

ffl foto festival lenzburg im wandel

The 1st Fotofestival Lenzburg is about to start!

In April 2018 Lenzburg will be enriched by a cultural attraction. For three weeks, the 1st Fotofestival Lenzburg will take its visitors to two exciting open-air exhibitions (with a preceding competition and attractive prizes), photo book corners, and a whole series of accompanying events.

The organizers are building a bridge from the renowned small town of Lenzburg to photographers and pictures from all over the world. The photo festival, which runs from 27 April to 20 May 2018, is centered on the theme *In Change*.

The Fotofestival Lenzburg brings photographers and photography experts to Lenzburg. It will be a reflection on photography as a new language, and an exchange between professionals and amateurs, and national and international photographers.

Change is a current topic. As a society and as individuals, we are in constant change; images can create or irritate identity and stimulate reflection. Also for Lenzburg in particular, the targeted increase from 8,000 to 12,000 inhabitants means that many newcomers will come across older, established citizens. What does that mean for the identity of our country? How do we create identity through our use of images? From today's flood of images, the festival picks out facets that revolve around questions related to the search for identity in change.

The main attractions of the festival are the two open-air exhibitions on Bahnhofstrasse and in Lenzburg's center, as well as the official opening on 27 April 2018 in Lenzburg's Gemeindesaal.

Open-air exhibition in the old center of Lenzburg: *In Change*

Exhibited in shop windows, the tradesmen themselves become the open-air gallery, where life, pulsating in the middle of the city, can be experienced on a walk.

This project is a photo competition, endowed with an international Jury Prize of CHF 1,500 and an Audience Prize of CHF 1,000, and is aimed at both amateurs and professional photographers. The best photos on the theme *In Change* will be featured in the shop windows of the Old Town, as an open-air gallery, throughout the festival. During the exhibition, the public is invited to vote for their favourite picture. The presentation of the Audience Award will conclude the festival.

**Participation in the competition is now possible under:
www.fotofestivallenzburg.ch.**

The deadline for registration is 16 March 2018.

The jury consists of the following experts: Antonio Carloni, Director of Festival Cortona on the Move; Simon Tanner, Photographer of the NZZ and president of the vfg (Association of Photographic Professionals); Romano Zerbini, Director of Photobastei; Andreas Geis, Curator of Stapferhaus; Sven Eisenhut, Director of Photo Basel; Sara Guerrini, freelance photo editor; Margherita Guerra, Director of Fotofestival Lenzburg. The jury will decide which authors have expressed the theme *In Change* with originality, high quality and the most suitable visual language for a broad public.

Open-air exhibition: *Our City in Change*

Unique pictures from the Nussbaum archive exhibited for the first time in public

The open-air exhibition, along Bahnhofstrasse, shows images from the Nussbaum archive, which has been in the possession of the Museum Burghalde for a few years but has not yet been accessible to the public. With a work of almost 20,000 photos, Lenzburg's Armin Nussbaum (1919-2009), a construction site reporter, documented the structural changes in Lenzburg from the late 1960s to the early 1980s. His most impressive pictures will be exhibited with installations on the Bahnhofstrasse, and visitors are invited to take a walk through. These pictures, never before published, give the viewer a new perspective on the history of Lenzburg as well as the opportunity to discover places that were strongly influenced by the structural changes. This is intended to stimulate reflection on the identity of the city, the role of change in our personal geography, and how we deal with constant change. By means of audio commentaries, visitors can immerse themselves in the everyday life of Lenzburg at that time.

Numerous side events

In addition to the two open-air exhibitions, the organisation's team in cooperation with various partners has planned an attractive events programme to keep the subject of photography present in Lenzburg. After an opening event, there will be talks with experts

and guided tours with curators during the three weeks. At the same time, reading corners with photo books will be set up in the shops and restaurants of the centre, as well as in various public buildings. Workshops are also on the agenda. Courses for adults and children were developed in cooperation with the Association Freizeitwerkstatt. The photo festival also refers to the workshops in the current programme of the Stadtmuseum Aarau. The highlights of the festival will certainly include the awarding of the Jury Prize and the Audience Prize.

