

EDITION #6 2020



VISION ART FESTIVAL
TAKING URBAN ART TO NEW HEIGHTS



OUR HISTORY

Vision Art Festival is the only Urban art festival in the mountains and this summer will be the 6th edition. Founded in 2015 by Gregory Pages, it takes place in the resort of Crans-Montana, in the Valaisan Alps.

The murals painted are located between 1500 and 3000m and can be seen all year round, according to the season on skis, snowboard, hiking, biking or trekking....

Over 80 realizations by artists from all over the world. The highest fresco will be realized one day at 3000m, at the foot of the Plaine Morte glacier. Vision Art Festival is the largest open-air museum of Europe with works located between 1500 and 2600m of altitude and 10 murals at more than 2000m.

Our DNA is exceptional, the artists paint in the middle of nature, far away from the nuisances of the city, only the breathtaking panorama, the silence and the mythical 4000m of the Alps - the famous Imperial Crown - in front of their eyes.

In July 2018, the American media HighSnobiety mentionned us in its blog as one of the « 8 best graffiti cities off the beaten track » and for sure we are not the average place to paint !

Vision Art Festival is in the new book " EUROPE - Street Art & Graffiti ", by Brigitte Silhol and Nath Oxygène, published in October by Gallimard, collection Alternatives, and in the magnificent publication " Mural Masters " by Gingko Press, published in the United States in December 2018.

PRESS

RELEASE

FOLLOWING THE SANITARY CRISIS, WE HAD TO MODIFY THE PROGRAM AND EDITION #6 WILL BE VERY SPECIAL.

THE ARTISTS ARE PAINTING AND YOU WILL FIND THE DATES OF THE COLLATERAL EVENTS IN THE AGENDA OPPOSITE.

13 JULY 2020



VAF#6 @ CRANS-MONTANA JUILLET-SEPTEMBRE 2020

- SA 25.7 18:00 @ TERRASSE DU MONK'IS**
Lancement du VISION ART FESTIVAL #6 et du livre "5 YEARS ON..."
- DI 26.7 >> 8.8 : ARTISTS AT WORK**
1010, Cédric Müller & Irene Gil, Crbz, Gypsberg & Goguesev,
Julio Anaya Cabanding, Kespo, Los Bitchos, Michele Reymond, Queenkong
- DI 26.7 11:00 > 16:00 @ PLACE D'YCOOR**
Robot Painting par Jo Vargas
22:00 > 22:30 @ MAISON DU TOURISME
Street Mapping par Julien Nonnon
- ME 29.7 15:00 > 18:00 @ ÎLE DU LAC GRENON**
VAF CAFÉ, sur réservation: Booking on-line: www.crans-montana.ch
- SA 1.8 15:00 > 18:00 @ ÎLE DU LAC GRENON**
VAF CAFÉ, sur réservation: Booking on-line: www.crans-montana.ch
22:00 > 22:30 @ MAISON DU TOURISME
Street Mapping par Julien Nonnon
- ME 5.8 15:00 > 18:00 @ ÎLE DU LAC GRENON**
VAF CAFÉ, sur réservation: Booking on-line: www.crans-montana.ch
- SA 8.8 10:00 > 16:00 @ PARKING CHETSERON**
VAF "Battle of Styles" parking Chetseron
15:00 > 18:00 @ ÎLE DU LAC GRENON
VAF CAFÉ, sur réservation: Booking on-line: www.crans-montana.ch
18:00 @ TERRASSE DU MONK'IS
Clôture du Vision Art Festival #6
22:00 > 22:30 @ MAISON DU TOURISME
Street Mapping par Julien Nonnon
- ME 12.8 SA 15.8 ME 19.8 SA 22.8 ME 26.8 SA 29.8 ME 2.9 SA 5.9**
15:00 > 18:00 @ ÎLE DU LAC GRENON
VAF CAFÉ, sur réservation: Booking on-line: www.crans-montana.ch
- ME 12.8 SA 15.8 SA 22.8 SA 29.8 SA 5.9**
22:00 > 22:30 @ MAISON DU TOURISME
Street Mapping par Julien Nonnon
- SA 5.9 @ JACK NICKLAUS COURSE - GOLF CLUB CRANS-SUR-SIERRE**
Vision Art Festival X Monk'is Golf Trophy IV



ARTISTS WILL BE
PAINTING
FROM 25 JULY TO 8
AUGUST.



