FESTIVAL
LA GACILLY
PHOTO

THE LARGEST EUROPEAN PHOTOGRAPHY FESTIVAL IS COMING TO
BADEN

8 JUNI – 30 SEPTEMBER 2018
Dear Mr. Mayor,

First of all, I would like to add my congratulations to your delegation in this enchanting town of Baden and express our sincerest gratitude.

In August, we were in the beautiful town of La Gacilly, to see the wonderful festival La Gacilly Photo, which this year was held over four months and hosted over 400,000 visitors.

The success of this festival has many reasons:
- the theme: the relationship between people and nature
- the presentation of the exhibitions in the open spaces
- the high quality of the photographies from national and international photographers
- the fact that the festival is free and accessible to a broad public

The festival is known worldwide, especially in Europe and the United States, and is considered one of the largest in Europe.

The success of the festival is also due to the efforts of the National and International Committee, which is chaired by Auguste Coudray, the President of the festival, and supported by Cyril Drouhet, the Artistic Director and Florence Drouhet, the Creative Director.

In my role as Mayor of La Gacilly, I am also responsible for the management of the city of Baden, and I am happy to welcome you to our annual festival, which is held in Baden each year, and is the largest in Europe.

In the past, we have worked together to promote the arts and culture, and I am pleased to continue this collaboration in the future.

I look forward to seeing you in Baden in the near future, and I wish you all the best in the future.

Sincerely,

Jacques Rocher
Mayor of La Gacilly
President of the Festival La Gacilly Photo
HOW IT ALL BEGAN...

JACQUES ROCHER, today President of the Fondation Yves Rocher, initiated a festival of photography in 2004 in his birthplace La Gacilly. It was dedicated to the theme of Man and the Environment. Convinced that it is our duty to engage with the future of our planet and to look for humanistic and sustainable concepts for our interaction with nature and with each other, he and his Leading Team turned the Festival La Gacilly Photo into an event that has set an international standard of social relevance in bringing together artistic photography and photojournalism.

A UNIQUE, INNOVATIVE CONCEPT
Combining first class art with a strong rootness in the region, the Festival La Gacilly Photo in Brittany, France, allows every visitor to immerse him- or herself fully in an open air festival and to embark on a quest through 35 open air galleries presenting 2000 photographs on screens up to 70 m² in size. The squares, lanes and gardens of La Gacilly are transformed into a sheer village of pictures. The place and its historic buildings serve as an ideal backdrop for the photographs. Public space turns into the scenery for the experience of photographic art, and entry to the exhibitions is free.

A FESTIVAL THAT USES ART TO PICK UP SOCIETY’S KEY THEMES
Each year, the focus is on two main spheres: geography and the environment. On the one hand, modern photographic art will centre on a country or a continent, for instance, Sub-Saharan Africa in 2017, Japan in 2016 and Italy in 2015. On the other, the focus is on environmental issues, for instance, Relations between Humans and Animals in 2017, The Oceans of the World in 2016, Feeding the Planet in 2015.

AND THE FESTIVAL APPEALS TO EVERYONE.
In tune with the time, it raises issues, denounces, surprises, calms and gives hope. And this is the message: For humans to live in harmony with themselves and nature, they must maintain a sustainable relationship with the planet. Against socially and ecologically destructive production techniques, the festival encourages harmonious coexistence and a peaceful, open, attitude vis-à-vis others, a mindful lifestyle and a sustainable, socially compatible, model of the economy.

THE FESTIVAL INVITES
visitors to embark on an instructive, high-class, pure enjoyment with their friends and family. It brings the locals together and gives them a feeling of belonging through their involvement in an exceptional event.

AN ECONOMIC DRIVER
in the run-up to and during the event, the festival makes culture serve rural life and demonstrates perfectly the attractiveness of an area formerly plagued by emigration. It builds a positive model of development and by involving public partners, such as the municipality of La Gacilly, an association of several municipalities from Ouest to Brocéliande, the Department of Morbihan, Brittany, DRAC, and private partners, such as the Fondation Yves Rocher, the Société Générale, Vrai, as well as the press and media, all of them committed to shared values.

FROM ITS BEGINNING, THE FESTIVAL LA GACILLY PHOTO HAS BEEN SUPPORTED BY AN ASSOCIATION
that creates many jobs in the summer. An important cultural as well as socio-economic actor, the festival association takes on a revitalizing role for the entire region. At regional level, as well as at national and international level, the Festival La Gacilly Photo is seen as a cultural event that enhances the local structures and helps making Brittany known across the world.

WITH 400 000 VISITORS, THE FESTIVAL LA GACILLY PHOTO IS THE MOST SUCCESSFUL PHOTO FESTIVAL IN EUROPE.

