

# BIENNALE DES IMAGINAIRES NUMÉRIQUES

08.11.18  
15.12.18

Aix — Marseille  
Provence

BALANCE SHEET —  
QUANTITATIVE SUMMARY

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EXHIBITIONS   SHOWS   PERFORMANCES   CONCERTS   WORKSHOPS   PUBLIC SPACE INSTALLATIONS   PROFESSIONAL CONFERENCES

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# CHRONIQUES

# IN A FEW WORDS ...

## BIENNALE DES IMAGINAIRES NUMÉRIQUES (Biennale of the Digital Imagination)

An event which, though its name connotes virtuality, was very real in its capacity to **engage with a huge number of people** (55,000, with workshops, educational visits...), to assert the place of art (one large exhibition, other satellite exhibitions, shows...), to present points of view on the world in the digital era (three days of professional conferences).

To conceptualise and then put together Chroniques, the biennale, we put on our sturdy walking shoes and made a thorough survey of our field, both figurative and literal: we went from noisy, restless cities to towns of art and heritage, passing through seaside villages, mountains, countryside. We had a lot of meetings (100 partners) and went to incredible places: chapels, wastelands, galleries, museums, streets, opera houses, universities, libraries.

But it's always good to think local by acting global, and so Quebec and the Elektra festival were our guests of honour. By mapping out this North American province, with which we share a language but are culturally so different, we talked about art, culture, creativity, innovation. We particularly exchanged ideas about the city. Talking about the city makes it possible to ask questions, questions about the place of culture; of the cultural event as agent of urbanisation and of commerce, of how to be welcoming, of the role of artists in the creative city; of the future.



# 3 AIMS FOR A REGIONWIDE VENTURE

Spread the kind of innovation normally confined to individual cities across the whole Aix-Marseille-Provence *métropole*, proposing an unprecedented event for the public.

Champion art and digital creation as a unifying component of the driving artistic and cultural forces in the region, by developing the event in collaboration with major organisations and venues.

Support the development of the digital sector and promote the intersection of creation, industry, tourism and research.

