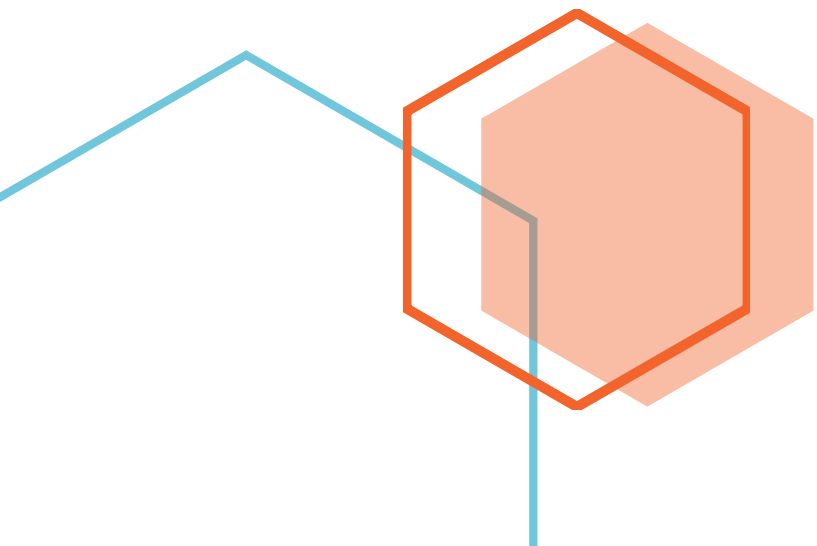


[LARNACA BIENNALE 2018]

[evaluation]

[the first Arts Biennial ever organised in Cyprus, Larnaca Biennale took place on the 17th of October until the 30th of November 2018. The first edition was completed successfully with high standards of organization and to the benefit of the city of Larnaca, the participating artists, spectators and to Cyprus as a whole. The aim of the evaluation is to provide the main points, figures and facts of Larnaca Biennale 2018 with transparency and objectivity.]





[LARNACA BIENNALE 2018]

Introduction

The first Arts Biennial ever organised in Cyprus took place on the 17th of October until the 30th of November 2018.

The artwork selection was made via an **international** open call to artists. The organizing team reserved the **anonymity** of artists from the jury until the final selection was completed.

The jury committee of Larnaca Biennale 2018:

Vassillis Vassiliades [Curator]

Fotos Dimitriou [Sculptor]

Tonia Loizou [Art Historian]

Tatiana Ferahian [Artists]

Stelios Mousarris [Designer]

The members of the jury committee were assigned by the Cyprus Chamber of Fine Arts, Cyprus Pottery and Ceramic Association and Artion Cultural Association.

Organising Team Larnaca Biennale 2018:

Artion Cultural Association Larnaca (Co-Organiser)

Mike Elia [Chief Coordinator]

Maria Papadopoulou [WonderDots Ltd – Marketing | Promotion | Parallel Event Coordination]

Larnaca Biennale established a collaboration with the World Association of Visual Arts (WAVA). WAVA members visited Larnaca Biennale and awarded two selected artists at the closing ceremony. This collaboration will continue for future editions of Larnaca Biennale.

[testimonials]



[I really want to congratulate the ideators and creators of this Biennale. It is a historical event, a creation of a platform where we get to see a broad spectrum of the artistic expressions in Cyprus and the invitation of artists from abroad. Biennale brings people together and creates the condition where art is being valued. A promotion of culture and education. It is a great achievement that enriches Cyprus]

Participating Artist

Larnaca Biennale 2018

Alexandros Yiorkatzis , Cyprus



[LARNACA BIENNALE 2018]

key facts & figures

Larnaca Biennale 2018 Curational Theme: Container & Content

Open Call ended with **307 artwork proposals from 37 countries**. From these proposals 113 artworks were selected.

43 artists travelled from abroad to participate in Larnaca Biennale [70% visited Larnaca and Cyprus for the first time]

Larnaca Biennale 2018 through its sponsors provided free/discounted air tickets or/and free/discounted accommodation to all artists from abroad. In addition, special cards were distributed to participating artists that enable them to obtain discounts for food and beverage from the official city spots in the Larnaca Biennale Map.

The selected artworks were presented to three [3] exhibition places, Municipal Gallery | Pierides Museum | Myth Factory and various open spaces in the city of Larnaca

The exhibition places were open to the public free of charge.

