# FESTIVAL LACACILLY PHOTO

No. Williams

THE LARGEST EUROPEAN PHOTOGRAPHY FESTIVAL IS COMING TO

# BADEN

8 JUNI - 30 SEPTEMBER 2018



Stadtgemeinde Baden Herr Stefan SZIRUCSEK Bürgermeister HAUPTPLATZ 1 2500 BADEN AUTRICHE

La Gacilly, 28 september 2017

Sehr geehrter Herr Bürgermeister, Lieber Stefan,

zunächst möchte ich Ihnen für den herzlichen Empfang unserer Delegation in Ihrer wunderschönen Stadt Baden meinen tiefsten Dank aussprechen.

Im August waren Sie in meiner Gemeinde La Gacilly zu Gast, um das dortige Fotografie-Festival zu besuchen, das über 4 Monate hinweg um die 400 000 Besucher anzieht.

Der Erfolg dieses Festivals hat mehrere Gründe:

- das Thema: die Beziehung zwischen Mensch und Umwelt
- die Inszenierung der Ausstellungen im öffentlichen Raum
- die hohe Qualität der ausgestellten internationalen Fotografen
- die Tatsache, dass das Festival kostenlos ist und so einem breiten Publikum Zugang zur Fotografie-Kunst verschafft

Durch den Erfolg dieses seit 14 Jahren bestehenden Festivals ist unsere 4 000-Seelen-Gemeinde inzwischen weitbekannt, sowohl in Frankreich als auch im Ausland, da es das größte Festival dieser Art in Europa ist.

Diesen Erfolg teilen wir mit den Besuchern im Allgemeinen, insbesondere mit den Lehrern und ihren Schülern, Amateuren wie Profis, Fotografen, Zeitungs- und Buchverlegern.

Was unseren Besuch in Baden anbelangt, so habe ich Ihren Wunsch zur Kenntnis genommen, auch in Baden ein Fotografie-Festival ins Leben zu rufen, das das erste Outdoor-Fotografie-Festival Österreichs werden soll. Ziel ist es, unser Know-how in den Bereichen künstlerische Redaktion und Inszenierung in einer natürlichen Umgebung zusammenzulegen und ab Juni 2018 gemeinsam das "La Gacilly Baden Photo Festival" zu gestalten.

In meiner Rolle als Bürgermeister, aber auch als Geschäftsführer unseres Familienkonzerns Yves Rocher mit Filialen in über 80 Ländern, darunter Österreich, teile ich mit Ihnen den Wunsch, der Öffentlichkeit zu zeigen, dass Kultur in Europa fundamental ist, um ein Bewusstsein für bestimmte Themen zu wecken, unsere Sinne in Staunen zu versetzen und die Attraktivität unserer Regionen zu fördern.

Als bekennender Europäer bin ich davon überzeugt, dass wir durch unsere beiden Gemeinden Baden und La Gacilly, unsere Regionen Niederösterreich und Bretagne, unsere Länder Österreich und Frankreich und dank der Photographie zu dieser Dynamik beitragen können.

Ich freue mich auf unsere künftige Zusammenarbeit.

Herzliche Grüße

Jacques Rocher Bürgermeister von La Gacilly Vorsitzender der Umweltstiftung Fondation Yves Rocher



**JACQUES ROCHER,** mayor of La Gacilly and founder of the Festival La Gacilly Photo.

President of the festival is **Auguste Coudray**. Beside him artistic director **Cyril Drouhet** and creative director **Florence Drouhet** have a significant role in the national and international success of the festival.







## HOW IT ALL BECAN...

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 rootedness 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 Oust to Brocéliande, the Departement 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 CACILLY 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 CACILLY 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.



### 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 2000 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, Eliott Erwitt, Olivier Föllmi, Stuart Franklin, Mario Giacomelli, F.C Gundlach, Horst P. Horst, Frank Horvat, Seydou Keïta, 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, Pierre de Vallombreuse, 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 Departement 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.

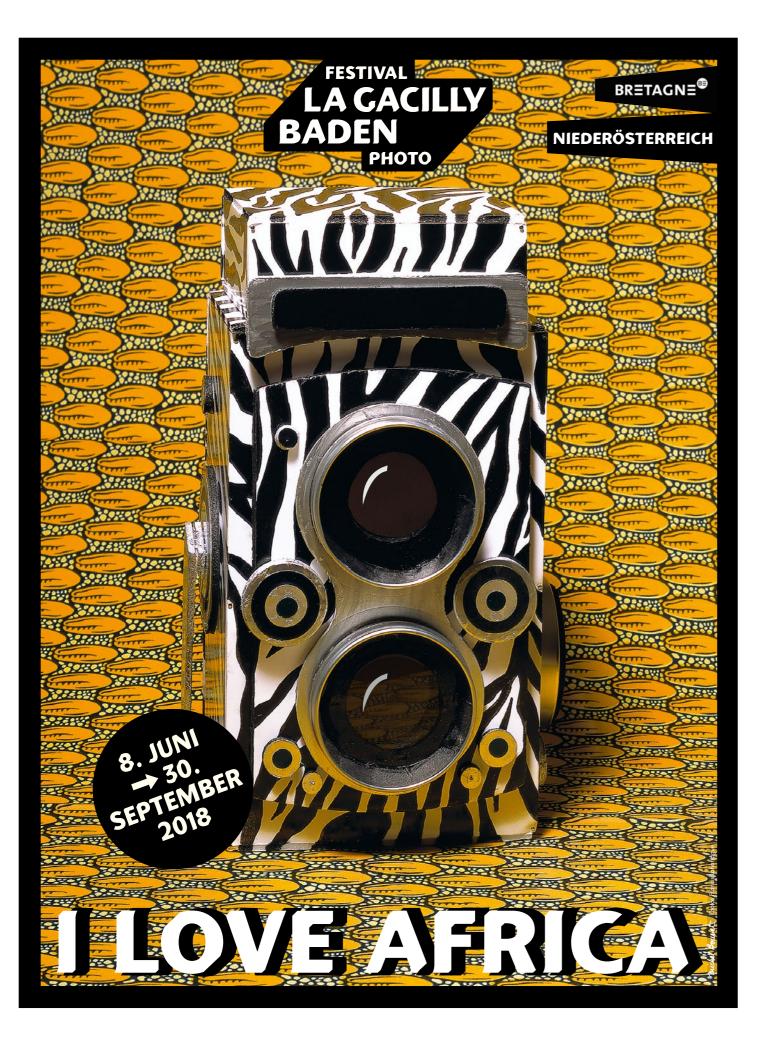
AS A STRONG SUPPORTER OF CONTEMPORARY PHOTOGRAPHY, the Festival La Gacilly Photo produces distinct content. In 14 years, it has funded 15 commissions of photographers to document local events in the Departement of Morbihan.