## A PROGRAMME UNPRECEDENTED IN THE REGION

**38 DAYS**

**3 DAYS OF ARTISTS' CONFERENCES**

**13 EXHIBITION SPACES & 9 EVENT VENUES**

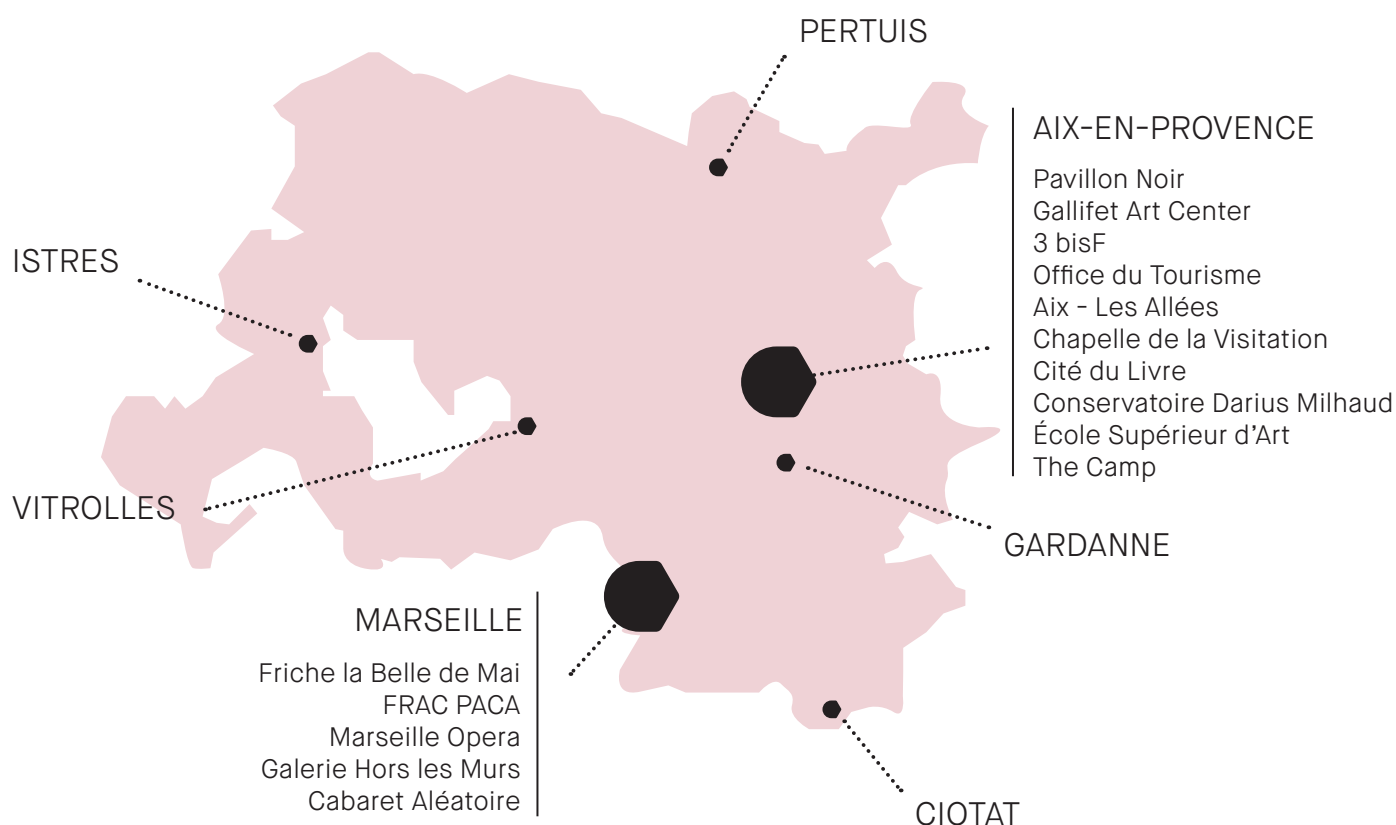
**11 TICKETED EVENTS /  
11 FREE**

**17 EVENTS**

CONCERTS, SHOWS, PERFORMANCES

**6 ASSOCIATED EVENTS**

**3 PUBLIC DISCUSSIONS**



**45 WORKS SHOWN IN EXHIBITION**

**13 ORIGINAL CREATIONS**

**17 LIVE WORKS, PERFORMANCES,  
CONCERTS, SHOWS ...**

**4 ORIGINAL CREATIONS**

**55 GUEST ARTISTS**

**37 PRESENT FOR THE BIENNALE ITSELF**

**16 NATIONALITIES**

**10 QUEBECOIS**

**48 SPEAKERS AT INTERNATIONAL  
ARTISTS' CONFERENCES**

**22 QUEBECOIS (GUESTS OF HONOUR)**

**9 INTERNATIONAL**

**17 NATIONAL**

**70 PROFESSIONALS AT THE INTER-  
REGIONAL DIGITAL ARTS AND CULTURE  
CONFERENCE**

**A PUBLIC TARGET REACHED**

**50,800 VISITORS TO THE EXHIBITIONS**

**33,500 IN PUBLIC SPACES**

**17,300 IN INDOOR EXHIBITION SPACES**

**3 267 PEOPLE AT EVENTS**

**416 PARTICIPANTS IN PUBLIC  
DISCUSSIONS**

**681 PARTICIPANTS AT PROFESSIONAL  
CONFERENCES**

#### IONS & INSTITUTS



RÉGION  
SUD PROVENCE  
ALPES  
CÔTE D'AZUR

DÉPARTEMENT  
BOUCHES  
DU RHÔNE

AIX  
MAR  
PRO  
Q

Canada

Conseil des arts  
du Canada

Canada Council  
for the Arts

FRANCE  
CULTURE

Projet  
associatif par  
Fondation  
de France

GOETI  
INSTIT

ZINC

K  
ige

thecamp

FRICHE  
LA BELLE  
DE MAI

gmem

CABARET  
ALÉATOIRE

AME

École supérieure d'Art  
Aix-en-Provence

FRICHE  
LA BELLE  
DE MAI

Anonymat.tv  
Média Citoyen

FRICHE  
LA BELLE  
DE MAI

le  
lieu  
BO-AIX.COM

AIX  
PAYS  
