

Alt. **+1000**
festival de
photographie
de montagne

HIGH ALTITUDE
photography in the mountains

July 16 – September 19, 2011

Press release

Rossinière (Switzerland), June 21, 2011

Press conference

Tuesday, July 5th, 2011, from 10:45 am to 12 noon
Salle Lumière at the Musée de l'Elysée, Lausanne

Press day (upon registration)

Friday, July 15th, 2011, from 10 am to 1 pm
Festival Alt +1000, Rossinière/VD

Alt +1000, festival of contemporary mountain photography

After its initial success in 2008, the HIGH ALTITUDE festival of contemporary mountain photography raises the bar. From July to September, HIGH ALTITUDE will give you the opportunity to discover the works of forty international artists through 10 photographic exhibitions, which will also include an unusual visit to the famous village of Rossinière, known for its 17th and 18th century buildings, its green surroundings which are characteristic of the Pays-d'Enhaut and where the painter Balthus lived until the end of his life. Visitors will be invited into several houses and barns in this unspoilt mountain village to discover various works of contemporary photography. These works evoke the mountain in its many facets: spectacular, sublime, domesticated, constructed (or even artificial!), unreachable or frightening. Among the artists on display are: Olaf Otto Becker (Germany), Olivo Barbieri (Italy), Justine Blau (Luxembourg), Susan E. Evans (USA), Matthieu Gafsou (France/Switzerland), Anne Golaz (Switzerland), Michael Najjar (Germany) and Francis Frith (England), the pioneer of mountain photography in the 19th century.

This summer, Alt. + 1000 adds new exhibitions and new events. In 2010, a competition was held for emerging domestic and international photographers. The jury examined 90 portfolios, forty of which were from Switzerland, thirty-six from Europe, nine from North America, two from Asia and one from the Middle East. All aged under 40, these young contemporary photographers have addressed the mountain and its representations, themes that have a long tradition in the history of photography, whatever the genre or approach. An international jury chaired by Elena Foster (Ivory Press, Madrid/London) has selected five photographers from their portfolios: the Swiss Marion Burnier (*1982), Matthieu Gafsou (*1981), Anne Golaz (*1983), the American Daniel Shea (*1985) and the Dutch Awoiska van der Molen (*1972). Daniel Sommer (*1977) and Roman Seiler (*1978) from Studio A and Stephanie Gyax (*1975), three artists who live and work in Zurich, were also highly commended by the jury. This summer, the festival will organise a solo exhibition for each of these seven artists.

Private view of exhibitions

Saturday, July 16th, 2011, at 2 pm



2007 © Daniel Shea



2010 © Justine Blau

Carte blanche to the students of the Royal College of Art in London

Wishing to create international synergies, the festival HIGH ALTITUDE is working this year with the Royal College of Art in London. Students in the photography department were invited to create work specifically for the festival. Between photography, installation and video, the young artists experiment with different media and share their vision of the mountain with us. Is their inspiration drawn from the preserved mountain scenery of Switzerland, a landscape that has made generations of British tourists dream since the nineteenth century? How do you interpret the mountain when you live in the middle of a metropolis? Some of the students have also decided to leave the urban world behind for a few days to work on site at Rossinière. Between documentary and fiction, the boundaries are more blurred than ever.

This project is directed by Olivier Richon, director of the department.
www.rca.ac.uk

Private view of exhibition
Saturday, July 16th, 2011, at 2 pm

Olaf Otto Becker, in residence in the heart of the Gruyère–Pays-d'Enhaut Natural Regional Park

