



Press release

21 December 2023, Nyon

Visions du Réel unveils its posters for 2024



The Visions du Réel Festival is delighted to announce that it is again partnering with Lausanne-based graphic design studio Hélas (headed by Alice Vodoz and Eilean Friis-Lund), to create a series of posters promoting the 55th edition (12 – 21 April 2024). This year, the Festival's visual identity is expressed through a marine triptych with striking graphic lettering that is highly cinematographic in style.

The posters create a sequence that unfolds, telling the story from different angles and at different times on the shores of the Pacific or the Mediterranean. Steeped in cinematic references, this project was conceived and produced by Hélas (Alice Vodoz & Eilean Friis-Lund) using photographs by Marco Kessler, Jure Matičič and Antigoni Papantoni. The neon pink lettering, following on from last year's yellow, provides a contrast with the world of fishing while bringing a surprisingly modern pop of colour.

This 55th edition boasts a strong visual identity combining digital and analogue photography, with a contemporary effect that is both poetic and wide-reaching. As you look at these images, a plethora of narratives are created and redefined. The many and varied viewpoints undeniably evoke the diversity in perceptions of reality, in an echo of the Festival's program.

Hélas – Alice Vodoz & Eilean Friis-Lund

Alice Vodoz and Eilean Friis-Lund are based in Lausanne, Switzerland and work in the arts sector. They take a collaborative approach in their design work and are interested in culture in all its forms. Fascinated by arts and crafts, they explore the concept of tools – both analogue and digital – in the

different design and production phases for their projects. In particular, they have previously partnered with the Swiss Art Awards (2022, 2023, 2024), the festival of emerging arts Les Urbaines (2020, 2021), the independent art space Tunnel Tunnel (since 2016) and Visions du Réel (since 2023). Their work includes designing graphic identities, publications and books, websites, signage and artistic direction.

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55th edition of Visions du Réel: 12 – 21 April 2024


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