D'AIX  
Office de  
Tourisme  
aixprovenche-tourisme.com

GALLIFET  
ART CENTER  
AIX-EN-PROVENCE

361sf  
ART SPACE / ARTS & CULTURE / ARTS & CULTURE

FONDATION VASARELY

CONSERVATOIRE  
DARIUS MILHAUD  
DANSE - ART DRAMATIQUE

#### RE ET TOURISME

Comp

Comp

Comp

MARSEILLE

Comp

Comp

Michela Pelusion - Space Time Helix © photo Pierre Gondard

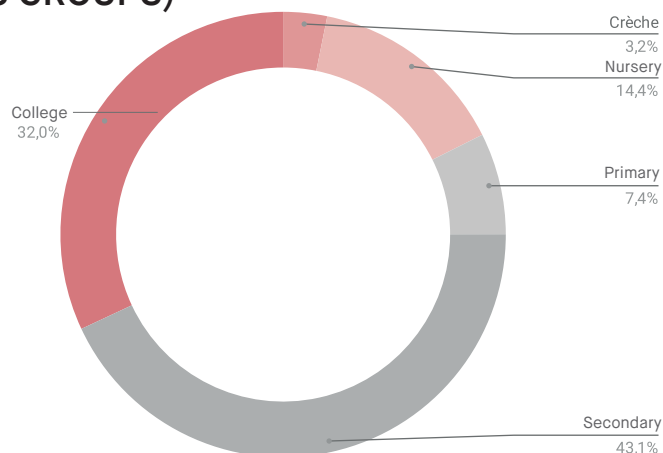


# PARTICULAR ATTENTION GIVEN TO EDUCATION AND VISITOR EXPERIENCE

**1 535 PEOPLE GIVEN GUIDED TOURS**

**1 289 STUDENTS AND SMALL CHILDREN (58 GROUPS)**

AGE GROUP	NUMBER	GROUPS
Crèche	41	5
Nursery (Maternelle)	186	8
Primary (Élémentaire)	95	4
Secondary (Collège)	555	22
College (Lycée)	412	19



**265 CURRICULAR STUDENT VISITS + PRACTICAL ARTISTIC WORKSHOPS**

## VISIBILITY ENSURED

**12 MEDIA PARTNERS**

TÉLÉRAMA, LES INROCKS, USBECK ET RICA, ART PRESS, POINT CONTEMPORAIN, CULTURE VEILLE, FRANCE BLEU PROVENCE, LA PROVENCE, ART JAWS, VENTILO, VOLT, RADIO GRENOUILLE

**29 NEWS ARTICLES**

**17 RADIO / TV FEATURES**

**55 FEATURES IN CALENDARS OF CULTURAL EVENTS**

**SUPPLEMENT IN LA PROVENCE : 49**

**857 COPIES + 2500 REPRINTS**

EDITION : MARSEILLE + AIX + PAYS D'AIX - 4 CENTRAL EDITORIAL PAGES

**36 JOURNALISTS HOSTED ON PRESS VISITS**

**PAPER COMMUNICATION: 82 500**

**COPIES CIRCULATED**

SAVE THE DATE, LEAFLETS, FLYERS, ETC.

**DISPENSED FROM 1604 DISTRIBUTION POINTS**

**289 STREET BILLBOARDS**

DECAUX IN AIX AND MARSEILLE, WHAT4YOU NETWORK, VUE EN VILLE

**10 ADVERTISING INSERTS**

INROCKS.COM, ARTPRESS.COM, TÉLÉRAMA NEWSLETTER, VENTILO, ETC.

