting the Festival of Lights and, as part of this, will illuminate the northwest facade of the Munich Residenz. An impressive light installation will showcase the diversity of the Free State of Bavaria and its forward-looking approach to mobility. Messe München will also present a stunning light installation, turning one of Munich’s most significant structures into a radiant stage for the topics that move Bavaria.

Accordingly, the opening hours have been extended: The IAA Open Space will be open daily from 11:00 AM to 9:00 PM. On Sunday, September 14, exhibitors will open their booths from 10:00 AM to 5:00 PM.

## ABOUT Festival of Lights

*Founded in Berlin in 2005, the Festival of Lights is one of the world's most renowned light art festivals. The famous festival's team of artists transforms landmarks, buildings, streets, and squares into luminous stages—a magical fusion of innovative light art, cutting-edge projections, 3D video mapping, and the emotional power of stories that touch the heart.*

*According to festival founder Birgit Zander, her mission is to bring light to the world to connect people and cultures—and the journey is ever-expanding. The Festival of Lights is on tour and has already illuminated cities such as New York, Bucharest, Luxembourg, Dubai, Zagreb, and Sofia. And in 2025, IAA MOBILITY is bringing it to Munich!*