Fête des Vignerons 2019

The Fête des Vignerons in 10 points

Vevey, January 2019
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1. The Fête des Vignerons

The Fête des Vignerons is more than just a show, it’s a heritage, a living tradition that has been passed down from generation to generation since the 18th century. This exceptional and extraordinary event, which combines tradition and modernity, unites an entire region that stretches from Lausanne to Chablais Vaudois. It has been inscribed on the Intangible Cultural Heritage of Humanity by UNESCO since 1 December 2016.

One celebration per generation! It would be easy to forget such a rare event but this is not the case! When the long-awaited date arrives, the whole region is mobilised and intrigued. That is to say that this 12th edition, like its predecessors, will not be a direct reproduction of the last but it will represent the era we live in now. Like a link in a long chain, it will mark the Vevey time as a temporal marker. Its particular theme, which is focused on rewarding the winegrowers, the real workers of the vine, also makes it an original and unique show.

The Confrérie des Vignerons produces and organises the Fête des Vignerons. The history of the Confrérie dates back to the beginning of time. It is responsible for visiting and ensuring the proper maintenance of the vines of its members. Originally, it organised annual then less frequent events, which grew as time passed. Deities such as Bacchus, Ceres and Palès joined the members of the Confrérie des Vignerons but also the Cent Suisses, the Armaillis and various trades which represent the wine, agricultural, artisanal or folkloric traditions of each era. The Fête des Vignerons turns into a celebration of the values and the know-how of an entire region, or even an entire country.

The success of each new edition of the Fête des Vignerons and the organisers’ ambition to always do better involve increasing financial investments. It is therefore difficult to organise more than five per century. This long period of absence, in theory, could eventually condemn this celebration. But history proves otherwise. Vevey is no longer the rural village that hosted the first parades. In this ancient industrial and commercial city, often far removed from the realities of winegrowers and farmers, the Fête des Vignerons, which occurs once a generation, is a living celebration of memory, transmission, identity and the ecological link to nature. Bringing together ancestral traditions and contemporary concerns, it wants to be an anthem of love and universal hope, a hymn to the land, to the homeland, to Mankind and its roots.
2. The artistic team

Original design and staging: Daniele Finzi Pasca & Julie Hamelin

Design of the arena (according to an original idea of Jean Rabasse), sets and machineries: Hugo Gargiulo

Music: Maria Bonzanigo, Jérôme Berney, Valentin Villard

Costumes: Giovanna Buzzi

Poems: Stéphane Blok, Blaise Hofmann

Choreography: Bryn Walters

Sound reinforcement: Martin Reich

Lights: Alexis Bowles

Video: Roberto Vitalini

Assistants: Estelle Bersier, Melissa Vettore, Matteo Verlicchi, Ambra Schumacher, Lisa Ruffini, Laura Guglielmetto

Biographies:

Daniele Finzi Pasca
Born in 1964 in Lugano, Daniele Finzi Pasca is the General designer and director of the Fête des Vignerons 2019. He is a director, author, choreographer and actor. He designed monumental shows such as the Olympic Games closing ceremonies in Turin (2006) and Sochi (2014). He also worked for the Cirque du Soleil, Cirque Eloize or opera houses.

Hugo Gargiulo
Born in 1965 in Uruguay. He had the pleasure of meeting Daniele Finzi Pasca in 1994, with whom he has collaborated ever since, from scenography to staging through acting or art direction. Co-founder of the Compagnia Finzi Pasca in 2011, he was the scenographer of the Olympic Games closing ceremony in Sochi.

Maria Bonzanigo
Principal composer and musical director of the Fête des Vignerons, Maria Bonzanigo was born in Lausanne in 1966. Founding member of the Compagnia Finzi Pasca, she took part in the creation of the majority of the shows as a composer and choreographer.

Jérôme Berney
Born in 1971 in Vancouver, Canada, percussionist and pianist, he composed pieces for choirs and instrumental ensembles, often singular, mixing jazz, classical and world music. His creations are played in major Swiss festivals (Cully, Montreux) as well as abroad (Berlin, Vlinus, New York).