**16 WEEKS OF VIDEO ADVERTISEMENT**

BUS ROUTES 50 AND 40

**18 NEWSLETTERS FOR 19 787 SUBSCRIBERS**

**22 891 FACEBOOK / TWITTER / INSTAGRAM SUBSCRIBERS**

THE COMBINED AUDIENCE OF CHRONIQUES, ZINC AND SECONDE NATURE

# A PARTNERSHIP-BASED DYNAMIC

120 PARTNERS

24 RECEPTION AND DISTRIBUTION POINTS

48 CULTURAL INSTITUTIONAL PARTNERS

36 PRIVATE AND FINANCIAL SECTOR PARTNERS

12 MEDIA PARTNERS



## IMAGINÉ PAR



## LIEUX PARTENAIRES



## PARTENAIRES PROJETS, RÉSEAUX CULTURE ET TOURISME



## ÉVÉNEMENTS ASSOCIÉS



## PARTENAIRES ÉDUCATIFS & ACADÉMIQUES



## MÉCÈNES & PARTENAIRES PRIVÉS



### DE NOS PARTENAIRES PRIVÉS & RÉSEAUX



### ET DE NOS PARTENAIRES HÔTELIERS & RÉCEPTION



### ET LA CONTRIBUTION DE



## PARTENAIRES MÉDIAS



# A MOBILISED TEAM

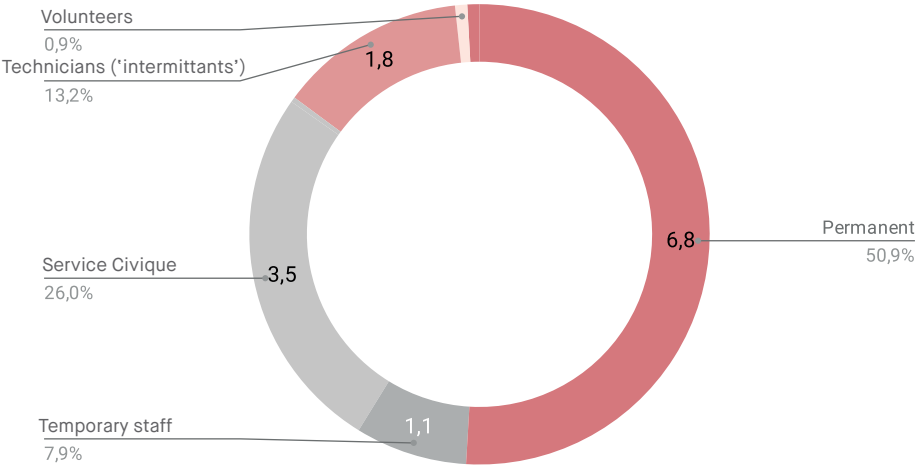
## A TEAM OF 84 PEOPLE

15 PERMANENT STAFF  
3 TEMPORARY  
38 TECHNICIANS  
18 PEOPLE IN CIVIC SERVICE  
14 VOLUNTEERS

3 185 HOURS OF TECHNICAL WORK

20 868 HOURS OF COORDINATION AND PRODUCTION

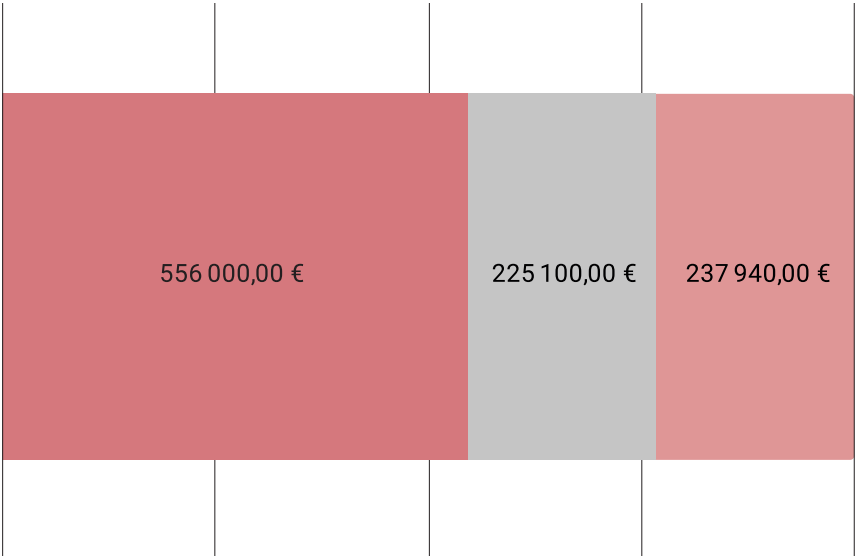
TOTAL OF 13.5 FTE STAFF WORKING ON THE BIENNALE