18.000 [+] Exhibition Visitors

4.000 [+] Parallel Event Spectators

48 School and College Visits from all cities.

17 organised tourist tours took place via Larnaca Tourism Board [Winter Experiences]

17 Art Workshop Visits from all cities [schools, colleges, independent artists groups]

1 Artist received the Grand Prix Award

15 Artists Awarded

33 Parallel Events took place [13 prior to the official opening of Biennale and 20 during the official exhibition period]

50 Volunteers [information points & parallel events]

[testimonials]



[We had never imagined participating in an international show in the distant corner of the Eastern Mediterranean.

We were positively impressed with the quality of the work. We were also particularly content to participate in a show that included outstanding works by artists who deal with performance art while constructing pieces and environments for thought and growth. The expression of the Cypriot artists who work to unite their country was poetic and had great impact.]

Participating Artists

Larnaca Biennale 2018

Sandford & Gosti , Italy



[LARNACA BIENNALE 2018]

social media | marketing | promotion

Larnaca Biennale 2018 social media:

Facebook

Instagram

Twitter

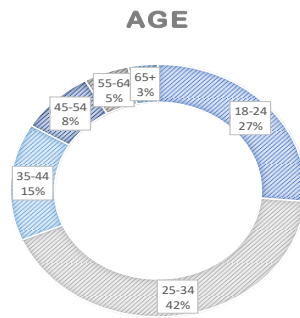
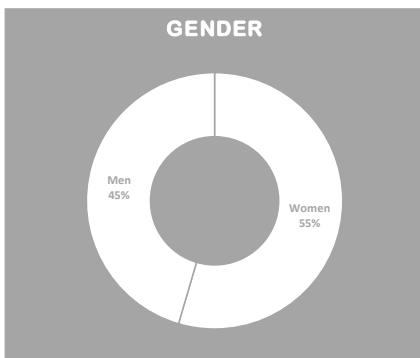
and a total number of **8.800 followers** [Dec 2018].

Facebook is the main social media with 7.700 followers [Dec 2018]

The social media reach for Larnaca Biennale 2018 was 1.000.000 people and with the addition of shared posts the reach was over 2.000.000 people.

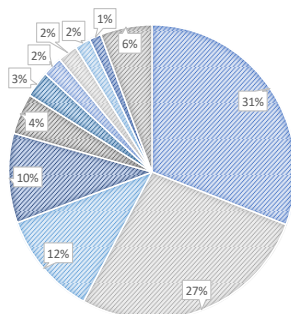
Through the social media campaign and promotion 44 countries were reached.

DEMOGRAPHICS of fb followers [gender | age | country]



LARNACA BIENNALE 2018 FOLLOWERS: 7700

■ Cyprus ■ Algeria ■ Greece ■ Egypt ■ Tunisia ■ Lebanon ■ Turkey ■ Italy ■ Serbia ■ UK ■ Other countries



[testimonials]



[The initiative not only elevates Art and the Art scene in Cyprus on an International stage, but also cultural elements associated with the island to a wider audience. It promotes the cross fertilization of ideas from different cultures and perspectives, educates and brings a broader community together. The foundation has now been laid giving rise to further events in the future that could be even more ambitious and successful.]

Participating Artist

Larnaca Biennale 2018

Andreas Tomblin, UK



[LARNACA BIENNALE 2018]

promotional methods | publications

- Targeted advertising
- Artists Channels and Media
- The Biennial Foundation
- Larnaca Biennale Map (10.000 copies distributed)
- Press Releases to Local and International Press (Digital)
- Interviews and presentations in local and foreign media (TV , radio, magazines)

FOREIGN PUBLICATIONS

BIENNIAL FOUNDATION 



[testimonials]



[The Biennale was well organised and the committee was very welcoming. I was impressed by the quality and the varied mediums chosen by the curators. At the opening, I got to meet the other exhibited artists, hearing the ideas behind their projects. Later at the after party, I also discovered many beautiful stories of foreign artists who came to Larnaca, fell in love with the city and the people and decided to stay]

Participating Artist

Larnaca Biennale 2018

Siru Wen, China



[LARNACA BIENNALE 2018]

partners | sponsors

Larnaca Biennale 2018 PARTNERS

Cyprus Chamber of Fine Arts [E.KA.TE]
Pierides Museum – Bank of Cyprus Cultural Foundation
Larnaka Tourism Board
Athienou Municipality

Larnaca Biennale 2018 SPONSORS

Platinum

Electricity Authority of Cyprus [EAC]
Cyprus Tourism Organisation [CTO]
Ministry of Cultural Services and Education

