



Festival
Images
Vevey

05-27
septembre
2020

Biennale
des arts
visuels

PRESS RELEASE
18.06.2020

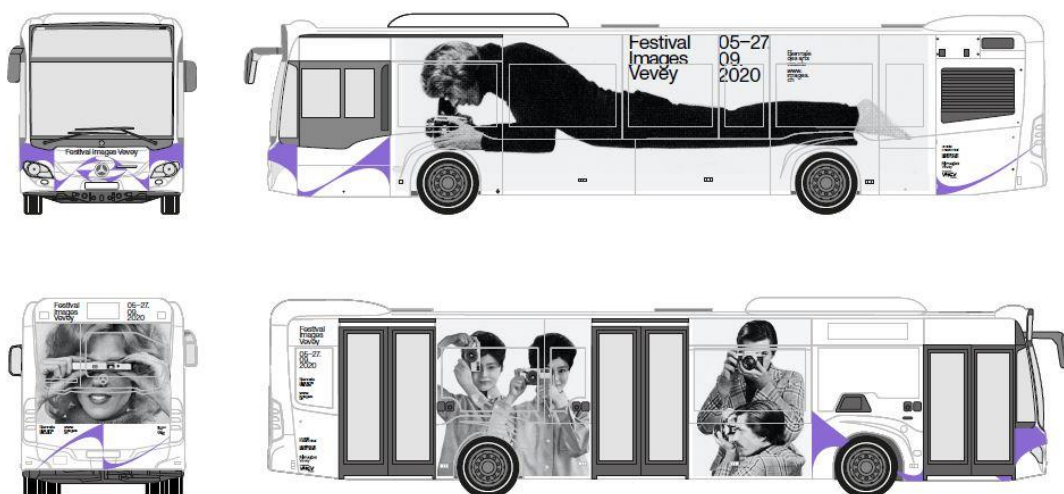
A first Festival Images Vevey 2020 project is already circulating!

Until the announcement of the full programme in July, keep your eyes peeled: the first project will be unveiled on the roads of the Vaud Riviera with mysterious giant photographers adorning a Vevey-Montreux-Chillon-Villeneuve transport company (VMCV) bus.

Over the last few days, a surprising bus may have eye-catched local people in Vevey. A public transport bus has been decorated with a selection of images collected by graphic designer Alberto Vieceli, all in the colours of **Festival Images Vevey**, which will take place **from 5 to 27 September 2020**.

There are many ways to hold a camera. From the most conventional to the most unexpected, Vieceli presents with his project ***Holding the Camera***, images drawn from advertising campaigns, instruction manuals and promotional leaflets. The Zurich-based graphic designer creates an inventory of positions adopted when taking a photograph in the bygone analogue era. He investigates how to look through a viewfinder, how to tilt a camera, how to hold it at waist level, horizontally or vertically...

Both technical and outlandish, these graphic-enhanced archives by Alberto Vieceli will be displayed **indoors at the Swiss Camera Museum** for Festival Images Vevey in September. **A section of the project will be visible as an installation outdoor**, on a regional public transport bus as from today.



A few words about the creators of the visual:



Alberto Vieceli (on the right)

The Zurich-based graphic designer Alberto Vieceli (1965) collects images which he compiles in surprising books published by everyedition, a publishing house founded in 2012 by his associate Sebastien Cremers. Together, they manage a graphic design studio and work mainly in the cultural field. They have obtained many Swiss and international awards, including the Festival Chaumont Graphic Design Prize, the Swiss Design Award, the Jan Tschichold Prize and the Most Beautiful Swiss Books.

*Yvo Hählen (on the left) represents the **Balmer Hählen** studio, which created the visual concept of the bus with Vieceli's images, and is in charge of Festival Images Vevey's 2020 visual identity.*

EXHIBITION

Holding the Camera

A project by Alberto Vieceli

Venue: Festival Images Vevey, [Swiss Camera Museum](#)

Date: from the 5th to 27th of September 2020

Schedule: every day, from 11am to 7pm

Bus: from June to September <https://www.vmcv.ch/ligne202>

A Festival Images Vevey project, carried out in collaboration with the Swiss Camera Museum and the public transport company VMCV.

FESTIVAL IMAGES VEVEY

5-27 sept. 2020

ANNOUNCEMENT OF THE FULL PROGRAMME: July 2020

 Images
Vevey



TRANSPORTS
VMCV
PUBLICS

Press contact

Amandine Marchand

Chemin du Verger 10

1800 Vevey, Suisse

presse@images.ch

T : +41 21 922 48 54

M : +41 79 887 93 34

Press contact FRANCE

Catherine Philippot

Boulevard Raspail 248

75014 Paris, France

cathphilippot@relations-media.com

T : + 33 1 40 47 63 42

M : +33 6 14 99 25 25