

**EVENT NOTIFICATION:  
SCENESCAPE ON SATURDAY 20 & SUNDAY 21 SEPTEMBER**

Dear Resident/Business Owner

Sony are proud to present the Sony Scenescape Event for 2025. Formerly known as Scene Tradeshow, 2025 introduces it to its evolution as SceneScape - combining the best of photography, videography and content creation to deliver the ultimate expo for storytellers within the icon precinct and White Bay Power Station venue.

Over two days patrons get hands-on with the latest Sony cameras, lenses, and accessories; get inspired by industry experts in a curated selection of talks, panels and masterclasses; and get their creativity sparked through workshops and the Alpha Awards photo gallery.

Sony encourages you to be part of this exciting event, further information and programming can be found via <https://scene.sonyanz.com/events/scene-tradeshow-2025-presented-by-sony>.

Bump in of the event site in White Bay Power Station is proposed to commence on **Wednesday 17th September 2025**.

The event site will be live from **Friday 19th September between the hours of 1pm - 11pm** as well as **Saturday 20th and Sunday 21st September between 9am and 10pm**.

Bump out commences on the evening of Sunday 21st September and conclude 7pm on the 22nd September.

Details of the set up, event live and pack down out for this event have been included below for reference:

Event Schedule	Commence Date	Start	Finish
Set Up	17/09/2025	7:00AM	10:00PM
	18/09/2025	7:00AM	10:00PM
	19/09/2025	7:00AM	1:00PM
Event Live	19/09/2025	1:00PM	11:00PM
	20/09/2025	9:00AM	10:00PM
	21/09/2025	9:00AM	6:00PM
Pack Down	21/09/2025	6:00PM	11:00PM
	22/09/2025	7:00AM	7:00PM

Any questions or queries regarding this event please do not hesitate to reach out to the provided contact below:

**Studio Messa**

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