#### **DIE FOTOGRAFEN DES FESTIVALS LA GACILLY 2017**

Akintude Akinleye, Ed Alcock, Sammy Baloji, James Barnor, Teo Becher, Girma Berta, Emmanuel Berthier, Mama Casset, David Chancellor, Paras Chandaria, Jean Depara, Fatoumata Diabaté, **Omar Victor Diop, Michel Vanden Eeckhoudt,** Elliott Erwitt, Tim Flach, François-Xavier Gbré, Image Sans Fontière, Hélène Jayet, Seydou Keïta, Manon Lanjouère, Oumar Ly, Rob MacInnis, Phil Moore, Baudoin Mouanda, Aïda Muluneh, Daniel Naudé, Eric Pillot, Nyani Quarmyne, Arthur Rimbaud, Joel Sartore, Emanuele Scorcelletti, Zhen Shi, Malick Sidibé und Brent Stirton.

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.

Elliott Erwitt Dogs



## **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 CACILLY-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.

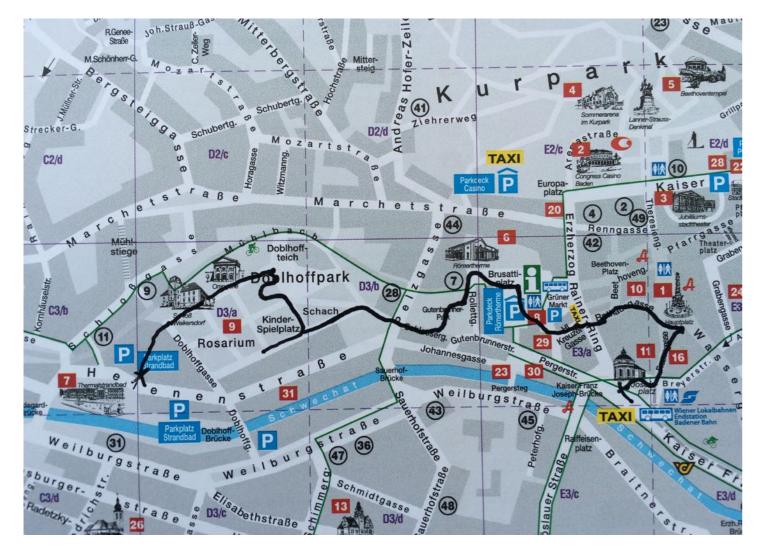
**THE REASONS FOR THE SUCCESS** of the Festival La Gacilly Photo also define the framework for the festival in Baden:

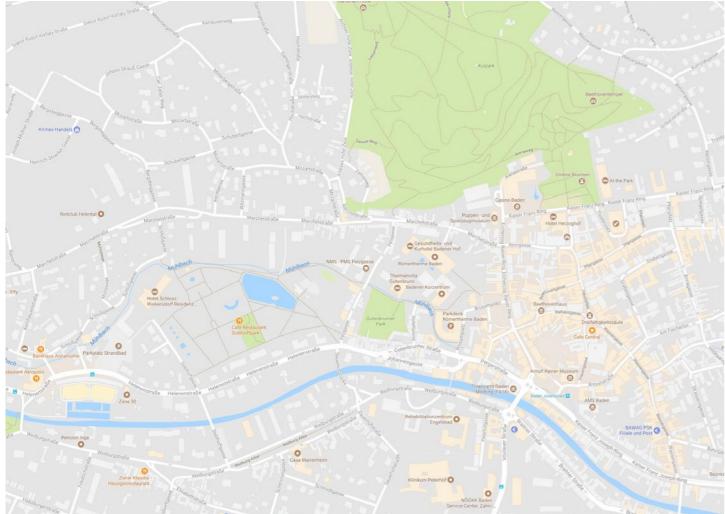
#### THE THEME: RELATIONS BETWEEN MAN AND THE ENVIRIONMENT THE PRESENTATION OF THE EXHIBITIONS IN PUBLIC SPACES THE EXCELLENCE OF THE PICTURES BY FIRST-CLASS INTERNATIONAL PHOTOGRAPHERS THE FACT THAT THE FESTIVAL CAN BE VISITED FOR FREE ANY TIME DAY OR NIGHT

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 1700 municipalities from 26 European countries around the goal of reducing greenhouse gas emissions. Baden is also the largest Austrian e5 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 5000 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, Reinhardt, 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 BICGEST 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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