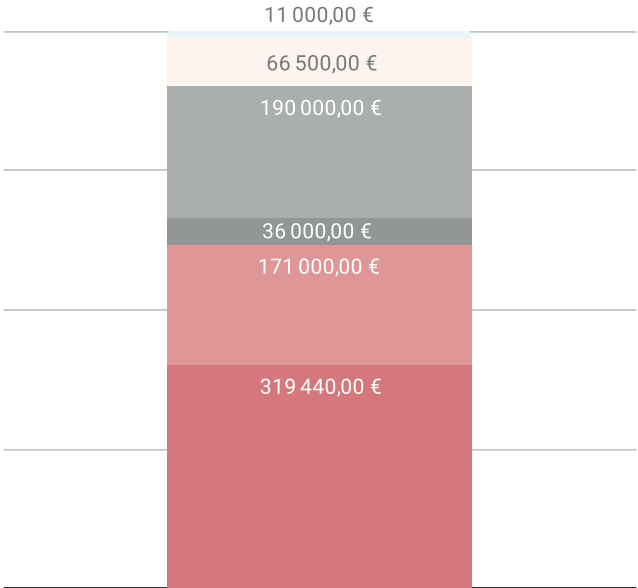
## BALANCE SHEET

TOTAL BUDGET  
1 019 040 €

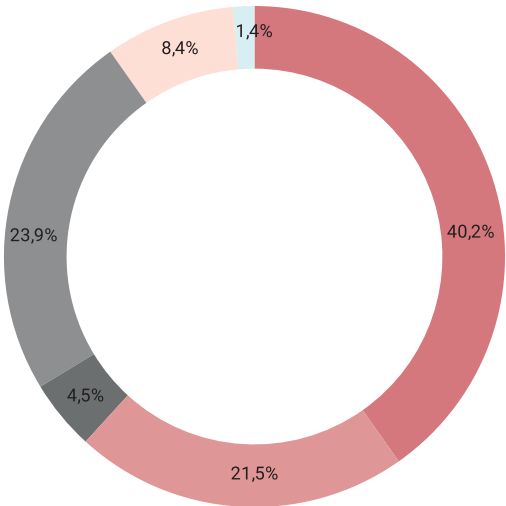
- PROVISIONS AND VALUATION
- COORDINATION EXPENSES
- DIRECT EXPENSES



## BREAKDOWN OF SPENDING DIRECT EXPENDITURE AND VALUATION



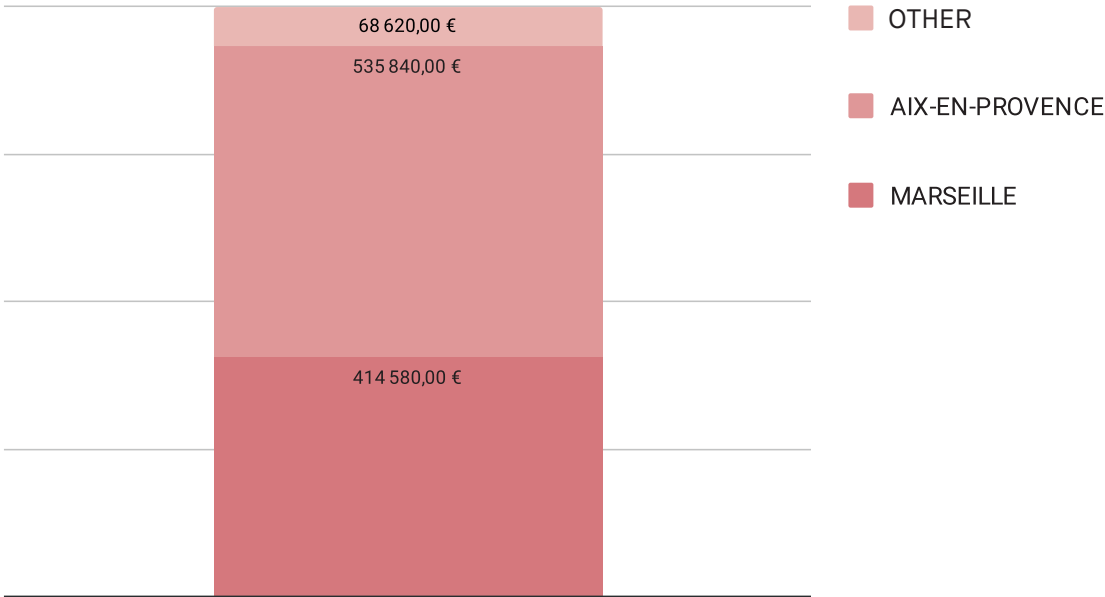
- OTHER
- COMMUNICATION
- CONFERENCES
- CULTURAL ACTIVITIES
- EVENTS
- EXHIBITIONS



