



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 Villeneuve-Montreux-Clarens-Vevey transport company (VMCV) bus.*

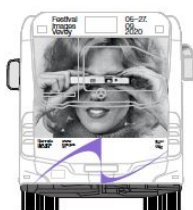
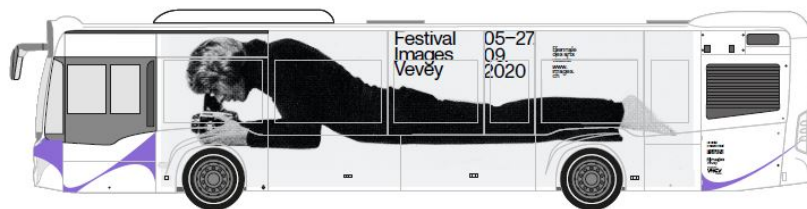
Over the last few days, a surprising bus may have eye-catched local people in Vevey. A public transport bus has been decorated with a selection of images collected by graphic designer Alberto Vieceli, all in the colours of **Festival Images Vevey**, which will take place from **5 to 27 September 2020**.

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 Veceli** (on the right)

The Zurich-based graphic designer Alberto Veceli (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 Veceli's images, and is in charge of Festival Images Vevey's 2020 visual identity.

## EXHIBITION

### ***Holding the Camera***

A project by Alberto Veceli

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

**Date:** from the 5<sup>th</sup> to 27<sup>th</sup> 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**

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