



Media release

July 2009

VEDUTA EXPERIENCING CONTEMPORARY ART

Biennale de Lyon 2009
“The spectacle of the everyday”

Hou Hanru,
Curator

Thierry Raspail,
Artistic director

Abdelkader Damani,
Head of Veduta

A new way of experiencing contemporary art

From March 2009 to March 2010, Veduta aims to make contemporary art part of everyday life in specific areas of Greater Lyon: the territories undergoing urban renewal.

To do this, Veduta will explore mediation and consider its application in a range of fields, from highly conventional to ultra-experimental. Veduta invites residents in its focal districts to hold various forms of conversation with art. The aim: to involve them in becoming at once visitor, actor, relay... In short, to “live contemporary art” and experiment with it, so as to incorporate it into everyday life and provide a different perspective on the World, the City, and our relationship with Otherness.

Since 2007, the Biennale de Lyon has created an additional programme: Veduta.1

Veduta’s artistic challenge is urban; its purpose is to introduce everyone to contemporary art. For the 2009 edition, Veduta is locating to territories undergoing urban renewal, and proposes to experiment with “spaces in the making”, stemming from encounters between several territorial identities. Following a call for projects among Greater Lyon’s municipalities, two applications, in the form of groups of municipalities, were selected for the project: Vaulx-en-Velin, Villeurbanne and Décines, in collaboration with the Grand Parc Miribel Jonage and Lyon and Vénissieux.

Veduta proposes to make contemporary art part of everyday life, and to create conditions to increase the mobility of publics in the chosen areas, in line with three principles: the urban area is considered as a venue for the spectacle of art; the residents and living-environment actors help to conceive and construct the actions; and lastly, cultural mediation is redefined in order to escape the conventional four-actor scheme – artwork, mediator, spectator, venue – and to propose, instead of a discourse on artworks, an “experience” of contemporary art.

Five terms inspired by “the spectacle of the everyday” summarise Veduta 2009, which will reflect an everyday practice of contemporary art: Make, Inhabit, Eat, Talk and Think. Each term spans several projects and actions held in the territories; they are all geared to making art part of everyday life.

Media enquiries

International media enquiries

Brunswick Arts

Bendetta Roux, Nicolas Smirnoff

10 boulevard Haussmann

75009 Paris

T +33 (0)1 53 96 83 79

F +33 (0)1 53 96 83 96

nsmirnoff@brunswickgroup.com

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1- Veduta is an Italian word that primarily means view. The term appeared in art history with regard to Italian painters of the Renaissance, to describe a window that is placed within the scene of a painting and opens the perspective onto a natural or urban landscape.

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Making contemporary art

Artist residencies
Le Forum

Inhabiting contemporary art

Rendez-vous Chez Soi
Les Week-ends du Forum
“Une Nuit avec la Biennale”

Eating contemporary art

“Rendez-vous au Marché”
“Pain”

Talking about contemporary art

Le SAV de Veduta
Les Ambassadeurs
“Parlons-nous”

Thinking about contemporary art

A colloquium
Lectures and seminars
A popular university