FUTURE
After collaboration on the book Baobab — The Magic Tree by French top photographer Pascal Maitre, Jacques Rocher invited publisher Lois Lammerhuber to the opening of the Festival La Gacilly Photo 2017. Lammerhuber was fascinated by the creative and narrative power of the exhibitions and began to wonder about inviting the festival to his native town of Baden. Exactly one year and one week later. With an identical structure and content. Organized symbiotically and in partnership. Jacques Rocher took up the idea with enthusiasm. And as the concept at once convinced and fascinated the mayor of Baden, Stefan Szirucsek,

THE BIGGEST EUROPEAN PHOTO FESTIVAL WILL COME TO BADEN ON 8 JUNE 2018.
Omar Victor Diop
Mirror Games in the Studio

Malick Sidibé
The Malick Studio

Seydou Keïta
The Studio of Icons

© Lois Lammerhuber

A CONTEMPORARY PICTURE ARCHIVE

Omar Victor Diop Mirror Games in the Studio
Malick Sidibé The Malick Studio
Seydou Keïta The Studio of Icons

© Lois Lammerhuber
THE WHO-IS-WHO OF PHOTOGRAPHY PRESENTS A PROGRAMME OF HIGHEST ARTISTIC QUALITY

THE ALMOST 2,000 PICTURES EXHIBITED ANNUALLY come from some of the most renowned photographers in the world and explore the artistic and journalistic dimension of photography:

Ansel Adams, Yann Arthus-Bertrand, Peter Bialobrzeski, Eric Bouvet, Jim Brandenburg, Nick Brandt, Robert Capa, Edward S. Curtis, Raymond Depardon, Robert Doisneau, Elliott Erwitt, Olivier Filliâtre, Stuart Franklin, Mario Giacomelli, F.C. Gundlach, Horst P. Horst, Frank Horvat, Seydou Keita, Michael Kenna, Heidi & Hans-Jürgen Koch, Karl Lagerfeld, Michael Lange, Jacques-Henri Lartigue, Robert Lebeck, Peter Lindbergh, Pascal Maitre, Steve McCurry, Peter Menzel, Sabrina & Roland Michaud, Sarah Moon, Helmut Newton, Michael Nichols, Paul Nicklen, Martin Parr, Paolo Pellegrin,
Philip Plisson, Marc Riboud, George Rodger, Sebastião Salgado, Hans Silvester, George Steinmetz, Brent Stirton, Ellen von Unwerth, Karl Lagerfeld, Michael Lange, Jacques-Henri Lartigue, Robert Lebeck, Peter Lindbergh, Pascal Maitre, Steve McCurry, Peter Menzel, Sabrina & Roland Michaud, Sarah Moon, Helmut Newton, Michael Nichols, Paul Nicklen, Martin Parr, Paolo Pellegrin, Philip Plisson, Marc Riboud, George Rodger, Sebastião Salgado, Hans Silvester, George Steinmetz, Brent Stirton, Ellen von Unwerth, Pierre de Vallombrosa, Michael Yamashita...

FOR FIVE YEARS NOW the festival, in cooperation with the state education system, has offered a mediation programme for 16 Collèges from the Department of Morbihan. Professional photographers work with more than 350 pupils and teachers on researching, reflecting and depicting the current year’s themes. In the spirit of the festival, they question the manifold pictorial languages and forms of photojournalistic as well as artistic creation. The results of this adventure are presented within the festival.

FOR TWO YEARS NOW the young photographers competition, organized in close cooperation with Fisheye magazine, has created a situation that allows young talent to be discovered and to show their work during the festival. This makes the festival a dynamic, cross-generational support platform for up-and-coming photographers.

MOREOVER, each year, the photo festival in La Gacilly presents the work of the winner of the Fondation Yves Rocher Photo Award. This award, presented at the Visa pour l’Image Festival in Perpignan, includes a bursary for a professional photographer to realize a journalistic project on controversial environmental topics.

AS A STRONG SUPPORTER OF CONTEMPORARY PHOTOGRAPHY, the Festival La Gacilly Photo produces distinct content. In 14 years, it has funded 15 commissions of photographers to document local events in the Department of Morbihan.

DIE FOTOGRAFEN DES FESTIVALS LA GACILLY 2017


FESTIVAL DOCUMENTATION The periodical publication of the catalogue of each festival stems from the desire to make the authors visible and to leave traces for future generations. The catalogue is also available in expanded digital format. This underlines the ambition of the festival to keep up with the times by using new technology and dissemination methods.
THE VISION

THE PARTNERSHIP of La Gacilly and Baden, the cooperation of the two mayors, Jacques Rocher and Stefan Szirucsek, on Lammerhuber’s idea to expand the Festival La Gacilly Photo by the Festival La Gacilly—Baden Photo is based on a vision.

FAMILY MAN Jacques Rocher developed the festival concept out of his belief in livelihoods and conditions that are appropriate for us all and that anyone can understand — the family and the village. Historically, this is where we all come from, no matter how we live today. Add to that the basic social need to develop social competences while striving for economic prosperity: the wise use of soil, water, nature’s fertility and simple structures.