1010

German artist 1010 paints brightly coloured frescoes, deceiving the viewer by creating optical illusions that seem to disappear into the wall. Of Polish origin, 1010 is based in Hamburg and known for his enigmatic optical illusions, painted on walls all over the world. Based on the principle of paper cut-outs, the artist works on the concept of making "holes in the walls". The viewer is in front of a kind of 3D cave, an optical illusion produced by the application of several ringed shapes, of bright or cold colours that overlap and suggest the hole in the wall, giving it a unique aesthetic as a portal to another mysterious world.

Instagram [1010zzz](#)



JULIO ANAYA CABANDING

On a sunny day, it's not uncommon to find a painting hanging on an abandoned wall on the beach in Malaga, Spain, amidst the most eagerly awaited forms of graffiti. As you get closer to the work, it is even more surreal to realize that the painting is a Monet or a Vermeer or a Rembrandt - well, a reproduction of it - and that the frame in which it seems to be hung is an illusion, part of the painting itself.

In this place, right next to the Vélez-Málaga motorway, there are no masses of tourists sneaking into a crowded museum or bright white gallery walls, just a pleasant visual experience with birdsong and a warm breeze.

The Spanish artist Julio Anaya Cabanding likes to paint in this environment. Classically trained, he specialized in reproducing old masterpieces (and their original frames) in abandoned places and on abandoned cardboard boxes.

Sam Backer for Forbes



QUEENKONG

■ Living in Lucerne, Switzerland, Vero and Marco Schmid form the street artist couple Queenkong. They have travelled the world together and, to finance their journey, have painted on walls. Their source of inspiration is nature. During their journey, they realized that their hometown, Lucerne, was the best place to practice their art. For nowhere else are city and nature so closely linked as in their city near Mount Pilatus.

■ In their studio along the railway line, bombs, brushes and buckets of paint are piled up. They took them everywhere with them on their journey around the world, painting on walls in exchange for a free night's accommodation. Their paintings are mainly natural subjects: animals, lakes and rivers, mountains.



THE 3 WINNERS OF THE BATTLE OF STYLE 2019

- KEZPO (Suisse)
Instagram kespokspo

- CRBZ (Suisse)
Instagram crbz.typo

- MICHELE REYMOND (Suisse)
Instagram michele.reymond





JULIEN NONNON *STREET MAPPING*

Street Mapping with Julien Nonnon (France): 8 "custom made" night projections for this special edition with the contribution of many artists (dates in our agenda on page 2)

❑ Irène Gil + Cédric Muller

Irene Gil Lopez is an architect-urban planner and Cédric Muller is an IT developer.

Irene likes to give new meanings to places and provoke reactions where the spectator should be an actor and where memory is in charge of communicating a unique moment. Her work, timeless, has been exhibited in Spain, Switzerland, London and Shanghai. Cédric is passionate about randomness and contemplation. His works revolve around the theme of dreams. Together, they create unique moments and propel informed people into parallel and liberating emotions. Sensitive to details, to the singularity of each thing, they design immersive experiences.

For Vision Art Festival, they propose to write a story echoing the village of Crans-Montana by placing sentences in different places. Each sentence will develop a reflection, an emotion, a reaction, a few smiles and the whole can be discovered in the form of a journey.

❑ Robot painting with Jo Vargas

❑ The collective Los Bitchos

❑ The duo Gypsberg & Goguesiev

❑ The VAF CAFE – Homage to CHRISTO on the island Grenon

❑ Guided tours of the murals



SATURDAY 25 JULY

RELEASE OF OUR BOOK

« **VISION ART FESTIVAL**
5 YEARS ON.... »

VISION ART FESTIVAL

TAKING URBAN ART TO NEW HEIGHTS

BATTLE OF STYLES

08.08.2020

Parking Chetseron

Illustration & Lettrage

PHOTOGRAPHIE Aelia Studio | DESIGN VINCENT & JO'SAVILE ROW



MOLOTOW

CRANS MONTANA +
Absolutely



Les Roches

BATTLE OF STYLE

COMPETITION OF STYLE FOR YOUNG ARTISTS

ARTISTS PAINT IN 2 GROUPS : ILLUSTRATION
AND LETTERING.

THE COMPETITION TAKES PLACE ON AUGUST
8TH AND THE WINNERS WILL BE PART OF THE
2021 LINE-UP.

THE ARTISTS PAINT ON THE CONCRETE WALLS
OF THE CHETSERON PARKING LOT.

FOR ALL QUERRIES PLEASE CONTACT

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CRANS MONTANA 
Absolutely