Valentin Villard
Organist, choir director and singer, Valentin Villard was born in Lausanne in 1985. Former student of Michael Jarrell in Geneva and Willem Jeths in Amsterdam, he composed pieces for formations including solo pieces, pieces for the great symphony orchestra, choir, organ or electroacoustic.

Giovanna Buzzi
Born in 1955 in Milan, comfortable in the worlds of theatre, opera, film or fashion, she collaborated with Ronconi, Costa Gavras or Daniel Barenboim, obtaining in 2017 the Metropolitan Fashion Award for the best costume designer of the year. She has collaborated with Daniele Finzi Pasca since the 2016 Turin Olympic Games.

Stéphane Blok
Writer and musician, born in Lausanne in 1971, he is the author of songs and compositions for the theatre as for the dance. Accustomed to collaborations with musicians, photographers or filmmakers, he is interested in all forms of expression.

Blaise Hofmann
Writer, he was born in Morges in 1978. Author of travel stories, novels, chronicles and plays, including an adaptation of Beauty on Earth of CF Ramuz. Son of a winegrower, he was the winner of the Nicolas-Bouvier Prize in St-Malo in 2008 for Estive (Zœ).

Bryn Walters
Bryn Walters has worked as a choreography director for some 40 major shows, including 12 Olympic ceremonies (including Athens, Vancouver and London). A professional dancer for 15 years, he collaborated with Daniele Finzi Pasca at the 2006 Turin Olympic Games and the 2014 Sochi Olympic Games.

Martin Reich
Born in 1969, a sound engineer since 1985, he practised at the Tonstudios Z AG Zürich studio. He has participated in many fiction films for cinema and documentary films. Sound manager at the Montreux Jazz Festival, he is also a sound engineer for several classical music festivals.

Alexis Bowles
Born in Montreal in 1980, son of a Cirque du Soleil artist, he has worked since 2003 with Cirque Eloize, Teatro Sunil and Daniele Finzi Pasca. Mastering lighting design and music production, creator of atmospheres, textures and rhythms, he works in all performing arts: circus, opera, dance, theatre.

Roberto Vitalini
Born in 1971 in Lugano, he is head of Bashiba SA, a company that deals with imaginary universes, video art and scenography including interactive video art or LED light sculpture. Since 2009, Roberto has been designing the video scenography of productions directed by Daniele Finzi Pasca.
An iconic and essential element of the Fête des Vignerons, the arena is representative of the technical evolutions and dramaturgical needs. But its greatest characteristic is its ephemeral status. Overnight, it takes pride of place on Vevey’s Place du Marché and conceals Lake Geneva’s panoramic views. The huge 17,000 m² open-air car park is being built on and construction is slowly progressing to become the city’s heart and soul.

The first wooden platform dates from 1797. It had a little less than 2,000 seats and was in the form of a simple tiered-structure, built of wood, and placed in the upper part of Vevey’s Place du Marché. At each new edition, it transformed and adapted to the dramaturgy of the show and the new technologies used. The construction of 2019 is no exception. Two hundred years later, wood has disappeared, giving way to steel, LED floodlights and new technologies.

Its dimensions are impressive. With a surface area of 14,000 m² and a maximum height of 30 metres, the space is designed to adapt to the ideas of the creators led by Daniele Finzi Pasca. Its 3,000m² main stage is as large as an Olympic swimming pool and the four elevated stages provide increased visibility for all spectators. Without forgetting to mention all the technical elements: 400 loudspeakers, 2,000 projectors, a LED floor of some 500m², four giant LED screens of 60m², 42 mapping machines. Under the steel structure of the arena, a space is devoted to traffic, technical rooms, storage, lodges and amenities.

