



**Extraordinary success  
at the Biennale Arte 2013  
more than 472.000 visitors  
(update: November 23<sup>rd</sup>)**

**Closes on Sunday November 24<sup>th</sup>  
the 55<sup>th</sup> International Art Exhibition – *Il Palazzo Enciclopedico (The  
Encyclopedic Palace)***

**Extraordinary attention from the media: over 7.000 journalists accredited  
(+ 56% compared to 2011)**

*Venice, November 24<sup>th</sup> 2013* – With a special day of events and meetings, closes today November 24<sup>th</sup> the **55<sup>th</sup> International Art Exhibition – *Il Palazzo Enciclopedico (The Encyclopedic Palace)*** – organized by **la Biennale di Venezia** chaired by **Paolo Baratta** and curated by Massimiliano Gioni.

Considering the visitors to date, we are certain to exceed **475.000 visitors** with an **increase of 8%** (440,000 the total figure in 2011).

**28.386** people have visited the exhibition during the last week of October that greatly exceeding the **20.424** visitors of the preview days.

**Young people** and **students** represented **31,75%** of total visitors.

**The students** who visited the Exhibition **in groups** represented **21%** of the public.

“This chapter has come to a close with **very positive quantitative and qualitative results** – states **Baratta**. Very positive quantitative results are useful, firstly, because they allow us to satisfy those who believe that the task of cultural institutions is increasing hotel reservations—and this was most certainly the case. However, these results are also a sign of a highly significant evolution in terms of quality, our primary concern. **Some time ago we began a specific research with regard to the people visiting la Biennale** to contribute to the critical and cultural enrichment and sophistication of increasingly broad groups of visitors and young people.”

“One element stands out, adds **Baratta**: those who still only attend la Biennale’s more social *Vernissage* and draw false conclusions, must now acknowledge that we recorded more visitors in three weeks in October than in the opening week. After the opening five days of the exhibition, the yachts all departed and the following **six months were characterised by the presence of the backpack crowd**. Many of those who came for the pre-opening returned to visit a second and third time; this is another important element, which makes our glorious *Vernissage* no longer the paradise but the purgatory of super experts in the field.”

“**La Biennale is a research laboratory** – concludes **Baratta**. It is thus important that attendance records were reached **without giving in to the clamour and approximations typical of self-celebrating events.**”

On his side, **Massimiliano Gioni** said: “*The Encyclopedic Palace* is an exhibition that tells the impossible desire of knowing and seeing everything: it’s an exhibition that collect the adventures, tales and the histories of many individuals that – often in solitude – have tried to create a code, an image of the world, that could capture its richness. Many of them – like Marino Auriti from whom, for the title of this edition of the Biennale, we have borrowed the title of his work – have failed to reach their dreams because they worked in solitude. I had the luck to work with a talented team, with a great institution, with brilliant colleagues and collaborators, with the support of many generous donors, and with so many artists who have accepted the invitation to exhibit at the Biennale with great enthusiasm and generosity. Therefore, if I was able to build this imaginary museum we call Biennale, this year's *Palazzo Enciclopedico (Encyclopedic Palace)*, I owe it to so many talented fellow adventurers who helped me throughout this journey.”

“The success of visitors of this edition - ends **Gioni** - shows that art is something we do together and is a part of many people's lives.”

## **The numbers of the Exhibition**

**161 artists from 38 countries**

**88 National Participations**

**10 countries participating for the first time: Angola, Bahamas, Kingdom of Bahrain, Republic of Côte d'Ivoire, the Republic of Kosovo, Kuwait, Maldives, Paraguay, Tuvalu and the Holy See.**

**4 countries** hosted in the new pavilions restored by the Biennale in the **Sale d'Armi** at the **Arsenale**: the Holy See, Argentina, South Africa and United Arab Emirates.

**47 Collateral Events** (they were 37 in 2011) promoted by international organizations and institutions held in different locations in Venice.

Great success also for the **Italian Pavilion** organized by the Ministry for the **Cultural Heritage and Activities** with the **PaBAAC - General Direction for the Landscape, Fine Arts, Architecture and Contemporary Arts**, the exhibition titled *vice versa* and was curated by **Bartolomeo Pietromarchi**.

The **Venice Pavilion** at the Giardini – promoted by the City of Venice – this year presented the exhibition *Silk Map*, curated Renzo Dubbini, commissioner Madile Gambier.

The 55<sup>th</sup> International Art Exhibition was inaugurated on June 1<sup>st</sup> in the presence of the **Minister for Cultural Heritage and Activities of Italy, Massimo Bray**, on September 6<sup>th</sup> was visited by the **President of the Italian Republic, Giorgio Napolitano** and during the opening also by many Ministers and Ambassadors from all over the world.

