



FOR IMMEDIATE RELEASE

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PRESS RELEASE

“RESTART”

Montreux Jazz Festival and Vaudoise Assurances launch a major new poster competition

After the success of the “Silent Shores” poster competition in 2020, the Montreux Jazz Festival is running another major visual arts initiative, with the theme of “RESTART”. For this new competition the Festival has joined forces with its partner Vaudoise Assurances, which supports contemporary Swiss art through its Arts Committee. Several prizes will be awarded, and thirty artists will be given the opportunity to have their work displayed during the Festival.

If the “Silent Shores” competition reflected a historically quiet year in Montreux, the theme of “RESTART” seeks to offer a message of hope. Competition entrants are invited to present their ideal vision of a world as it starts back up.

The Montreux Jazz Festival and Vaudoise Assurances both have a long-standing relationship with the visual arts. Every year since 1967 the Festival has given a Swiss or international artist free rein over the design of its official poster, and Vaudoise Assurances set up its Arts Committee in 1955, at the instigation of its management and Jean Tschumi, the renowned architect who designed its Cèdres Head Office in Lausanne.

Through this competition, Montreux Jazz Festival and Vaudoise Assurances want to support a sector that has been badly hit by the pandemic. The competition is therefore limited to visual arts professionals, apprentices and students.

Montreux Jazz Festival will provide details about the format of the 55th Festival in the next few days, when it will reveal its own vision of a “restart”.

PRIZES & OPPORTUNITY TO BE DISPLAYED AT THE FESTIVAL

A jury of Montreux Jazz Festival and Vaudoise Assurances staff will select the thirty best posters, which will be displayed during the 55th Festival.

A professional jury will then choose the ten best posters from among the thirty on the longlist. The jury will be chaired by Malika Favre, graphic artist and designer of the 2017 Festival poster. She will be joined by Stefano Stoll, director of the Festival Images in Vevey, and Alexis Georgacopoulos, director of the Lausanne ECAL/École Cantonale d'Art (University of Art and Design).

The ten shortlisted posters will be printed in a 50x70 cm format and sold throughout the Festival network, in limited runs of 100. For every poster sold, the artist will receive a 20% commission on the sale.

The professional jury will then choose its three favourite designs, and award the following prizes:

- First prize: CHF 5,000
- Second prize: CHF 2,000
- Third prize: CHF 1,000

The ten posters selected by the professional jury will also be put to a vote via the Montreux Jazz Festival social media channels, with the chance to win a Public Prize of CHF 3,000.

Finally, Vaudoise Assurances will award a Vaudoise Assurances Arts Committee prize to one of the ten shortlisted artists. The winner will receive a commission for a special arts project that will become part of the Vaudoise Assurances collection.

ELIGIBLE ENTRANTS

The competition is open to anyone working in the visual arts (such as graphic designers, illustrators, painters and photographers), and to students and apprentices of any form of visual art.

Entries must be submitted individually and in the artist's own name.

KEY DATES

- Competition launched: Friday 26 March
- Competition closes: Sunday 11 April
- Ten finalists announced: Thursday 15 April
- Public vote opens: Thursday 15 April
- Public vote closes: Wednesday 21 April
- Prizes announced: Thursday 22 April

Kit visuels
— ZIP



About Montreux Jazz Festival

Montreux Jazz Festival is a renowned music festival founded by Claude Nobs and held annually in Montreux, Switzerland across two weeks in July. Now in its 54th year, the festival draws 250,000 music lovers from all across the world to the Lake Geneva shoreline. Montreux Jazz Festival celebrates the industry's emerging and contemporary acts, whilst paying homage to music's legendary acts. Originally a pure jazz festival since inception in 1967, Montreux began showcasing other styles of music throughout the decades and today presents artists from across every genre imaginable. Artists that have graced the stage of Montreux include Etta James, Bob Dylan, Elton John, Ms. Lauren Hill, Aretha Franklin, David Bowie, James Brown, Kendrick Lamar, Leonard Cohen, Marvin Gaye, Miles Davis, Nina Simone and many more. Mathieu Jatton serves as CEO of Montreux Jazz Festival after taking over the festival in 2013. For more information: www.mjf.ch

About the Vaudoise Assurances Group

Vaudoise Assurances is one of the top ten leading private insurers on the Swiss market. Founded in 1895, it has proven expertise across all areas of insurance and pension provision. Its branches provide local, customer-centred service in relation to both advice and settling claims. The Group employs over 1,650 staff, including over a hundred trainees. True to its origins as a mutual insurance company, it pays out a percentage of its profits in the form of a discount on its customers' premiums, with CHF 34 million redistributed through this scheme in 2020.

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This press release is available at vaudoise.ch