The construction of such a building is a real modern-day challenge. The preparatory work began in October 2018. On Vevey’s Place du Marché, the workers are drilling, digging and preparing dozens of concrete pillars to support the 700 tons of steel that make up the structure. On 2 January 2019, construction will begin and the deadlines are short. Dozens of trucks a day transporting building materials, furniture items and technical equipment. The arena will be ready in May for six weeks of rehearsals and one month of performances from 18 July to 11 August 2019. After the event, the arena is dismantled in less than three months and the Place du Marché will be returned to the Vevey people. The new arena, with its impressive dimensions and capacity of 20’000 seats, has its detractors but, like the previous ones, it is already part of the tradition by reconnecting with the antique stadium of 1955 while incorporating the latest technological innovations of the 21st century, ready to fulfil the dreams of a new generation of actors-extras, volunteers, organisers and spectators of the Fête des Vignerons.
4. The show

The show represents a year in the life of the vineyard through twenty scenes starting and finishing with the harvest. It combines the work of the vineyard (pruning/training, etc.), social moments (weddings, Saint-Martin’s Fair) along with more general themes (the seasons, water, the sun, the moon, the stars). It questions the link between man and nature and pays homage to the know-how of winegrowers. At the heart of the show is the Crowning of winegrowers rewarded for their excellence of work by the Confrérie des Vignerons. The narration is carried by a moving dialogue between a little girl called Julie and her grandfather, who enables her to discover the traditions and the work of winegrowers. Three “doctor” characters comment on the performance with humour and impertinence. The music, which alternates with pieces of ensemble, orchestral pieces or in small formations, accompanied live by the Choeur de la Fête (500 choristers, 300 Percuchorists, 150 children’s voices), the Harmonie de la Fête (120 brass band musicians), the Big Band (16 jazz musicians), the Percussionistes (40 percussionists), the Cors des Alpes (36 Alpine horns), the Petit Ensemble (20 musicians) and the Fifres et Tambours (36 Basel musicians). The Fête orchestra is the Gstaad Festival Orchestra, which will record the score in the studio in spring 2019.

The choreographies of the scenes are performed by 5,500 actors and actresses in costumes, all inhabitants of the region. A total, magical, grandiose, dynamic and poetic performance conceived at 360°, it mixes with the music, the songs that carry the poems of the authors and the crowd movement images and videos projected on giant screens as well as on the immense LED floor of the arena.

To create the seventy different costumes worn by actors and actresses and singers, the costume designer was inspired both by the previous Fête des Vignerons, with a particular interest for the watercolours of Ernest Biéler in 1905 and 1927, and traditional Vaud and Fribourg costumes. The costumes of animals, insects and birds, are novelties related to the dramaturgy of Daniele Finzi Pasca’s show.
5. The Crowning

The Crowning of the winegrowers is at the heart of every Fête des Vignerons. Symbol par excellence of the regular activities of the Confrérie des Vignerons, there would simply be no party without a crowning ceremony! Even if, nowadays, the show often eclipses this crowning ceremony, it must not be forgotten that the first festival of 1797 was specifically created to permanently install this ceremony into the Confrérie des Vignerons’ parades. This choice is the last stage of a long evolution that began in the middle of the 18th century.

The century-old method of choosing which winegrowers are to be crowned consists of the following itinerary. Each year, the Confrérie des Vignerons Experts visit the parcels of vines which are then noted. Every three years, during the Triennales, silver and bronze medals and bonuses are awarded to winegrowers. During the Fête des Vignerons, the notes of the last five years’ visits are reviewed. The commission responsible for this task works in closed session, on anonymous and numbered files. No results are leaked publicly before the Crowning ceremony and the tension remains high because the final results are often very, very close.

In 2019, this ceremony will take place on 18 July 2019 at 7am during the first performance of the Fête des Vignerons 2019. It makes the first day of the Fête a special occasion: at the peak of Daniele Finzi Pasca’s magical and dreamlike show, the winegrowers will be called up to have their special talent recognised and the best of them will be crowned with public tributes that will reflect on their fame. The show will continue until a big finale. Everyone, with the winegrowers in the pride of place, will then parade between Vevey and La Tour-de-Peilz. A procession bringing together all the actors and actresses of the show, the members of the Confrérie des Vignerons, the musicians will surround the heroes of the day with joy and gratitude. The public will be able to freely witness the passage of this human fresco in the streets of the two neighbouring towns and their quaysides bordering Lake Geneva. After this whirlwind of colours and the warm effervescence that will emerge, it will be time for the banquet. So much activity makes you hungry. All participants who have taken part in the procession will be invited, alongside the guests of the Confrérie des Vignerons, to take part in a meal served in numerous places as the reception receives several thousand guests. And of course, the jubilation will continue on throughout the night...
6. The Ranz des vaches and other important events