The festival HIGH ALTITUDE also has an artist in residence in the Gruyère–Pays-d'Enhaut Natural Regional Park. The work of Olaf Otto Becker (*1959) develops around what seems like timeless landscapes. The photographs he undertook in Greenland propelled him onto the international stage. Reproduced in the book *Above Zero*, his “photographic paintings” show the beauty of landscapes covered in “eternal” snow while also showing evidence of the ice melt. Invited by the festival Alt +1000, the famous landscape photographer “painted” the portrait of the pre-Alpine region that spans two cantons (Fribourg and Vaud), between the Swiss Riviera (Montreux) and Bulle, and between Gstaad and Gruyères, an area of some 503 km². The artist revealed in his photographs a countryside unspoiled by the major building projects undertaken in some mountain regions under pressure from the economy and tourism. The villages, meadows and forests of this pre-alpine region show a natural environment that appears preserved but also shows the presence of man. Olaf Otto Becker documents the landscape, choosing an approach in the grand tradition of the sublime that characterizes the American landscape artists.

www.olafottobecker.de
www.pnr-gp.ch

Private view of exhibition
Saturday, July 16th, 2011, at 2 pm

A unique workshop with Olivo Barbieri

Alt +1000 has invited the Italian photographer Olivo Barbieri (*1954) to undertake a week long workshop. From 8th to 12th August 2011, professional and amateur photographers are invited to share and explore their vision of photography in the sublime and preserved environment of the Swiss Alps.

Flying over large cities in a helicopter and photographing them in large format, Olivo Barbieri has been recognized as a major international photographer. The series *Site Specific* – which begun in 2003 between Italy, Asia and America – reflects the special attention that the artist brings to architecture. By photographing the Dolomite mountain range in northern Italy, Olivo Barbieri decided to address the natural landscape as he would the urban landscape. In his view, the mountain's architecture is similar to that of cities. Blurring the references of scale and focus, the *Site Specific* series devises a Surrealistic atmosphere – both real and mysterious.

www.olivobarbieri.it

Olivo Barbieri Workshop

From 8th to 12th August 2011, at Rossinière

Information and registration: Tel: +41 21 311 17 47, info@plus1000.ch

More information on :

<http://www.plus1000.ch/workshop-olivo-barbieri-2>





Portrait of Nathalie Herschdorfer, festival director

Art historian specializing in photography, Nathalie Herschdorfer is the festival director of HIGH ALTITUDE and curator at the Foundation for the Exhibition of Photography. She spent twelve years as curator at the Musée de l'Élysée in Switzerland. The numerous exhibitions she curated have seen her collaborate with renowned photographers (Leonard Freed, Ray K. Metzker, Valérie Belin) and major museums (the Kunsthaus in Zurich, the Jeu de Paume in Paris, the Reina Sofia in Madrid, the Aperture Foundation in New York). Among her projects, there are several exhibitions on the emerging scene of world photography (*Teen City, l'aventure adolescente; Faire Face, la mort du portrait; reGeneration, photographes de demain*). She is also the author of a book about contemporary photography entitled *Jours d'après: Quand les photographes reviennent sur les lieux du drame* (to be published this autumn by Thames & Hudson, London/Paris/New York).

Publication

Published for the HIGH ALTITUDE festival, this catalogue presents works shown at Rossinière this summer. Texts by specialists in art history, geography, literature and photography question the myths of the mountain. Unspoilt or decapitated – a dichotomy that has captured the imagination of generations of mountain enthusiasts – the mountain is thus interpreted by talented artists, whose visions are very different from the tourist postcard.




HIGH ALTITUDE Festival de photographie de montagne / HIGH ALTITUDE -
Photography in the Mountains
Edition 5 Continents, Milan
Bilingual edition: French/English
Dimensions: 30 x 24 cm, 112 pages
ISBN 978-88-7439-5888-0
Price: 44.90 CHF / 29 EUR

Under the direction of Nathalie Herschdorfer, with texts by Tobia Bezzola (Kunsthaus, Zurich), Elena Foster (Ivory Press, Madrid/London), Bernard Debarbieux (University of Geneva), Marta Caraion (University of Lausanne), Olivier Richon (Royal College of Art, London) and Noémie Richard.

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Agenda

Saturday, July 16th, at 2 pm

Vernissage

Guided visit and private view of exhibitions.
Artists in attendance.

