



Festival  
**Images**  
Vevey

05–27  
septembre  
2020

Biennale  
des arts  
visuels

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**PRESS RELEASE**  
**27/9/2020**

Festival Images Vevey 2020 comes to an end after three weeks of unexpectedness and... luck!

***The visual arts biennale Images Vevey closed its doors on Sunday 27 September at 7pm. In spite of the coronavirus-related context, the first results of the event are very enthusiastic, in particular thanks to the public's participation.***

Based on the theme “Unexpected. Le hasard des choses”, 50 custom-made projects with 60 artists hailing from 17 countries were shown free of charge indoors and outdoors for three weeks.

Under the patronage of Federal Councillor Alain Berset, Head of the Federal Department of Home Affairs, Switzerland's largest biennale welcomed more than **35,000 visitors** in 2020, totalling more than 160,000 cumulative visits to its indoor venues. The school outreach initiative enabled **almost 5,000 schoolchildren** to discover the Festival according to programmes adapted to their age. Based on this, the economic spin-offs for the region are estimated at **between 2 and 3 million francs**, particularly for catering, the hotel trade and local businesses.

This major public enthusiasm reveals a real appetite for a cultural offer that is accessible while respecting the measures relating to the health crisis, refuting recent national surveys. The organisers would like to thank **festivalgoers** on the one hand for their participation in ensuring the smooth running of the event, and the **60 artists** who adapted their projects to the operational constraints of this event on the other, as well as the **authorities and partners** for maintaining their commitment throughout the preparations.

Since March 2020 the conditions for preparing this event required a significant dose of innovation and flexibility, and it seems the weather, the press, the public and... luck recognised this risk-taking! Thus, the organisers would like to thank the neighbouring events and institutions that have been affected by the crisis for their advice and solidarity.

The regional, national and international media have highlighted the effort made to hold the Festival during this health crisis, while also spotlighting the link between the theme of the event and current events. In addition to the media in Western Switzerland, the main German-speaking Swiss media covered the event, generating a clear increase in the number of visitors from the Eastern part of the country. As for the international press, several media outlets including **The Guardian, Le Monde, Libération** and **Télérama** covered the 2020 Festival, showcasing the city of Vevey and the attractiveness of the region.

With this 7<sup>th</sup> event, Festival Images Vevey confirms its special place on the Swiss and international visual arts scene by presenting exhibitions in unique formats, custom-made for the city of Vevey, seeking to strike the perfect balance between the works and the place in which they are exhibited and blurring the boundaries between photography and contemporary art.

Built around **Christian Boltanski's** (FR) masterpiece "Chance", Festival Images Vevey showed major artists such as **Dayanita Singh** (IN), **Stephen Shore** (US) or **Peter Fischli & David Weiss** (CH) while giving pride of place to discoveries that have left their mark on the public, in particular by their immersive scenography such as the installations of English artist **Juno Calypso**, Turkish artist **Refik Anadol**, Swiss artist **Batia Suter**, French artist **Alain Bublex** and American artist **Kristine Potter**, winner of the Grand Prix Images Vevey 2019/2020.

**The next Festival Images will take place in September 2022** with the renewed ambition of taking "Vevey City of Images" literally and transforming the city into an open-air museum.

Between now and then, **Images Vevey will devote 2021 to organising the Grand Prix Images Vevey**, opening the **Espace Images Vevey** and organising the second **Gibellina biennale** in Sicily.

## PHOTOS

Photographs of the Festival's 2020 installations can be downloaded in the [press](#) page (password: **ImagesPresse2020**).

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

## FESTIVAL IMAGES VEVEY

DATES: **5-27 September 2020**

THEME: *Unexpected. Le hasard des choses*

[IMAGES.CH](#) PRESS AREA ACCESS: **ImagesPresse2020**

SOCIAL MEDIA: **@images\_vevey**

*The 2020 Festival Images Vevey is under the patronage of Federal Councillor Alain Berset, Head of the Federal Department of Home Affairs.*

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