CHARACTERISTIC OF FESTIVALS is the fact that they happen for a certain time-span and in a particular place. The idea sketched below takes a new approach. A new approach at a time when photography is rapidly reaching new levels of significance and promises, for the first time in history, across the world, and for almost anybody, full access to creative expression. This is nothing less than a democratization of art. And an opportunity to participate and share. For anybody.

THE FESTIVAL LA GACILLY PHOTO CELEBRATES ITS 15TH YEAR IN 2018. It has stood the test of time with panache and enjoys highest recognition across the world for its artistic and photographic presentation and its discussion of urgent environmental issues as well as the beauty of our world and our existence, combined with a desire for peace and the good life.

THE FESTIVAL LA GACILLY-BADEN PHOTO CELEBRATES ITS LAUNCH IN 2018. It complements the work in La Gacilly by expanding it and embedding it within a European context. It is born from the “desire to show the public that culture in Europe is fundamental (...) and that, through photography, our two municipalities, Baden and La Gacilly, our regions of Lower Austria and Brittany, our countries, Austria and France, can play a role in this” — committed European Jacques Rocher wrote to Stefan Szirucsek.

LA GACILLY AND BADEN WILL UNITE THEIR STRENGTHS and transfer the festival design, based on a village, to a place with an almost identical display environment and structures that have evolved through local historical events to the next level of urbanization, the small town.

THE EXHIBITIONS OF 2017 IN LA GACILLY WILL BECOME THE EXHIBITIONS OF 2018 IN BADEN.

FOR FOUR MONTHS a completely different public in Baden will enjoy the opportunity to engage with all their senses with challenging topics of our times and to “allow itself to be astounded” by magnificent pictures — as Jacques Rocher put it.

THE REASONS FOR THE SUCCESS of the Festival La Gacilly Photo also define the framework for the festival in Baden:

THE THEME: RELATIONS BETWEEN MAN AND THE ENVIRONMENT
THE PRESENTATION OF THE EXHIBITIONS IN PUBLIC SPACES
THE EXCELLENCE OF THE PICTURES BY FIRST-CLASS INTERNATIONAL PHOTOGRAPHERS
THE FACT THAT THE FESTIVAL CAN BE VISITED FOR FREE ANY TIME DAY OR NIGHT

Stefan Szirucsek and Lois Lammerhuber, together with Jacques Rocher, Augusta Coudray and Cyril Drouhet, reviewed all aspects of this cooperation and decided

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NATURE, BEAUTY, ART AND WELLBEING

NATURE Baden is situated within the Wienerwald UNESCO Biosphere Reserve. Baden is a member of the Climate Alliance, which unites more than 1,700 municipalities from 26 European countries around the goal of reducing greenhouse gas emissions. Baden is also the largest Austrian municipality and met the required standards of sustainability and energy efficiency ahead of time, which made the town an example of active climate protection.

BEAUTY There are indications that first settlement in Baden dates back to 5,000 BC. The Romans already used the local sulphurous springs. Over time Baden became a leading spa, particularly popular in the second half of the 19th century. The town's architecture dates back to this era and has been carefully maintained until today. This earned Baden a nomination, with other famous European spas, for the UNESCO World Heritage Great Spas of Europe. (The final decision is expected in 2018/2019).

ART Baden was the summer residence of emperor Franz II/I (1796 – 1835). This aspect drew not only nobility, but also many famous artists and composers to the town, including Mozart, Beethoven, Schnitzler, Bertha von Suttner, Kornhäusel, Otto Wagner, Millöcker, Kálmán, Zweig, Reinhart, who left their mark on Baden. Contemporary artist Arnulf Rainer was born here. A museum dedicated to his work is housed in the so-called Frauenbad (Ladies' Spa). Another museum recalls the time when Ludwig van Beethoven worked in Baden. The town has three theatres and is home to the largest children and youth theatre company in Austria.

WELLBEING Its climate and geology, the thermal springs and many urban parameters combine to make Baden a place of exceptional quality of life. The town offers a wide range of facilities in education and culture, health and leisure — prerequisites for a fulfilled life.

Nature, beauty, art and wellbeing are the constitutive elements for the success and wide acceptance of the Festival La Gacilly Photo with people from all walks of life. These prerequisites are well matched in BADEN with its 26,000 inhabitants – only slightly more than in 1910. The distance to Austria's capital Vienna is about 26 kilometres and 40 kilometres to Vienna International Airport. 3.5 million people live in the agglomeration of Vienna. Wine growing, thermal springs, tourism and a casino drive the prosperous economy. Baden has repeatedly been voted the most beautiful town in Austria.

FOR THESE REASONS, TOO, THE BIGGEST EUROPEAN PHOTO FESTIVAL WILL COME TO BADEN IN 2018.

RESPONSIBILITY in Baden is shared by Stefan Szirucsek as mayor and Lois Lammerhuber as festival director. RESPONSIBILITY in La Gacilly is shared by Jacques Rocher as mayor and Auguste Coudray as festival president.

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THE PLANS SHOW THE PROSPECTIVE FESTIVAL SITES IN BADEN

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