Bronze

Rum Tree
Lazaris Bakery
Old Market St.
Savino
Hobos Steak House
Roushia Tavern
Alchemies
Takis Kebab
The Potbelly
DSTRKT
Lithotechnic
Island Boutique Hotel

Hospitality Sponsor

Happy Hosting

Official Airline Carrier

Cobalt Aero

Official Taxi and Mini Bus Services

iTaxi Cyprus



[Αθήνα, Κυριακή πρωί. Μετά από νυχτερινό ταξίδι. Έπειτα από μια εβδομάδα γεμάτη στιγμές, ανθρώπους, δημιουργικότητα, εμπειρία. Στην Κύπρο, στη Λάρνακα, μέρος κι εγώ της Biennale Larnaca 2018, της 1ης Μπιενάλε στα χρονικά της Κύπρου. Γνωρίζοντας ανθρώπους που μήνες τώρα ανταλλάξαμε τόσα μηνύματα για να προετοιμαστούμε, να είμαστε έτοιμοι. Ανθρώπους που υπηρέτησαν κι αφοσιώθηκαν σ' αυτό το νέο θεσμό με αστείρευτη όρεξη, ταπεινότητα, ανθρωπιά, επαγγελματισμό, σεβασμό στον καλλιτέχνη και στη δουλειά του, στο κοινό. Μια εμπειρία-κινητήριοις δύναμη για τα επόμενα που έπονται. Σ' αυτούς τους ανθρώπους είμαι ευγνώμων. Δεν μπορώ παρά μέσα απ' αυτό το προφίλ, δημόσια, να τους πω και να μοιραστώ μαζί σας αυτό το μεγάλο «Ευχαριστώ» που τους οφείλω. Εις το επανιδείν, νέοι φίλοι. Στα επόμενα. Συνεχίστε!]

Participating Artist

Larnaca Biennale 2018

Panayiotis Ferentinos, Greece



[LARNACA BIENNALE 2018]

supporters

Larnaca Biennale 2018 SUPPORTERS

Gold

Wonderdots Ltd
Larnaca Municipality
Hermes Airport

Silver

P&P Financial Services
Christopher Larcou Law
Kypriaki Gonia Gallery
Youth Board of Cyprus
Youth Makerspace
Larnaca Act
Larnaca Tourism Board
Cavaway



co-organizer



partners



sponsors



hospitality sponsor



official airline carrier



official media sponsors



bronze sponsors



gold supporters



silver supporters



[Compared to other Biennials and exhibitions I presented my work the Larnaca Biennale stands out in a positive sense. The organisation was so incredibly professional for such a small team of people.]

Participating Artist

Larnaca Biennale 2018

Guillermo Basagoiti, Spain

[The event was organized and run in an orderly and sincere manner. The Arts took focal point and were celebrated through it and Larnaca has been placed on an important cultural map. We were never sceptical about it's impact, we hope that by contributing to this initiative positively, it has ensured its future success.]

Participating Artists

Larnaca Biennale 2018

ΦΧΨ Heritage Design, Cyprus



[LARNACA BIENNALE 2018]

Larnaca Biennale Map

In the first edition and in all editions that will follow, Larnaca Biennale will have an official map with main exhibition venues, official food and beverage city spots and details of parallel events.

For Larnaca Biennale 2018, **10.000** copies were printed and distributed at
Larnaca Airport
Exhibition Places
All the official food & beverage city spots in Larnaca
All cities via the Cyprus Tourism Organisation
Athienou Municipality
Larnaca Municipality



[Larnaca Biennale is unique experience for artists to meet new artistic approaches. It is the first biennale in the island, and it was professionally organized as we experienced. Art venues well designed with the artwork which is harmonically established in places. For the first-year organization was impressive and I felt that soul of the biennale will proceed in the future too.]

Participating Artist

Larnaca Biennale 2018

Seckin Tercan, Turkey



[LARNACA BIENNALE 2018]

parallel events

Larnaca Biennale 2018 had a variety of parallel events

Theatre

Music

Live & Classical Concert

Promenade | Monologue Theatrical Performances

Dance

Workshops

Children workshop and exhibition

Lectures

Seminars

Site Specific Interactive Projects and Events

33 Parallel Events [22 events during the period of the exhibition]

Over 4.000 spectators

124 participating artists / associates

10 artists from abroad

The events took place in 15 locations [Larnaca | Athienou].