Sunday, August 7th, 9:30 am to 2 pm

Brunch HIGH ALTITUDE

Discover local products. Throughout the day guided tours of the exhibitions are organised for all ages. Upon registration: info@plus1000.ch (subject to change)

August, 8th – 12th

Workshop with Olivo Barbieri

For amateur and professional photographers.
Registration only: info@plus1000.ch

Sunday, August 14th, from 2 pm to 4 pm

Family activities

Children can participate in a creative workshop while parents visit the exhibitions, age 5+. Maximum 20 children.
Registration recommended (info@plus1000.ch).

Saturday, August 27th, 4 pm

Visit the exhibitions and meet Olaf Otto Becker

Visit with the guest artist in residence at the festival, in collaboration with the Gruyère–Pays-d'Enhaut Natural Regional Park.

Sunday, August 28th, from 2 pm to 4 pm

Family activities

Children can participate in a creative workshop while parents visit the exhibitions, age 5+. Maximum 20 children.
Registration recommended (info@plus1000.ch).

Saturday, September 3rd, 4 pm

Round table discussion

“Les Alpes, symbole de l'identité suisse? Photographes suisses face au thème identitaire de la montagne”. (The Alps, a symbol of Swiss identity? Swiss photographers tackle the theme of the identity of the mountain).
With photographers Federico Berardi, Olivier Christinat, Matthieu Gafsou, Yann Gross, Joel Tettamanti, Stefan Walter (subject to change).

Saturday, September 10th, 4 pm

Round table discussion

“La représentation des Alpes à travers les images de voyage” (The representation of the Alps through travel images).
With Claude Reichler (University of Lausanne), Susanne Bieri (Bibliothèque nationale suisse), Simon Roth (Médiathèque du Valais) and Pierre Starobinski (subject to change).

Sunday, September 11th, from 2 pm to 4 pm

Family activities

Children can participate in a creative workshop while parents visit the exhibitions, age 5+. Maximum 20 children.
Registration recommended (info@plus1000.ch).

Saturday, September 17th, 4 pm

Round table discussion

“TET A TET: échanges artistiques entre la Suisse et le Kirghizstan”.
“FACE TO FACE: Artistic exchanges between Switzerland and Kyrgyzstan).
A residential project organised by the Focus Association. In the presence of Shakyla Hussain, President of the Focus association, and of Kyrgyz artists (Chingiz Aidarov, Bermet Borubaeva, Nikolas Cherkadov, Anatoly Kolesnikov) and Swiss artists (Simon Deppierraz, Yann Gross, Régis Tosetti).

Invitation – Press conference

We have the great pleasure to invite you to the press conference of the Alt +1000 festival to be held on

Tuesday, July 5th, 2011, from 10:45 am to 12 noon
Salle Lumière at the Musée de l'Elysée, Lausanne

Nathalie Herschdorfer, director of Alt +1000, Louis Paschoud, co-founder of the festival, and Matthieu Gafsou, one of five winners of the photographic competition, will present **a preview of the Rossinière exhibition** in the beautiful projection room of Musée de l'Elysée, with the participation of our main partner, the Raiffeisen Bank.

The **launch of the exhibition catalogue** will also take place on this occasion. Created for the HIGH ALTITUDE festival and published by 5 Continents (Milan), it presents the works on show this summer at Rossinière and contains essays by specialists in art history, geography, literature and photography who challenge the myths surrounding the mountain.

The press conference will be followed by a **cocktail-dinner** to which you are cordially invited.

Alt +1000 would like to thank the Musée de l'Elysée for its hospitality on this occasion.

