



CONFRÉRIE DES VIGNERONS
DE VEVEY

Press pack, Wednesday 15 May 2013



**The Council of the Brotherhood
of Winegrowers has chosen Ticinese
director Daniele Finzi Pasca
as creative director
of the 2019 Winegrowers Festival.**

"Some shows are life-changing events, the means to explore new worlds of the soul. There are shows that are like a homeward voyage...it is difficult to express the emotion and the joy I feel for this project that is about to begin, very difficult. My head is spinning, ideas are beginning to bubble beneath the surface, starting to take shape. I am so happy that my face isn't big enough to hold my smile."

Daniele Finzi Pasca, May 2013



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1. 14 May 2013 – The Decision

Since it was announced in June 2011 that the next Winegrowers Festival would take place from 26 July to 11 August 2019, people both in Vevey and beyond have been impatiently awaiting the announcement of the creative director for this edition of the Festival, the only one of its kind in the world. Today, the wait is over.

On 14 May 2013, after two years of meetings, consultations, auditions and a considerable amount of thought, the Council of the Brotherhood of Winegrowers unanimously decided to entrust the overall concept of the 2019 Winegrowers Festival to Daniele Finzi Pasca, a director from the Swiss-Italian region of Ticino.

Over the course of several meetings these past few months, it became clear that Finzi Pasca's vision for the Festival, and his values, were perfectly aligned with the Brotherhood's conception of the 2019 Festival.

Daniele Finzi Pasca is a major figure in the international theatre scene. He was born in 1964 in Lugano, Switzerland, and in 2012 was awarded the Hans Reinhart Ring, the highest honor in Swiss theatre. Finzi Pasca won over the Brotherhood with his concept for a spectacular, festive and highly emotional 2019 Winegrowers Festival.



His approach corresponds perfectly with the conclusions reached by the Brotherhood of Winegrowers Steering Committee following a productive period of soul-searching and exchanges with some of the leading figures in the worlds of theatre arts, music, journalism, communications and, of course, winemaking.

The Winegrowers Festival is one of Switzerland's most iconic celebrations, and since 1797 has only grown in size and importance.

More than a simple festival dedicated to winegrowing and rustic traditions, the Winegrowers Festival strives with each edition to produce a fresh, exciting experience that is relevant to its time. Finzi Pasca's enthusiasm for this huge undertaking is as sincere as it is infectious. The Brotherhood, guardians of the unique traditions of their rich cultural heritage, will work hand in hand with Finzi Pasca throughout the creative process to bring this incomparably magical celebration to life once more in the market square in Vevey.





2. Daniele Finzi Pasca

As he likes to remind everyone, Daniel Finzi Pasca is not from Vevey. Originally from Ticino, he nevertheless feels a very special and profound love for the town, associated as it is with cherished family memories. During various discussions with the Council of the Brotherhood of Winegrowers, Finzi Pasca was inspired by the ideas that the organizers wish to bring to life at the 2019 Winegrowers Festival: balancing tradition and innovation, producing a spectacle in which emotion plays a key role, enlisting the vital force of an entire region, and forging a new link in an unbroken chain that stretches all the way back to the end of the 18th century.

This project will be a major undertaking for Finzi Pasca. He sees it as a long-sought return to Switzerland after years of perfecting his craft abroad, and a return to the land, with its rich symbolic heritage.

The Winegrowers Festival is a unique ceremony, occurring only once per generation and showcasing a peerless tradition deeply anchored in its terroir and in the DNA of an entire region. In Finzi Pasca's words: "Some shows are life-changing events, the means to explore new worlds of the soul. There are shows that are like a homeward voyage...it is difficult to express the emotion and the joy I feel for this project that is about to begin, very difficult. My head is spinning, ideas are beginning to bubble beneath the surface, starting to take shape. I am so happy that my face isn't big enough to hold my smile."



3. Biography

Daniele Finzi Pasca

is a director, an author, a choreographer and a clown.

He was born in Lugano in 1964 and grew up in a family of photographers, in his father's darkroom. He came into contact with the world of the circus through gymnastics and began performing under the tutelage of the clown Fery. In 1983 he went to India, where he volunteered as part of a program to help patients in the terminal stages of illness. Upon his return to Switzerland, he developed a style of performance that combines the arts of clowning, dance and acting which he named the "theatre of the caress."

As a conscientious objector, Finzi Pasca served a short term in prison, during which he finished writing his play *Icaro*, which he performed as a one-man show – apart from a single audience member on stage with him. The show has been running for twenty years, has toured the globe and has been seen by more than 100,000 spectators through roughly 800 performances in 6 languages.

Finzi Pasca created two shows for the Cirque Éloize – *La nuit, le ciel est plus grand* (2002) and *Rain – Comme une pluie dans tes yeux* (2003), for which he was nominated for a Drama Desk Award for Outstanding Director.

In 2005, he wrote and directed *Corteo* for the Cirque de Soleil. This show has been performed for over 3 million spectators to date.



