



Press release

Nyon, 8th December 2025

For immediate release

A new graphic identity for the posters of the 57th edition of Visions du Réel

On the eve of its 57th edition (17–26 April 2026), Visions du Réel unveils its new visual identity, designed by Geneva-based graphic design studio Neo Neo and based on a series of photographs by Japanese artist Hayahisa Tomiyasu – a visual concept that marks the start of a new collaboration between Neo Neo and Visions du Réel. These posters are part of the “TTP” series, a collection of photographs captured by the Japanese photographer from his apartment window, depicting a ping-pong table in an urban setting over the years. The ping-pong table serves not only as a setting, but also as a witness to time’s passing. The Japanese artist spent five years documenting this meeting place, where customs evolve with the seasons and the people who frequent it. These posters, which evoke the serial form or even a film sequence, also reveal certain twists and turns, or the humour that can arise in everyday life. The photographs are framed by elegant graphic and typographic elements designed by the Neo Neo studio, creating an identity that is at once classic and contemporary while highlighting the image and its narrative power. The 2026 visual identity is expressed through 15 distinct posters and arresting primary colours. Exploring the porous boundary between reality and drama, this new identity powerfully reflects the Festival's mission to engage with contemporary cinema and the world’s ongoing transformations.

ABOUT NEO NEO

Neo Neo is a graphic design and art direction studio based in Geneva, founded in 2010 by Thuy-An Hoang and Xavier Erni. The studio works primarily in the fields of art, design, music, film and architecture. It aims to offer visual solutions tailored to each individual project, and which combine narrative and identity, with form and content closely intertwined. Over the years, Thuy-An and Xavier have expanded their graphic design practice to include a more transdisciplinary approach, encompassing typeface design, exhibition curation and publishing. They have also taught at HEAD–Genève (Geneva University of Art and Design) since 2015 and are partners in the Extrasets type foundry, launched in 2020. Estelle Piguet joined Neo Neo in 2021.

ABOUT HAYAHISA TOMIYASU

Born in 1982 in Kanagawa, Japan, Hayahisa Tomiyasu graduated from the Department of Photography at Tokyo Polytechnic University in 2006 and the Academy of Visual Arts in Leipzig in 2013, obtaining a Master's degree from the same school in 2016. After working as a part-time lecturer for the evening photography course at the same school, he became an assistant professor at the Faculty of Arts and Media at Zurich University of the Arts in 2017. He has exhibited in Germany, Switzerland and internationally. In 2024, he received the MACK First Book Award and published “TTP”, a series that is also at the heart of the visual concept for the posters for the 57th edition of Visions du Réel.

PRESS KIT

The press kit is available [here](#)

The posters are available [here](#)

Contact

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Visions du Réel: 17 – 26 avril 2026
VdR-Industry: 19 – 22 avril 2026

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