Please confirm your attendance by fax (+41 (0) 21 311 17 47) using the form below, or by e-mail to: press@plus1000.ch

Name: _____

First name: _____

Type of media: _____

- "I will be able to attend the press conference on 5th July"
- "Unfortunately I will not be able to attend but I would like to receive the festival's press pack"

For further information, please contact us: +41 (0)78 755 62 00, press@plus1000.ch

Invitation – Press day

We have the great pleasure to invite you to a day of exhibition visits and meetings with artists at the Alt +1000 festival

Friday, July 15th, 2011, from 10 am to 1 pm
Rossinière, the Vaud foothills, Switzerland

10 am Check-in at the festival reception, place du village, Café/croissants

10:20 am Welcome from Nathalie Herschdorfer, director of Alt +1000, Fanny and Louis Paschoud, co-founders of the festival, and Patrick Rudaz, coordinator of the Parc naturel régional Gruyère Pays-d'Enhaut

10:40 am A walk through the village to discover the exhibits housed in the magnificent buildings dating from the 17th and 18th centuries. Tour of the exhibitions of Olaf Otto Becker, Marion Burnier, Francis Frith, Olivo Barbieri and Matthieu Gafsou with Nathalie Herschdorfer. Presentation of the exhibitions of the Royal College of Art by Olivier Richon, director of the photography department

12:30 pm Buffet-lunch and tasting of local produce from the Pays-d'Enhaut, regional products and wild plant foods collected from the mountains.

For those who wish, you may continue your visit in the afternoon:

From 1:30 pm Guided visit by Nathalie Herschdorfer of the exhibitions of the selected photographers, accompanied by the artists.

Depending on demand, bus transportation can be arranged from Lausanne. Departing at 8:15 am, Place de la Gare in Lausanne (subject to change).

For more information or special requests please contact Geraldine Piguet-Reisser, Press officer:
+41 (0)78 755 62 00, press@plus1000.ch

Attendance at the press day is by registration only.

Please confirm your attendance by fax (+41 (0) 21 311 17 47) using the form below, or by e-mail (press@plus1000.ch) **no later than Tuesday, July 12th, 2011.**

Name: _____

First name: _____

Type of media: _____

Address: _____

Post code, town/city: _____

Mobile phone: _____

E-mail address: _____

"I will be able attend to the press day on 15th July"

"in the morning and for lunch only"

"in the morning and afternoon"

"I will come by my own transport"

"I would like to take the organised coach from Lausanne"

Practical information

July 17 – September 19, 2011

Open everyday, except Mondays, from 11 am to 6:30 pm
In September, weekends only

Entrance fee: CHF 8.-

Free: for children under 16

ALTITUDE pass: CHF 30.- (1 entry to Alt +1000 and a visit to the cheese cellars of l'Étivaz with a meal of pasta/green salad at the Bar d'Alpage in Neusille)

In partnership with the Menuhin Festival Gstaad, Alt +1000 offers free admission to exhibitions on presentation of a ticket to the Menuhin Festival. This offer is valid between 15th July and 3rd September 2011, the dates of this famous music festival.

The Espace Payot Libraire on site offers a wide selection of books on photography, the mountain and various guidebooks about the area.

Access

By train

The Golden Pass railway line from Montreux to Zweisimmen via Rossinière and Gstaad offers magnificent views over the Alps and Lake Geneva.

The connection of the MOB – Golden Pass are:

Montreux for the CFF-SBB line: Geneva – Lausanne – Montreux – Sion – Milan (connection in Lausanne for most towns in Switzerland).

Zweisimmen for the BLS line: Spiez – Berne – Interlaken – Lötschberg.

Montbovon connection towards Gruyère – Bulle – Fribourg with the Transports publics fribourgeois TPF.

By car

Via Bulle: take the N12 motorway (Lausanne-Berne), exit at Bulle, follow “Château-d'Oex – Gstaad” (Main road).

Via the Col des Mosses: Via the Col des Mosses: take the N9 motorway (Lausanne – Martigny – Sion), exit at Aigle, follow the direction of “Col des Mosses” then the direction of “Bulle”.

Via Simmental: take the N6 motorway (Berne – Thoune), exit at Spiez, follow the direction of “Zweisimmen”, then “Saanen – Gstaad”, then “Bulle”.

Press contact:

Géraldine Piquet, Press officer
M. +41 (0)78 755 62 00
press@plus1000.ch

Alt. + 1000 Festival de photographie de montagne
Le village
CH-1658 Rossinière
www.plus1000.ch