RAIN © PRODUCTION ÉLOIZE VALERIE REMISE

NEBBIA © VIVIANA CANGIALOSI

He also wrote and directed the closing ceremony for the 2006 Winter Olympic Games in Turin.

In 2007, he penned *Nebbia*, a show co-produced by the Cirque Éloize and the Teatro Sunil.

Next, in 2009-2010, Finzi Pasca created *Donka (A Letter to Chekhov)* for the 150th anniversary of Anton Chekhov's birth. *Donka* was produced by the Chekhov International Theatre Festival and the Finzi Pasca Company.

In June 2011, Finzi Pasca went to St. Petersburg to stage the Verdi's *Aida*, produced by the Marinsky Theatre under the direction of Valery Gergiev. In July of the same year he was in Naples for the staging of the opera *Pagliacci* by Ruggero Leoncavallo.

In 2012, the Swiss Theatre Society awarded Finzi Pasca the Hans Reinhart Ring, the most prestigious distinction in Swiss theatre.

Then, in early 2013, Finzi Pasca launched his new acrobatic theatrical creation, *La Verità*, currently finishing up its world tour. It will be performed in Lausanne and then in Zurich starting this autumn.

Other projects in the pipeline include Finzi Pasca's first film, *Piazza San Michele*, which is being produced by his wife, Julie Hamelin.



LA VERITÀ © ANDREA LOPEZ

DONKA © VIVIANA CANGIALOSI

LA VERITÀ © VIVIANA CANGIALOSI

4. Daniele Finzi Pasca on large-scale projects¹

“Working with a large number of people can be overwhelming. That’s why it’s so essential never to lose your simplicity or your enthusiasm. The most important thing is to work closely with everyone, to smile, to always take pleasure in what you do.” p.62

“Every time I meet a producer, I imagine I’m an architect. I construct what it is I think he will like, a show by me but that belongs to him. I’m always the mother of every show. Even if my children take their father’s name, I’m the mother.” p.57

“I do all I can to make it rain in the spectators’ eyes.” p.49

How do you direct big shows? “The wind. The wind pushes us, it suggests the course we should take. If you’re at the helm of a boat, you look for the wind and you develop a feel for where you will find it.



A director chooses his approach in the same way. The smaller the boat, the more agile and intuitive the captain has to be when making decisions. As ships increase in size, you are increasingly pushed towards other strategies – sometimes you even need to change course. It becomes a complex maneuver that requires the effort of many people. But the wind and the solitude you feel with the tiller in your hands as you look for which way the wind will blow – that strange solitude never changes. Techniques change, but the wind never does. If it’s a big boat, your navigation has to be more precise, as decisions are riskier and maneuvering the vessel takes 500 people. You can’t shout ‘we’re changing direction!’ every day. It’s a completely different strategy to the one you employ for a small boat, even though the wind is the same.” p.52

¹ All quotations from Facundo Ponce de Leon’s “*Daniele Finzi Pasca, Théâtre de la caresse*”, Montevideo, 2010.



5. Winegrowers Festival

“Once every generation, the Winegrowers Festival celebrates working the land, the virtues and the joys of the vintner, drawing out the emotion and the participation of an entire region. This age-old tradition continually renews itself, drawing inspiration from the images, words, and rhythms of the times.”

François Margot, Abbot-President.

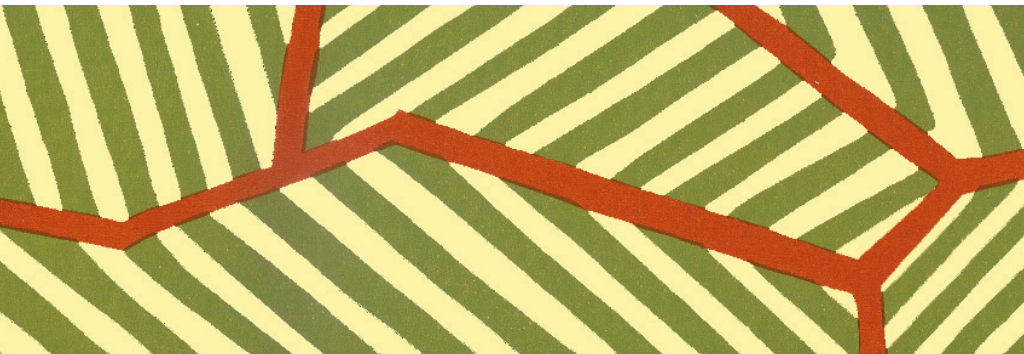
As their records like to poetically remind us, the Brotherhood of Winegrowers was “born in the mists of time.” Since the end of the Middle Ages, this society of land-owners has worked tirelessly to achieve its goal: ensuring the quality of all the tasks carried out by the hard-working winemakers in the vineyards around Vevey. While the event and venue have evolved over time, the Winegrowers Festival remains a manifestation of the Brotherhood’s unceasing commitment to promoting winemaking excellence in the region’s vineyards, which now stretch from Lausanne to Lavey-les-Bains (Lavaux-Chablais).