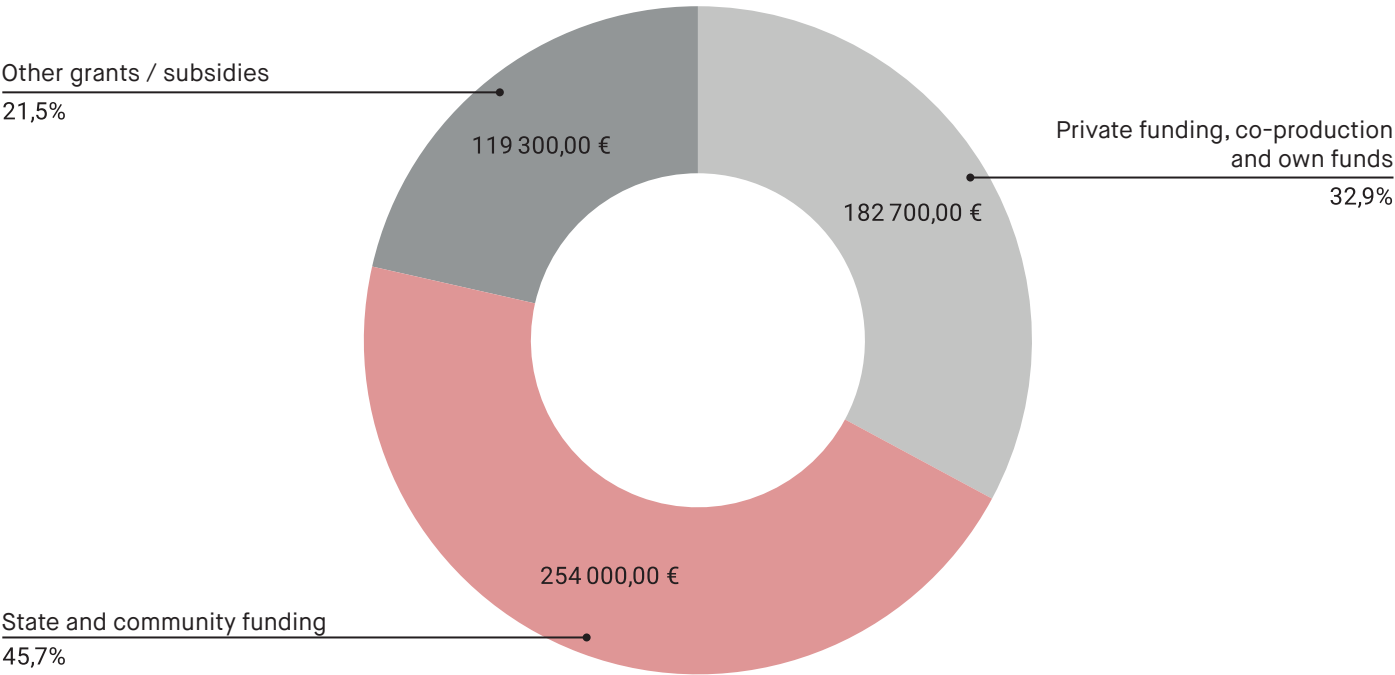


# GEOGRAPHIC DISTRIBUTION

## TOTAL EXPENSES



# FUNDING





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PROVENCE ALPES  
CÔTE D'AZUR



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MARSEILLE  
PROVENCE



Culture  
et Communications  
Québec

Canada

Conseil des arts  
du Canada  
Canada Council  
for the Arts



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NATURE

Zn ZINC



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