



FESTIVAL
DES ARTS VISUELS DE VEVEY
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Images

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PRESS RELEASE

Festival Images 2014: overview on the eve of the last weekend

Reports of Festival Images 2014 are already very positive just a few days away from drawing to a close on Sunday 5th October. Two key challenges were met: moving the nerve centre of the event as well as boosting its presence in public areas. This year an unprecedented success shone through. Taking the political and administrative label 'Vevey the city of images' literally, the event is increasingly paramount to the economic, touristic and cultural development of an entire region.

Growing in success since 2008, the biennial had a record 45,000 indoor visits in 2012, mainly in the former ex-EPA shopping centre. The main challenge for the 2014 festival was to entice this wide audience whilst changing the main venue. The challenge was met: on the eve of the last weekend, there have already been over 70,000 visits to various indoor venues.

Attendance was very high not only in the Salle del Castillo, the event's new epicentre, other indoor venues also experienced a record number of visitors with for example over 6,000 visits for the single exhibition by Cristina De Middel, over 8,000 for the *24 Hours in Photos* project by Erik Kessels, as well as 5,000 for Alex Prager's exhibition at Espace Quai1. These figures do not take into account the remaining few busy days, with exhibitions remaining open until 7pm on 5th October.

HIGHLIGHTS

THE organisers have so far identified five key factors to this success:

- **Projects promoting visitor experience and interactivity** and emphasising the narrative potential of the images rather than their documentary dimension: the recreation of a photo booth enabling multiple portraits to be taken in a similar way to that of Marcel Duchamp, visiting Tadao Cern's exhibition by means of civilian drones and tackling a 15 metre climbing wall in order to discover photos collected by Thomas Mailaender.
- **Wide circulation on social networks:** in an unprecedented fashion, visitors have photographed installations at the Festival and shared them on the Internet. Prominent examples include the installations *24hrs in Photos* and *Valérie* by Erik Kessels in St.Claire's Church, *Primal Mountain* by Yuji Hamada with a staging by the ECAL / Cantonal school of art in Lausanne floating on rafts on Lake Geneva and the huge interactive mirror *Bâtiment* (Building) by Leandro Erlich
- **Restructuring to improve public welcome and cultural mediation:** a series of measures enabling access to exhibitions specifically targeted and adapted to each visitor have been devised: suggested itineraries, guided tours, school programs, availability of teaching packs for each level of education, workshops for children, young people and families, as well as discovery for older visitors
- **An eclectic and bountiful program** blending stars such as the American John Baldessari and budding artists, with local, national and international projects, satisfying the thirst of the general public, the expectations of specialists and the interest of Swiss and foreign media such as the New York Times, Le Monde and Téléràma.
- The event is **firmly rooted** in the local cultural, economic and political fabric, indeed in the history of the town of Vevey.

FACTS AND FIGURES

- **Over 70,000 visits** recorded at the Festival's various indoor exhibitions over 3 weeks
- **250 guided tours** and workshops organised by the Festival including 120 for classes (3139 participants)
- **68 bespoke projects** with artists from **18 different countries**
- Some **1,500 images** to view throughout the three week event as well as **350,000** 10x15 format photos for the single installation *24hrs in Photos* by Erik Kessels
- **500m²** of tarpaulin for the artworks by Arno Rafael Minkkinen and Lee Friedlander on outdoor façades
- **A 96m² mirror** for the installation by Leandro Erlich
- **A huge 6m tall duck** for the *DUCK* exhibition by Olivier Cablat
- **IMAGES PAR IMAGES**, a daily video programme developed by Festival Images and eikon^{EMF} in Fribourg aired by RTS/la Première in partnership with Keystone ([can be watched again here](#))

The next Festival Images will take place in September 2016 with fresh ambition to display photography in public areas, to surpass photography's usual boundaries and to give a new dimension to the town surprising both festivalgoers and inhabitants.

Between now and then, the Vevey ville d'images Foundation will spend 2015 organising its [International Photography Award](#) as well as exhibitions in its permanent exhibition space [Espace Quai1](#).

PHOTO GALLERY

Photographs of Festival 2014 installations can be downloaded by [clicking here](#).

For any specific enquiry, please do not hesitate to contact us.

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