The highlight of the show, the Ranz des vaches which has been sung at the Fête des Vignerons since 1819, firstly by a choir and then by a soloist since 1889. This traditional Gruyère tune is performed at each edition, with a new adaptation specially elaborated for the Fête des Vignerons. Jean-Jacques Rousseau makes it famous in Europe by mentioning it at length in his Dictionnaire de la musique in 1767. It symbolises a region stretching from Veveyse to Gruyère, straddling the cantons of Vaud and Fribourg, which mixes culture of the vine on the banks of the lake, and production of cheese on the alpine pastures. Its interpretation for the Fête des Vignerons 2019 was the subject of a particularly observed procedure, at the end of which, eleven tenor singers from Fribourg and Vaud were selected to perform the Ranz des vaches during the performance of the Fête des Vignerons 2019.

Numerous characters, motifs, melodies, troupes or scenes appear regularly in the eleven previous editions of the Fête des Vignerons since 1797. If some, like the Armaillis, are more faithful, other troupes and important moments will meet in Daniele Finzi Pasca’s show. These are for example:

The Cent Suisses: They appear at the Fête des Vignerons in 1819 and symbolise attachment to the Swiss Confederation. In 2019, for the first time, the Cent Suisse will be joined by a mixed troupe called Cent pour Cent.

The Troupe d’Honneur: Made up of the Cent Suisses, flag bearers and, since 1905, the Fifres et Tambours of Basel, it opens the procession composed of the Abbot-President, the Council of the Confrérie des Vignerons, experts and award-winning and distinguished winemakers and Confrérie members.

The Noce: From 1797, the Noce, promise of renewal, a new cycle of life and winter rest, symbolises Winter.

The Saint-Martin: Appeared during the Fête des Vignerons of 1999, it symbolises the link with Vevey and its ancestral Autumn Fair during which the winegrowers once received their salary.
7. The Cantonal Days

First time in the history of the Fête des Vignerons, the Cantonal Days have been proposed to the cantons of the Swiss Confederation. All responded positively, making Vevey the capital of Switzerland for a summer! The Swiss from abroad and the Vevey-Riviera-Pays d’Enhaut region will also be honoured for one day, as will the Confederation. Since the 1865 Fête, the cantons have always been represented in the show, often in the Noces scene. Since 1819, the Fête incorporates the Cent Suisses to show its attachment to the homeland. In the context of the major national exhibitions of the 19th century, this aspect was very important to international visitors who arrived in Vevey by boat or rail. But the 2019 edition will be the first to organise Cantonal Days and to bring delegations of this importance to international visitors who arrived in Vevey by boat or rail. The programme of each Cantonal Day includes:

- An early morning parade of cantonal authorities from the Vevey station to the Terrasses de la Confrérie.
- A procession at 3pm or 5pm, depending on the time of the day’s performance, from Entre-deux-Villes to the Jardin du Rivage.
- A cultural programme on the artistic spaces of the Ville en Fête.
- A presentation of the wines and local products of the invited canton(s).
- A flag of the city of Vevey in their honour. The content of the show of the Fête des Vignerons does not change.

The Cantonal Days are complemented by a Confederation Day on 1st August, Swiss National Day, a Day of the Swiss from Abroad and a Vevey-Riviera-Pays d’Enhaut Day.

