



Festival
Images
Vevey

08 – 30
septembre
2018

Biennale
des arts
visuels

PRESS RELEASE

Festival Images Vevey 2018: Conclusion after three weeks out of the ordinary

Festival Images Vevey 2018 closed its doors on Sunday 30 September at 19h. Marked by an opening speech by the President of the Swiss Confederation, M. Alain Berset, and a record attendance, this year's event was a great success.

Placed under the patronage of M. Alain Berset, President of the Swiss Confederation, the largest visual arts biennale in Switzerland took the label “Vevey, city of Images” literally. Based on the theme “Extravaganza. Out of the Ordinary”, **61 custom-made projects carried out with artists hailing from 19 countries** were exhibited in the public domain as well as in specifically adapted indoor venues and offered free-of-charge to several tens of thousands of festivalgoers for three weeks.

Since the event unfolds mainly in the public domain and with no need for tickets, festivalgoers are counted manually when they enter indoor venues. The organisers' estimates confirm the success of this year's event **with more than 160,000 visits in indoor venues including some 47,000 unique visitors recorded at Salle del Castillo alone**, the festival's epicentre. A result that can be explained by a record attendance in our new indoor venues, including the vast spaces of La Droguerie, the apartments of the former rail station chiefs and the Hotel des Trois Couronnes. Based on this, the economic spinoffs for the region, relating to the attendance, are estimated at between 2 and 3 million Swiss francs.

Once again, the Festival has been widely covered in the written press as well as on the radio, television and the web in Switzerland. International media also reported on the event, including *The Guardian*, *El Pais*, *Internazionale*, *Marie Claire Italy*, *Le Monde*, *Le Figaro*, *Libération*, *France Inter* and *L'Express* which dedicated full pages to the 2018 event, highlighting the city of Vevey and its surrounding region.

Surveys conducted during the event highlight the diversity of audiences. Local, national and international, children, teenagers, families and seniors, professional photographers and designers, amateurs and simple passers-by, the Festival thrilled the crowds!

HIGHLIGHTS

- **Unique physical and visual experiences** with original exhibitions custom-designed to strike a perfect balance between the works and the place in which they are exhibited whether on museum walls, monumental facades, in the various rooms of the former theatre drugstore, the abandoned apartments of the former rail station chiefs, the nave of a church, a prison cell, a luxury hotel room and a disused phone booth, which for three weeks became the “smallest museum in Switzerland”.

- **World premiere of specific productions exhibited in Vevey**, including Grand Prix Images Vevey 2017/2018 winner Peter Puklus' installation, Pierrick Sorin's first steps on the Moon, Martin Zimmermann and Augustin Rebetez's *Les catacombes de Mr. Skeleton* and Erik Kessels' 2,000 vintage vinyl record collection.
- **Success of the school activities' and cultural outreach programme**: This year, more than 330 outreach activities took place, gathering more than 5,500 participants. School activities were well represented with over 170 school visits and 75 fine arts workshops. More than 4,400 students aged between 5 and 20 visited the festival with a guide, based on programmes adapted to their age group.
- **Multiple collaborations** with the museums and cultural actors who ensure Vevey's status as a "city of images" all year round, including Théâtre de Vidy Lausanne, CEPV/Centre d'enseignement professionnel de Vevey, ECAL/Ecole cantonale d'art de Lausanne and the Confrérie des Vignerons for the Fête des Vignerons 2019.

At the crossroads of a photography festival and a contemporary art biennale, Festival Images Vevey reaffirmed its uniqueness. With the public, artistic and media success of this year's edition, the Visual Arts Biennale of Vevey positions itself little by little as a major event in the European cultural landscape.

The next Festival Images will take place in September 2020 with the renewed ambition of taking the label "Vevey, City of Images" literally and reinventing the city to surprise and amaze local residents as well as festivalgoers. Until then, Images Vevey will dedicate 2019 to organising its [Grand Prix Images Vevey](#) as well as looking for and developing new partnerships in order to sustain its artistic activities in the long-term, while seeking to generate touristic and economic spinoffs for the Swiss Riviera region.

PHOTOS

Photos of the installations at Festival Images 2018 are available for download on our [media page](#).

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

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