

REPORTING FROM THE FRONT

The **15th International Architecture Exhibition**
directed by **Alejandro Aravena**
Venice, **28th May > 27th November 2016**

the BAG 2016
New edition!

edited by
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BIENNALE ARCHITETTURA 2016

The 15th International Architecture Exhibition will take place from **May 28th to November 27th 2016** (**Preview May 26th and 27th**) in the **Giardini** and the **Arsenale** and in various other venues in Venice. The title chosen by **Alejandro Aravena**, the curator of the 15th Exhibition, is:

REPORTING FROM THE FRONT

Alejandro Aravena has explained his project as follows:

«[...] REPORTING FROM THE FRONT will be about bringing to a broader audience, what is it like to improve the quality of life while working on the margins, under tough circumstances, facing pressing challenges. Or what does it take to be on the cutting edge trying to conquer new fields. So, the 15th International Architecture Exhibition will be about focusing and learning from architectures that by balancing intelligence and intuition are able to escape the status quo. We would like to present cases that despite the difficulties (or maybe because of them), instead of resignation or bitterness, propose and do something. We would like to show that in the permanent debate about the quality of the built environment, there is not only need but also room for action.»

«We started with the Biennale curated by Aaron Betsky (2008) looking at *Architecture Beyond Building*. Then came Kazuyo Sejima whose *People Meet in Architecture* (2010) considered architecture as the place inhabited by the community. 2012 was the turn of David Chipperfield, who with *Common Ground* challenged the assertion that architecture no longer exists, only architects enwrapped in their solipsistic creative endeavour. In the following edition *Fundamentals* (2014), Rem Koolhaas investigated the elements that today constitute architecture. Now Alejandro Aravena is taking us into that battleground, showing us that if we strive to formulate clearer questions, which are then taken into account while identifying solutions, 'architecture really can make a difference'.»

Paolo Baratta, The President of la Biennale di Venezia.

STATISTICS OF THE LAST EDITION:

Duration: **6 month**

12.214 people during the vernissage week (5th and 6th June, 2014)

228.000 visitors

3.357 accredited journalists

65 national participations

22 collateral events

the BAG 2016 New edition!

THE BIENNALE ARCHITETTURA GUIDE

Venezia News, the international monthly city-magazine of Venice, will publish the guide to one of the most important international architectural events again in 2016:

The 15th International Architecture Exhibition.

A magazine-guide of 100 pages entirely dedicated to the event containing detailed information on works and architects present in the **official exhibition spaces (Giardini, Arsenale), National Participations, Collateral Events, the calendar of events, openings, presentations, a detailed map of the city** indicating the exhibition sites with **useful information**, plus a panorama of **exhibitions and galleries** throughout the city. The guide is published in **Italian and English**.

The 2016 edition, *Reporting from the Front*, will be curated by Alejandro Aravena

DISTRIBUTION:

130,000 copies from May to November 2016

70,000 copies will be distributed as free press during the two-day vernissage the 26th and 27th of May, 2016 by specially trained personnel: at pavilion and exhibition openings, collateral events and conferences;

30,000 copies will be distributed in hotels throughout Venice, at public offices and tourist transport terminals;

30,000 copies will be attached as a supplement to the June issue of **Venezia News**

NUMBER OF PAGES: 100

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OPENING AND "SHORT TALKS" ON THE STATE OF CONTEMPORARY ARCHITECTURE

Articles and critical reviews on the main exhibitions. Interviews with curators, critics and international architects on the central theme of the exhibition.

In the previous edition, among those who wrote or expressed their views were:

Richard Burdett, Vittorio Gregotti, Stefano Boeri, Carlo Aymonino, Alberto Campo Baeza, Ai Weiwei, Bernardo Secchi, Patrick Bouchain, Massimiliano Fuksas, Odile Decq, Ricardo De Ostos, Nikolaus Hirsch, David Chipperfield, Rem Koolhaas



VISUAL MAP OF BIENNALE ARCHITECTURE AND OTHER EXHIBITIONS IN VENICE

The true guide inside the guide, with a stylized and detailed map of Venice. The map indicates the official exhibition sites and main events on in Venice during this period. In addition, it contains useful information regarding schedules, prices, services and transport.

