

Press release

Review

04.01.10



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A tremendous public success

165,000 visitors

an increase in attendance of **12%** compared to 2007.

50% of visitors were aged **26 ans.**

32% of visitors took a guided tour.

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An international artistic project geared to creating new work

4 venues

more than **10000 m²** of exhibition space.

1 new exhibition venue (800 m²) close to La Sucrière: the Bichat Warehouse.

56 artists ou **collectives** on show,

28 nationalities.

40 brand-new artworks.

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Extensive media involvement

1,001 journalists from **22 countries**, were hosted at the Biennale.

6 press conferences prior to the Biennale in: Berlin, Milan, Venice, London, New York and Basel.

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Art world heavily mobilised

5,328 professionals from **31 countries** were hosted at the Biennale.

They included:

Over **80 collectors**,

Over **200 directors** of cultural institutions,

Over **150 exhibition curators.**

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National media

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Communities across city strongly involved

Veduta: awareness-raising actions in partnership with nine Greater Lyon districts and municipalities

Vaulx-en-Velin, Vénissieux, Villeurbanne, Lyon 8, Décines-Charpieu, Grand Parc Miribel Jonage, Rillieux-la-Pape, Place Bellecour/Lyon 2, Sarkis Forum/Lyon 6.

220 projects rolled out across the metropolitan area and **19 types of action** including:

- 3 Biennale artist residencies
- 12 exhibitions
- 13 colloquia and conferences held in the Sarkis Space, in partnership with the Ecole Nationale Supérieure, the Goethe Institut and others
- 3 "Weekends at Le Forum"
- the first three-team soccer tournament
- 3 "Nights at the Museum"

16450 participants in Veduta projects.

Résonance and Focus, a partnership with regional professionals

Focus: a showcase of **9 major events** in the Rhône-Alpes region and beyond, including "Rendez-vous 09", the "2nd Biennale of Contemporary Textile Design" and more.

150 Résonance projects (30 more than in 2007) and **90 venues** including

67 in Greater Lyon and **23** in the Rhône-Alpes region.

1 Résonance Night, on 19 November: opening of the Galerie des Terreaux arcade, **30 venues**, and a special evening event at La Plateforme.

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Loyal public partners

The main public-sector partners were: Greater Lyon, City of Lyon, Ministry of Culture and Communication, Rhône-Alpes Regional Council, Sytral/TCL public-transport authority and network.

Committed private partners

The main private-sector partners were:
 - Lead partner: Groupe Partouche / Grand Casino de Lyon Le Pharaon
 - Official partners: Compagnie Nationale du Rhône, GL events, Caisse d'Epargne Lyon Rhône-Alpes, Cabinet Maât, Toupargel, ZILLI, Grouped Cardinal, Club des Biennales de Lyon.

€1.197m of sponsorship and partnerships. **62 private evening events** and public-relations operations.

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An interactive, participatory Biennale

9,000 flowers handed out to strangers by the public, as per the protocol of LeeMingwei's artwork **1,002 unique pieces** of Yang Jiechang's artwork acquired by the public for over **€16,000**, a sum wholly donated to non-profit association **Entretemps**.

40 trees were planted by **180 people** in relation to Pedro Reyes's artwork Palas por Pistolas on 6 November 2009.

40 audience members took part in the HaZaVuZu collective's performance at the Biennale opening on 15 September. The first-ever Xmania competition attracted over **32,000 web users**, and singled out 150 photos from among the **1,820 entries**. In total, **5,307 people took part** in the games on the Biennale website.

Private revenue (own resources and private funding) was **10%** up on 2007. The budget was balanced, and the Biennale's estimated economic impact was **€12m**.