

PRESS RELEASE

« **RESTART** »

Montreux Jazz Festival and Vaudoise Assurances reveal the winners of their “Restart” poster competition

The Montreux Jazz Festival and Vaudoise Assurances are pleased to announce the winners of their “RESTART” poster competition. A total of 1,935 artists from 54 different countries took part and offered their unique vision of a world getting ready to restart.

The ten best posters have been selected by a professional jury, chaired by **Malika Favre**, graphic artist and designer of the 2017 Festival poster. She is joined on the panel by **Stefano Stoll**, Director of Festival Images in Vevey, and **Alexis Georgacopoulos**, Director of ECAL/Ecole Cantonale d’Art (University of Art and Design).

The ten shortlisted posters will be printed in 50x70 cm format and sold from today in the Festival webshop, limited to 100 copies. For each poster sold, the artist will receive a 20% commission on the sale.

Discover the 10 posters →





1ST PRIZE (CHF 5'000.-)

Valeria Pernice (Italy)

“Valeria Pernice’s piece on the theme of restarting won over the jury unanimously by its visual and conceptual effectiveness. Her work is an uncompromising representation of the emotion of the first cancellation of the Montreux Jazz Festival in the event’s history, while energetically marking the promise of celebrating the event in 2021, against all odds. By skillfully turning the press release of the sad April 17, 2020 into a positive message of recovery for 2021, this poster tells the story of what everyone has intimately experienced this year: the desire to put the past behind us and the impulse to get back to our lives.”

– Stefano Stoll, jury member and director of Festival Images Vevey

Valeria Pernice also wins the **Public Prize** (CHF 3,000), awarded to the poster receiving the highest number of likes (2'9 on the official Instagram account of the Montreux Jazz Festival before 27 April at noon.

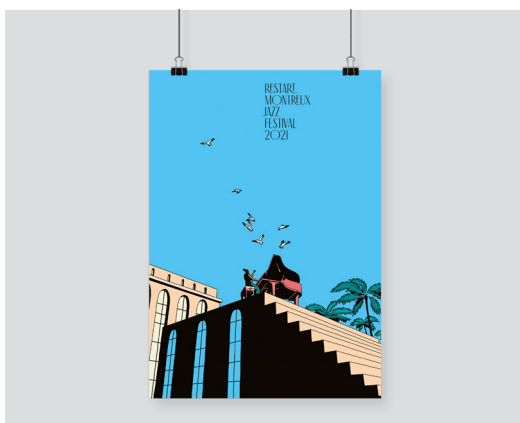


2ND PRIZE (CHF 2'000.-)

Jamy Herrmann (Switzerland)

“At first glance, Jamy Herrmann’s project shows a dark, mechanical universe of great visual density. Then, the shapes stand out, bright, joyful, and vibrant colors, which echo the reflections of the stage lights on the instruments during a concert. The jury was struck by this aesthetic approach as well as by the technique used – whereby the project was produced entirely using computer-generated graphics.»

– Alexis Georgacopoulos, jury member and Director of ECAL



3RD PRIZE (CHF 1'000.-)

Federico Tramonte (Italie)

“The poster designed by Federico Tramonte caught the attention of the jury for its effective use of illustration to create an open-air composition full of poetry and hope. The eye is instantly drawn to the pianist and her light movement that evokes a first note in suspension, foretelling a new melody.”

– Malika Favre, president of the jury, illustrator and creator of the 2017 poster

30 POSTERS EXHIBITED DURING THE FESTIVAL'S 55th EDITION

A total of 30 works from the "Restart" competition will be exhibited during the 55th edition of the Montreux Jazz Festival: the ten posters chosen by the professional jury, as well as 20 additional posters selected by an internal jury comprised of representatives from the Festival and Vaudoise Assurances.

Discover the 30 posters →

Vaudoise Assurances arts committee prize

Alison Antonioli, a student at the Zurich University of the Arts (ZHdK), wins the Vaudoise Assurances Arts Committee prize. She will receive a commission for a special arts project that will become part of the Vaudoise art collection.

"The Vaudoise Art Commission was particularly impressed by Alison Antonioli's graphic artwork, which interpreted the Montreux Jazz Festival's 2021 motto in an original way by subtly playing with the word «Restart». Two beach clappers are screwed to the wall: one displays the wording "rest" and the other "art". The Vaudoise jury found this radical and daring choice to be a celebration of art, conviviality, and togetherness.»

– **Nathalie Follonier-Kehrli**, president of the Artistic Commission and General Secretary of Vaudoise Assurances

**MONTREUX
JAZZ FESTIVAL
2021**



A message of hope

With the competition's theme, the Montreux Jazz Festival and Vaudoise Assurances sought to offer a message of hope, while supporting a sector that has been badly hit by the pandemic. The competition was therefore limited to visual arts professionals, apprentices, and students.

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, urged by its management and Jean Tschumi, the renowned architect who designed its Cèdres Head Office in Lausanne.

Kit visuels
— ZIP



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This press release is available at vaudoise.ch