

5ème édition du

Week-end au bord de l'eau

Worldwide Music & Visual Festival

1-2-3 JUILLET 2011

Lac de Géronde - Sierre

Press file



THE FESTIVAL " WEEK-END AU BORD DE L'EAU "

The concept, feet in the water

The 5th edition is also...

THE CITY OF SIERRE AND ITS GERONDE LAKE

Sun stopover, Sierre the city of sun

Mediterranean stopover, Geronde Lake

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PUBLIC & PRESS RELEASE DATE FROM THURSDAY 31 MARCH 2011 MIDNIGHT !



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The 5th edition of the „Festival Week-end au bord de l'eau“ will happen on the 1st - 3rd July 2011 in one of the most idyllic areas in the Swiss Alps... Géronde lake in Sierre! This years Festival will project a tasty mix of music and visual arts from all over the world.

Headlining on Friday night, the Festival will host **Quantic**, the famous UK multi instrumentalist producer and DJ, leader of Quantic Soul Orchestra and the Limp Twins. To complete the first evening, the canadian artist **Kid Koala**, turntablist genius, the soul uk band **Belleruche** with the gorgeous voice of Katrin de Boer and the instrumental ethio jazz band **Imperial Tiger Orchestra**, who will offer festival visitors a journey through soul, jazz, funk and old school hip-hop.

On Saturday afternoon, the German crew **Jazzanova**, will offer a DJ set going back to their rich history and first productions. Later, Alexander Barck and Christian Prommer will present their new live project **Prommer & Barck**. The New York band **Tortured Soul** will add a jazzy and soulful note to this day. More electronic sounds as well as **Goldfish** who will be rocking live! The DJ's **Rainer Trüby** and **Motor City Drum Ensemble** will play to the festival crowd through the night.

Sunday afternoon feels more family oriented. There's various activities hosted by the water. The audience will discover the talented local artist **Nemoy** with his live act and the **Who's next** from Sierre. Half Swiss, Half from Ghana **OY** with her colourful trip-hop and **ASM** the MC's of Wax Tailor, will close this 5th edition.

There will be a variety of excellent visuals too! Three days of music lit by video projections created by VJ's **David Vincent** and **Semios Visual**. Painter **Jaek El Diablo**, from Strasbourg in France, brings the merchandising to the festival, as well as creating daily live paintings! To inflate the event **Pierrot des Ballons** will dress the surrounding areas with his balloon sculptures. Several other activities will be happening like daily **french ball tournaments** and a tourist guided **tuk tuk pedalo** tour on the lake too. An exhibition related to the **Trash Vortex** will make our visitors aware to waste and pollution in the ocean.

Like every year, the festival will continue its sustainable development ethics. Our partnership with the **HES-SO University** of Valais will be extended with a Tourism section. On the basis of their successful 2010 project, the Health & Social section will organise preventative activities as well as an nursery for the the children.



THE « WEEK-END AU BORD DE L'EAU »

The concept, feet in the water

The Festival was founded in 2007. In 3 years, the Festival conquered Switzerland and the neighbouring France and Germany thanks to its specialized programming, its friendly atmosphere and the idyllic surrounding in which it takes place. The Festival is organized every year the last weekend of June. It puts in the place of honour groove music and visual arts through swiss and international artists. Many animations will brighten the Festival up like a pétanque tournament, street arts and summer activities. As the holiday approaches, the goal of the Festival is to absorb the people in a festive, hot and relaxed atmosphere, while proposing a high quality programming that can be approached and appreciated by everybody.

www.aubordeleau.ch

The 5th edition is also...