Alternative spaces were used.

Twelve (12) parallel events had free entrance and all others had an entrance fee between 5-10 euros.

Collaborations took place with local [Once in a Blue Moon | ΣΛΙΠΠ ΙV δε νΤΙΠΠ | POED Nicosia | Fibre Performing Arts] and international [OPEN FLR, Italy | PANIK, Prague | Magic De Spell , Greece] artist groups.

Larnaca Biennale **did not benefit** from the proceeds of any parallel event.

[testimonials]



[επέστρεψα, όμως ακόμη έχω τη γλυκιά γεύση των ανθρώπων που συνάντησα. Διάβασα σήμερα σε εφημερίδα ότι ο πολιτισμός δεν είναι μόνο έργα τέχνης, τα μνημεία η τέχνη γενικότερα. Είναι κάτι πολύ πιο ζωντανό. Ένα μυρωδάτο μύρο που αναβλύζει στην καρδιά του ανθρώπου, ρέει από εκεί και ρέοντας ευωδιάζει συναισθήματα.

Ευχαριστούμε Larnaca Biennale]

Participating Artist

Larnaca Biennale 2018

Eleutheria Stoikou, Greece



[LARNACA BIENNALE 2018]

Other points for consideration

Larnaca Biennale 2018 had initially at its disposal three exhibition places (Municipal Gallery, House of Arts and Literature and Pierides Museum). However, the administration of the House of Arts and Literature decided to refuse to provide the space as they wanted to keep the space for their own seminars / lectures. Larnaca Biennale team under time pressure decide to rent a private art space, Myth Factory and endure an additional cost. **This points out the Municipality lack of infrastructure for art spaces in Larnaca that hopefully will be resolved with future projects.**

Larnaca Biennale 2018 **was not responsible for the operation hours** of exhibition places. This is a point worth mentioning as many spectators were sending messages and complaining concerning the Sunday closure of the exhibition places. The recommendation of the Larnaca Biennale team to the owners of the exhibition places was the venues to be opened during weekends and closed on Mondays. After a series of meetings all exhibition places agreed to let venues open on Saturdays until 18:00 but closed on Sundays. **Due to the high numbers of visitors both from abroad and from Cyprus the Larnaca Biennale Team will keep insisting and requesting opening days and hours that adapt to European Standards.**

Larnaca Biennale managed to utilised to the upmost benefit of its supporters and sponsors its budget for promotion and advertising. Targeted advertising ensured the successful promotion of Larnaca Biennale abroad.

[testimonials]



[More than a hundred international artists, from various artistic fields, gathered together last October, in Larnaca, to inaugurate first ever organized Biennale in Cyprus. Which was definitely a big success. Judging from well selected exhibition spaces, high quality participating works, to organizers' warm hospitality and offered lodging and transport amenities, to invited artists.

Participating Artist Larnaca Biennale 2018

Giorgos Kevrekidis, Greece



Other points for consideration

Larnaca Biennale 2018 experienced a **financial deficit due to small sponsorships from vital governmental bodies like Larnaca Municipality and the Ministry of Culture and Education**. It is to our understanding that such big events might arise skepticism and doubt of success until completion. The figures, facts, impact and numbers of the first edition of Larnaca Biennale are evidence that **this institution deserves to be treated with respect and sponsored accordingly**. The financial deficit was covered by the head of the Larnaca Biennale Team.

Larnaca Biennale had to **burden the closure of COBALT AERO** that was the official air carrier for Larnaca Biennale 2018. The airline sponsored 50 air tickets (with return) for all participating artists coming from abroad. The closure of the airline took place on the opening ceremony of Larnaca Biennale. The team of Larnaca Biennale managed to get returning tickets for all artists from abroad that were already in Larnaca. After the closure of COBALT airline, Larnaca Biennale did not have the financial means to bring all artists from abroad but only those that had to initiate a performance according to the Larnaca Biennale schedule of events.

The Larnaca Biennale Team worked on a **volunteered basis** for the first edition of Larnaca Biennale. Planning and preparation took 3 years.

The first edition was completed successfully with high standards of organization and to the benefit of the city of Larnaca, the participating artists, spectators and to Cyprus as a whole.

Larnaca Biennale 2018 has taken into consideration feedback from artists, collaborators and spectators in order to make improvements and ensure that Larnaca Biennale 2020 will be more successful, have an even higher impact and serve arts and culture with the same passion and commitment.