Change: a theme that can be interpreted in many ways

"As a society and as individuals, we are in a state of constant change," says Margherita Guerra, founder and director of the Lenzburg Fotofestival, explaining the theme of the first photo festival. "Here, as the example of the Nussbaum archive shows, images can create identity and stimulate reflection." Born in Italy, she has been working in the field of photography for more than 20 years and is the founder of the Yourpictureditor network.

She has been living in Lenzburg for 5 years. With the Fotofestival Lenzburg she wants to inspire and stimulate the public to take an interest in photography and also encourage discussions, network photography enthusiasts and, last but not least, make a cultural impact in the small town where she feels at home. "We are very eagerly looking forward to the submissions for the photo competition," said the committed director, who has been working at the Lenzburg photo festival project for over a year. "I am very pleased that we were able to win a top-class jury of experts for the Jury Award," she reveals.

Great support for a small organisation's team

Margherita Guerra has an excellent network in Lenzburg. The founder of the Lenzburger Gesellschaft für Fotografie (Society for Photography) was able to catch the attention of local politicians and Lenzburg businessmen alike. The professional event concept is convincing and is widely supported by the City of Lenzburg, the Cultural Commission and the Museum Burghalde.

The festival is made possible thanks to the support of SWL Energie AG and Swisslos Canton of Aargau, who are the main sponsors. Further sponsors include Hypothekbank Lenzburg, Kulturkommission Lenzburg, Verein Centrum Lenzburg, Obrist Gerüst Lenzburg, druckmanufaktur. com ag and Yourpictureditor. Neuzeichen AG für Kommunikations- und orienerungsdesign, sponsor and communication partner, developed the visual concept of the festival.

Important cultural partners are Cortona on the Move, International Photofestival, Cortona/Italy, Stadtmuseum Aarau, Stapferhaus Lenzburg, vfg - association of photographers, as well as Stadtbibliothek Lenzburg, Freizeitwerkstatt Lenzburg, and Volkshochschule Lenzburg.

This first edition of the festival, with its regional and international relevance, will stimulate the population's interest in photography and enrich the city center.

"Our vision is a regular international photo festival in Lenzburg with regional and international guests," says Guerra. She still has a lot of ideas for this.

Programme of Events

April 27, 2018

Opening

Gemeindesaal, Lenzburg

15:00 - Doors open - Portfolio Shows

Upon request, the jury will examine photographic works and give valuable tips.

16:00 - Presentation of the Fotofestival Lenzburg Edition 2018; Award of the Jury Prize; Talk with jury experts on the topic "In Transition and Search for Identity in the Picture Era";

18:30 Opening aperitif with music

In cooperation with the city of Lenzburg

4 May 2018

Prosecco Evening

Burghaldenhaus, Lenzburg

20:00 – Author's talk with guest Urs Stahel, co-founder of Fotomuseum Winthertur and presenter Rafaela Roth, journalist of the newspaper Tages Anzeiger;

Music by Börni and Barbara Studer

In cooperation with Kultur Kommission Lenzburg

12 May 2018

Armin Nussbaum and the City of Lenzburg in Change

Stadtbibliothek, Lenzburg

15:00 - Conference on the exhibition *Unsere Stadt Im Wandel* and the Nussbaum archive of the Museum Burghalde, with explanations by expert Werner Hausmann, author and cataloguer of the entire archive and a great connoisseur of the history of Lenzburg;

Guided tour of the exhibition

In cooperation with the Lenzburg Volkshochschule and the Burghalde Museum Lenzburg

17 May 2018

Audience Award Ceremony and Closing Aperitif

Foyer Hypothekbank Lenzburg

18:00 - Presentation of the Audience Award with aperitif

In cooperation with Hypothekarbank Lenzburg

In addition, photography workshops for adults and children, in cooperation with Verein Freizeitwerkstatt Lenzburg and Stadtmuseum Aarau, as well as guided tours of the Ringier Archive in the Stadtmuseum Aarau are planned.

For more information, high-resolution images for print publications, please write to info@fotofestivallenzburg.ch

Further information: www.fotofestivallenzburg.ch

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