Mapped in the previous edition:

100 exhibitions
120 useful numbers, including services and transport



LIST OF THE OFFICIAL EXHIBITIONS, NATIONAL PARTICIPATION, COLLATERAL EVENTS AND THE MAIN EXTRA-BIENNALE EXHIBITION IN THE CITY

The complete carnet of all the exhibitions in the official Biennale programme with a detailed description of each exhibition, notes and information about the works and projects on display. A complete city guide with descriptions and notes on works and the architects exhibition on in Venice.

Last edition:

2 main Biennale exhibitions
65 national participations
22 collateral events
48 exhibitions
20 museums, foundations, institutional galleries



ADVERTISING

2016

Biennale Architettura Guide

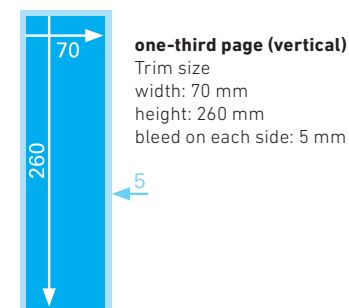
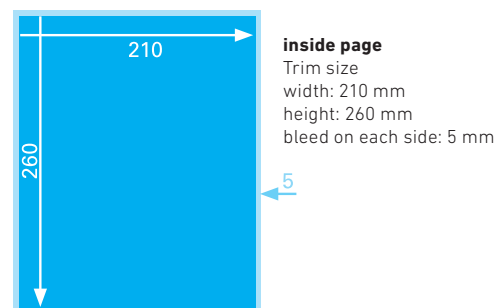
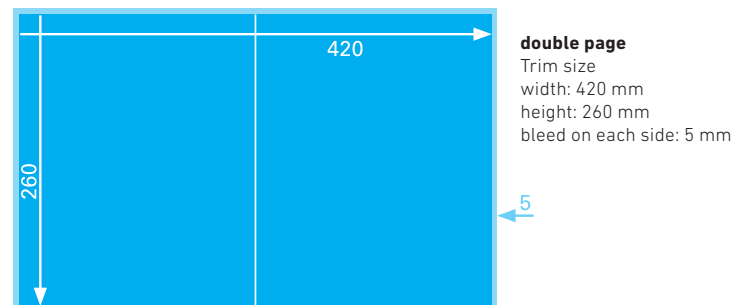
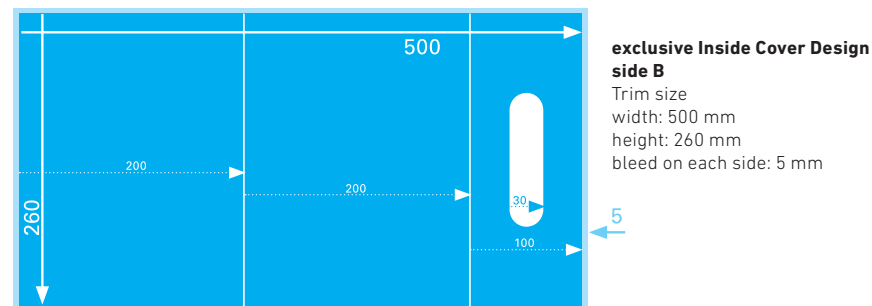
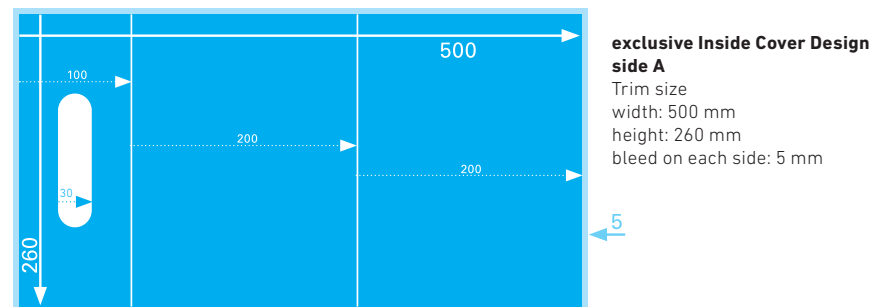
May-November 2016, Venice

RATES*

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