## **The Promotional Projects**

### **MEETINGS ON ART**

The program of *Meetings on Art* organized by the Biennale during the entire period of the exhibition, confirm its success thanks to the amazing turnout at the meetings.

Confirmed the great interest for the **Second International Conference "Archives and Exhibitions"**: planned as part of the 55<sup>th</sup> International Art Exhibition, the Conference was organized by the Historical Archives of Contemporary Arts, confirming one of the underlying themes of an organization such as the Biennale.

The *Meetings on Art* program will end **today at 2:00 pm** at the **Teatro Piccolo Arsenale** (*admission free*): President **Paolo Baratta** and curator **Massimiliano Gioni** will discuss the theme “*Museums and Biennales*” with **Cristiana Collu, Alfredo Cramerotti, Bice Curiger, Abdellah Karroum, Achille Bonito Oliva** and **Vicente Todolí**.

## **BIENNALE SESSIONS**

The project is dedicated to Universities and Academies of fine Arts, and to institutions that develop research and training in the arts and in related fields. The aim of the initiative is to facilitate the visit of the exhibition for groups of at least 50 students and teachers who are assisted in organizing the trip and during your stay in Venice and arrange seminars in a space made available for free from the Biennale.

**39 Universities** joined the project this year (+26% compared to 2011)

With **9 Italian Universities** and **30 Foreign Universities** from 4 continents, in particular 6 from Germany, 6 from Great Britain and 6 from USA.

**1.221 university students** from all over the world included the visit at the Biennale Arte 2013 in their educational curriculum and considered the Biennale as a place for study and research.

Overall were organized by the participating Universities **28 seminars**.

## **EDUCATIONAL**

**49.659 (2.483 groups)** is the total number of **participants in the educational activities and in the guided tours**, with a 17% increase over 2011.

In particular:

**31.565** (+19% compared to 2011) young people and students participated in the educational activities, including **1.578 groups**.

**18.094** (+14% over 2011) is the number of adults and visitors organized in groups who participated in the guided tours.

**26 educational specialists** from la Biennale who accompanied the visitors through the two exhibition venues.

## **COMMUNICATION**

### **Media**

A total of **7.110 journalists** visited the exhibition, including **4.655** from the foreign press and **2.455** from the Italian press (compared to 4.554 in 2011, of which 3.012 were from the international press and 1.542 from the Italian press) with a **56%** increase.

The **press coverage was extensive, totalizing to date 3.681 articles in print and on the major websites** compared to 3.385 in the past editions (**an increase of 8,7%**). The **television stations** accredited during the exhibition totaled **332**, including **247 foreign stations** and **85 Italian**. The 55<sup>th</sup> Exhibition was also covered by over **90 reports on newscasts and national radio**.

### **Web**

The Biennale **institutional website** *www.labiennale.org* was seen over the duration of the exhibition by **1.387.238 unique visitors**.

The Biennale **Facebook** page: **180.008 Like** till November 23<sup>rd</sup>

Twitter: **175.694 followers** till November 23<sup>rd</sup>

### **Catalogue**

The catalogue of the published by **Marsilio Editori**.

Partner of the exhibition **Swatch**

Main sponsor **Enel**

Sponsors **Japan Tobacco International, Foscarini, Vela-Hello Venezia, illycaffè, Ferrovie dello Stato Italiane** and **Gi Group**.

Thanks to **Cleary Gottlieb Steen & Hamilton LLP**.

The **videos of all the events** of the 55<sup>th</sup> Exhibition and the interview with the protagonists can be view on the website [www.labiennale.org](http://www.labiennale.org) at the following link:  
<http://www.labiennale.org/en/mediacenter/art>.

Our thanks to the Cultural Heritage and Activities, which at a difficult time for public finances has maintained its decisive support, the local Institutions that in various ways support la Biennale, the City of Venice and the Regione del Veneto. We extend our thanks to the Authorities that are in various ways involved and concerned with the buildings where the Exhibition is held, from the Marina Militare to the Venice Superintendents. Thanks to Massimiliano Gioni's team and the Biennale's staff for making the Exhibition possible. We would also like to thank our *donors*, who have been particularly important in the realization of the 55<sup>th</sup> Exhibition.

**For further information**

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**IMAGES** of the 55<sup>th</sup> Exhibition can be downloaded from this link:

<http://ftp.labiennale.org>  
*Account:* biennale2013  
*Password:* 55art