Agenda of the Cantonal Days
Fête des Vignerons 2019

July
19 July: Geneva
20 July: Fribourg
21 July: Saint-Gall
23 July: Grisons
25 July: JDay of the Swiss Abroad
26 July: Valais
27 July: Ticino and Central Switzerland (Lucerne, Uri, Schwyz, Obwalden, Nidwalden, Zug)
28 July: Basel-Stadt, Basel-Landschaft, Glarus and Jura
30 July: Bern

August
1st August: Day of the Confederation
2 August: Schaffhausen
3 August: Solothurn
4 August: Zurich
5 August: Thurgau
6 August: Aargau
8 August: Vevey-Riviera-Pays d’Enhaut
9 August: Appenzell Ausserrhoden, Appenzell Innerrhoden
10 August: Neuchâtel
11 August: Vaud
8. The Ville en Fête

Throughout the Fête des Vignerons 2019, a vast area from the Jardin Doret to Entre-Deux-Villes, from east to west of the city of Vevey, will be dedicated, from 9am in the morning up until midnight during the week (2am on Fridays and Saturdays), to entertainment and restoration and to musical and cultural animations including those proposed by the cantons which are centre-staged every day. Bars, wine cellars and restaurants will welcome visitors of all generations to live a unique experience, all around the arena show, in the spirit of the Fête and its traditions. Local products will be particularly honoured.

Fun and varied content, intended for both the family and adult audiences, will be offered free of charge. Street arts and ambulatory artistic performances will enliven the city day and night.

As part of the Ville en Fête, visitors will have access to sixty food and beverage stands, several ephemeral restaurants from 300 to 900 seats in all categories, including a World Village. Attached on three levels to the south face of the arena, the platform of the Confrérie des Vignerons, called the Terrasses de la Confrérie, will focus on Swiss wines and Vaud products. The Terrasses de la Confrérie will open their doors on 20 May 2019. The majority of stands and restaurants will offer Swiss gastronomy, as well as various cuisines from all around the world. Each Cantonal Day will be an opportunity for the restaurant owners of the festival and Vevey to offer Cantonal specialities.

The Confrérie des Vignerons offers three processions throughout the city of Vevey, in addition to the processions of the invited cantons, with actors-extras and actresses-extras of the show: 18 July at 11:30am, following the show including the Crowning ceremony, 27 July at 3pm and 3 August at 3pm. The complete Ville en Fête programme will be presented in Spring 2019.

Free animations are available all day as part of the Ville en Fête.

9. Posters and the graphic universe

The Fête des Vignerons 2019 poster, produced by the Swiss graphic studio Balmer Hählen, presents the seasons of the vineyard and its wildlife, echoing Daniele Finzi Pasca’s show. The poster of the Fête des Vignerons 2019 shows the cycle of the vine and its evolution according to the seasons, from winter to autumn and its promises of maturity. The growing vine is delimited by the branches that divide it into four parts, each representing a season. Just above the vine, winter and its snowflakes, before the regrowth of spring. The visual expresses a notion of continuity, the cycle potentially repeating itself to infinity. Man’s presence can be guessed by the size of the branches, then the crown at the top of the visual, but the rest of the drawing gives pride of place to nature and the animal kingdom: the vine’s wildlife, which is reinvented in the fantasy costumes of Giovanna Buzzli, fully inhabit the graphic universe.

The Balmer Hählen Studio was founded in 2011 by Priscilla Balmer and Yvo Hählen in Lausanne. The graphic studio has had its work regularly rewarded in Switzerland and overseas. Their posters have been selected and exhibited in several international competitions, including Japan, China, Russia, Scotland and at 100 Beste Plakate, the famous competition for the 100 best posters from Germany, Switzerland and Austria. The studio was awarded the TDC Prize of the Tokyo Type Directors Club Annual Awards 2018.
10. Useful information

Tickets

The Fête des Vignerons 2019 show takes place in an uncovered arena. Twenty shows are scheduled from 18 July to 11 August 2019, i.e. 10 daytime and 10 night-time shows, and a public dress rehearsal on 17 July. The first performance, on 18 July, includes the winegrowers crowning ceremony and is held at 7am, according to tradition. The arena is on the market place of Vevey. 20,000 places, all seated, are available per performance. The prices are divided into 5 categories ranging from CHF 79 to CHF 299. A Premium category offering benefits such as a personalised welcome, easy access and souvenir programme is offered at a price of CHF 359. The purchase of tickets on the internet is limited to 20 per person.

