



Festival
Images
Vevey

10 sept.
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2016

Biennale
des arts
visuels

PRESS RELEASE

Festival Images Vevey 2016: initial report after three weeks of immersion into images

Festival Images Vevey will close its doors on Sunday 2 October at 19:00. Marked by multiple collaborations and an extraordinary attendance, the initial Festival report on the eve of its last week-end, is clearly fantastic.

The fifth consecutive biennale took the label “Vevey, city of images” at face value, adorning the city with images and thereby contributing to strengthen its international position. Focusing on the theme of **immersion**, 75 projects custom-made by artists hailing from 15 different countries, exhibited in public spaces as well as in specifically-arranged venues, were offered free of charge to some tens of thousands of festivalgoers over three weeks.

As every time, it is hard to count exactly how many attended the Festival, since the event happens mainly outdoors and is free of charge. Festivalgoers are counted when they enter certain indoor venues. Nevertheless, organisers’ estimates thus far confirm the popular success of the last edition : a total of close to 100,000 visits in indoor venues two days before the actual end of the event, with daily peaks of some 4,000 one-time visitors just for Salle del Castillo, the Festival’s epicentre – among other reasons a result that stems from the use of new indoor venues.

Surveys and observations carried out during the event highlight the diversity of visitors: local, national and international, children, teenagers and adults, families, professional photographers, amateurs and onlookers, the Festival filled everyone with enthusiasm!

HIGHLIGHTS

- **A programme featuring big names** such as Hans-Peter Feldmann, Laurie Simmons, Guido Mocafico, Alec Soth, Martin Parr, Pierre et Gilles, Graciela Iturbide, Mat Collishaw, Stephen Gill and James Casebere, whose proposals went hand in hand with those of unknown or lesser-known artists, thanks in particular to collaborations with Lausanne’s University of Art and Design (ECAL) and Vevey’s Vocational Centre (CEPV).
- **Connections made with major European events** such as the Rencontres Photographiques in Arles, the Montreux Jazz Festival and Zurich’s Manifesta. Swiss mayor Elina Leimgruber also paid tribute to the manner in which the event managed to rally local institutions and organisations together around the label “Vevey, city of images”.
- **World premieres of original productions** in Vevey, such as American, Christian Patterson’s reconstitution of a Mississippi grocery shop, the first ever exhibition presented underwater at the bottom of Lake Geneva by Guido Mocafico, and Cristina de Middel’s project about the original founder of the Charlie Chaplin parade in India.
- **Set designs custom made by the Festival, highlighting the interactive nature of this year’s theme, i.e. immersion:** Stephen Gill’s images which had to be

sprinkled with water to be seen, Edoardo Delille's photos which could be fished out of the water, and a musical section as a tribute to the 50-year anniversary of the Montreux Jazz Festival, etc.

- **Successful school outings and cultural outreach:** measures implemented to assist various groups of visitors were widely used, as demonstrated by the 350+ group receptions and activities organised over three weeks.

At the crossroads of photography and contemporary art, Festival Images Vevey has confirmed its specific nature as a visual arts biennale and has clearly stated its position as a unique festival in the landscape of European events.

The next Festival Images will take place from **8 to 30 September 2018** with the renewed ambition of taking the label "Vevey, city of images" at face value and reinventing the city for festivalgoers as well as citizens. Until then, Images Vevey will dedicate 2017 to the organisation of the [Grand Prix Images](#) as well as to preparing exhibitions in its permanent gallery at [Espace Images](#).

VIRTUAL TOUR OF THE FESTIVAL

Take a virtual tour of some of this year's exhibitions with Teleport.
teleport.images.ch

PHOTOS

Photographs of this year's Festival can be downloaded on the [press page](#).
For specific requests, please don't hesitate to get in touch with us.

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