From the first edition in 1797 to the most recent in 1999, the Winegrowers Festival has evolved and grown in artistic splendor. Today it reaches hundreds of thousands of spectators, who often



come from far beyond the borders of the Vevey region. Yet, the Festival remains firmly anchored in its terroir and, with each edition, closely reflects what is important to the region’s residents. It is, and must remain, a mirror of the times.

FETE	Number of seats in the arena	Actors and extras	Performances	Price of seats in francs	Total cost in francs	Final result in francs
1819	2000	730	2 mornings	1.- à 3.-	16 254.-	Déficit 9 666.-
1833	4000	780	2 mornings	1.- à 3.-	27 007.-	Déficit 8 121.-
1851	8000	900	3 mornings	1.- à 5.-	64 851.-	Déficit 20 367.-
1865	10500	1200	3 mornings	1.- à 40.-	144 464.-	Déficit 10 861.-
1889	12000	1379	5 mornings	2.- à 40.-	347 751.-	Profits 52 810.-
1905	12500	1800	6 mornings	2.- à 25.-	625 338.-	Profits 40 664.-
1927	14000	2000	6 mornings	5.50 à 82.50	1 202 497.-	Profits 216 215.-
1955	16000	3857	11 mornings 2 evenings	10.- à 70.-	4 695 229.-	Profits 1 204 927.-
1977	15576	4250	8 mornings 6 evenings	30.- à 160.-	20 707 011.-	Profits 5 071 423.-
1999	16000	5050 dont 670 écuyers	1 crowning ceremony 7 mornings 7 evenings	65.- à 260.-	54 000 000.-	Profits 4 151 332.-



6. François Margot, Abbot-President of the Brotherhood of Winegrowers

François Margot, Abbot-President of the Brotherhood of Winegrowers, was elected in June 2012. From an old Vevey family that has produced a long line of Abbot-Presidents, he was born in 1953 and has been a member of the Brotherhood since 1997. A lawyer by trade, Margot is very involved in the world of tourism, music and culture on the Swiss Riviera. He has brought his considerable talent to the organization of the 2019 Winegrowers Festival with an infectious enthusiasm.

The general assembly on 21 June 2013, where Daniele Finzi Pasca will introduce himself to the members of the Brotherhood, will also be Margot's first general assembly at the head of the Brotherhood.

Aside from some statutory items on the agenda, this assembly will be his opportunity to discuss the themes and the philosophy that will inform the creation of the next Festival.



7. The 2019 Winegrowers Festival

It was in 2009 that members of the Brotherhood's Council first broached the subject of a new edition of the Winegrowers Festival. After much deliberation, a proposal was put forward for the summer of 2019. The members of the Brotherhood welcomed this decision with such thunderous applause that it was clear to the Council that they were once again ready to throw themselves into the organization of this event so singular in its scale, artistic ambition and ancient heritage. The enthusiasm shown by the hundreds of volunteers and the thousands of participants clearly displays the *raison d'être* of this celebration of the finest winemakers in Switzerland.

Daniele Finzi Pasca, appointed by the Council as creative director for the 2019 edition, is now charged with the task of harnessing this enthusiasm and lighting up once more the Vevey marketplace – and the hearts of the hundreds of thousands of spectators who will flock to Vevey from **26 July to 11 August 2019**.

All throughout the creative process, Finzi Pasca will have the complete support of the Brotherhood, fully committed to accompanying him on this great adventure.



8. Meeting with Daniele Finzi Pasca on Thursday 20 June 2013 in Vevey

As Finzi Pasca is currently touring abroad, he will be in Vevey for a few hours to meet the members of the press between two flights.

For a more intimate meeting, we would like to invite members of the media to attend a press conference with Finzi Pasca on his next visit to Vevey.

The meeting will take place on **20 June at 11am** at the headquarters of the Brotherhood of Winegrowers on the first floor at 2 Rue du Château in Vevey.

We would kindly ask that you inform the Brotherhood secretariat in advance if you plan to attend.

From 6pm on Friday 21 June 2013, Finzi Pasca will also meet with the members of the Brotherhood at the general assembly at the Galeries du Rivage, Vevey.



9. Practical information :

For the press conference with Daniele Finzi Pasca on **Thursday 20 June 2013 at 11am**, please register your attendance with Sabine Carruzzo or by e-mail at **confrerie@fetedesvignerons.ch**

Photos, videos, and this press pack are available at:
www.fetedesvignerons.ch/presse
Login : **fete2019vig**

Further information is available from:

François Margot, Abbot-President : 079.623.73.53
Sabine Carruzzo, General Secretary : 021.923.87.05 and 079.453.40.00
Daniele Finzi Pasca : daniele@finzipasca.com
The agenda for the general assembly is available at:
www.fetedesvignerons.ch





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