The show is postponed, the ticket remains valid for the postponed performance. A maximum of 2 postponements is possible, after which the show will be cancelled and the tickets refunded. The 11am performance is first postponed to the afternoon of the same day if the conditions allow. A 9pm performance will normally be postponed to the next morning, as long as the programme allows it. In addition, two days have been scheduled exclusively for postponements, Monday 22 July and Wednesday 7 August. Finally, the last shows can be postponed to Monday 12 and/or Tuesday 13 August.

Points of sale

Via the Internet: starticket.ch
By telephone: 0900 325 325 (Fr. 1.19/min.)
Points of sale: Coop City, Manor, La Poste, Hotelplan.
Access for people with reduced mobility

90 places are provided per performance for people with reduced mobility (PRM) and 90 places for accompanying persons. These are available by sending an e-mail to Starticket via the address ticketing@starticket.ch, stating: 1. the event for which you want tickets, at the price of CHF 79/ticket 2. the number of persons with reduced mobility and the number of accompanying persons (1 maximum/PRM at the price of CHF 79) 3. your telephone number.

Special parking is provided for people with reduced mobility on the outskirts of the city, near the motorway exit. People with reduced mobility can also benefit from a special shuttle service. Further information regarding this will be available in early 2019.

The category of places reserved for people with reduced mobility is primarily intended for people in wheelchairs. People without wheelchairs but with serious mobility difficulties, or any other significant disability, may also qualify for this category. Any person with reduced mobility can reserve a place in the same category for an accompanying person.

Mobility

To make the most of the Fête des Vignerons and the Ville en Fête experience, choose public transport and car-sharing.

Whether by train, bus, boat or car, everything is in place to facilitate access to the perimeter of the event.

In partnership with SBB, a night-time train service will be offered at a later date.

By train: cff.ch
By bus: vmcv.ch
By boat: cgn.ch
By car: A9 motorway, exit Chexbres, Vevey or Montreux. Paying car parks with shuttles will be available.

Accommodation

Afin de profiter pleinement de la Fête, In order to fully enjoy the Fête, Montreux-Vevey Tourisme offers to live the 2019 Fête des Vignerons in the comfort of a hotel in the region with a ticket and hotel night package.

The package offered by our tourism partner includes:
• One night in the hotel of your choice
• Ticket for the show
• Montreux Riviera Card providing free public transport and discounts on leisure activities
• Cancellation and transfer insurance

Reservations and information: hotelfevi19.ch

Show and hotel packages are also offered by Vevey’s partner hotels on the site: hotel-vevey.ch

For the hard of hearing, a mobile phone application will be available with reception throughout the arena.
The Fête des Vignerons in figures

One

The Fête des Vignerons is the first living tradition of Switzerland to have been inscribed on UNESCO’s intangible cultural heritage on 1 December 2016. Lavaux terraced vineyard has been a UNESCO World Heritage site since 2007.

25

The Fête will last 25 days between 18 July and 11 August 2019.

12

Number of Fête des Vignerons since 1797, counting the 2019 edition, 222 years after the first festival.

400,000

The number of spectators of the show.

1,000,000

The number of visitors expected in Vevey during the Fête (including spectators). The city of Vevey has only 19,500 inhabitants.

5,500

Number of actors-extras and actresses-extras in the arena.

850

The number of singers present in the arena.

800

Some 835 children between 6 and 16 years old participate in the show.

20'000

The number of seats in the arena of the Fête des Vignerons 2019.

17,000

The surface of Vevey’s Place du Marché, in square metres.

3,000

The main stage of the show is 3,000 m². It is accompanied by 4 elevated side stages.

1,400

In m², the surface area of the main stage of the arena, not counting the 4 raised stages of 300 m² each.

700

The number of tonnes of each part of the framework of the arena.

300,000
to 500,000

The number of bottles of wine which will be appreciated by the end of the Fête

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