5000 people expected over the weekend

12 international artists

8 swiss artists

Several visual performances and street arts rue

An exhibition about Trash vortex

Prevention and awareness managed by the HES-SO

Reducing at the most the impact of the Festival on the environment

The 3-days ticket at 29 euros on presale



THE CITY OF SIERRE AND ITS GERONDE LAKE

Sun stopover, Sierre the city of sun

By population, Sierre sits as the second town of the Valais Alps – 17,000 inhabitants grace the “City of Sun” with their presence. When the Romans discovered the region, they were foremost impressed with its temperate climate and the charm of its vistas and views, dotted with hills and little lakes – so much so they named it *Sirrum Amoenum* (Agreeable Sierre.) The physical attributes of the region have barely changed – the sun remains as warm, and the old village has evolved into an animated, welcoming and generous little town.

Sierre has also developed into a studying town, by the implementation of the specialised higher education institutes, one for economics and business, the other in the area of *Beaux Arts*. Roughly one thousand students attend these university level facilities on a yearly basis. Sierre is a lively and exciting place, with a strongly developed southern European style attitude, a joyful town whose inhabitants cultivate the hardest art of all – THE ART OF LIVING!

Mediterranean stopover, Geronde lake

An open-air pool, grassed beaches, beach-volleyball and pedalo rental make Geronde and its lake a sweet little beach destination all to itself. Situated among the hills and vineyards, not more than ten minutes from Sierre’s town centre, it’s a truly relaxing and enjoyable experience to visit. For the hidden romantic within, its waterfront walks to the soothing sounds of the coos, caws and croaks of the lakes’ swans and frogs will truly charm your spirit.

www.sierre-salgesch.ch



FESTIVAL LINE-UP






Friday 1st July 2011

15h00 - 17h00	Taz		DJ set
17h00 - 18h30	El Azra		DJ set
18h30 - 20h00	Joe 90		DJ set
20h00 - 21h30	Imperial Tiger Orchestra		concert
21h30 - 23h00	Belleruche		concert
23h00 - 00h30	Kid Koala		live act
00h30 - 03h00	Quantic		DJ set

Saturday 2nd July 2011

15h00 - 17h00	Tal Stef		DJ set
17h00 - 18h30	Jazzanova		DJ set
18h30 - 20h00	DJ Joh		DJ set
20h00 - 21h30	Prommer & Barck		concert
21h30 - 23h00	Tortured Soul		concert
23h00 - 00h30	Goldfish		concert
00h30 - 03h00	MCDE vs Rainer Trüby		DJ set

Sunday 3rd July 2011

15h00 - 17h00	FunkYaMind		DJ set
17h00 - 18h30	Who's next		concert
18h30 - 20h00	Nemoy live		concert
20h00 - 21h30	OY		concert
21h30 - 23h00	ASM of Wax Tailor		concert

Visual Arts

Video	VJ David Vincent  & Semios Visual 
Balloon modelling	Pierrot des Ballons 
Painting	Jaek El Diablo 

Activities

French ball tournament
Tuk Tuk Pedalo HES-SO
Nursery
Fun area and summer activities



Biography links – Concerts et DJ set – Main Stage

IMPERIAL TIGER ORCHESTRA (Mental Groove, Suisse/Ethiopie)
www.myspace.com/imperialtigerorchestra

BELLERUCHE (Tru Thoughts, UK)
www.belleruche.com

KID KOALA (Ninja Tune, Canada)
www.kidkoala.com

QUANTIC (Tru Thoughts, UK/Colombie)
www.quantific.org

PROMMER & BARCK (Derwin Recordings, Allemagne)
www.prommerandbarck.com

JAZZANOVA (Sonar Kollektiv, Allemagne)
www.jazzanova.com

TORTURED SOUL (Dom Records, Etat-Unis)
www.torturedsoulmusic.com

GOLDFISH (Sony Music, South Africa)
www.goldfishlive.com

MOTOR CITY DRUM ENSEMBLE vs RAINER TRUEBY (FOUR ROSES, DE)
www.motorcitydrumensemble.com

NEMOY LIVE (Bonzzaj, Suisse)
www.bonzzaj.ch

OY (Creaked Records, Suisse/Ghana)
www.myspace.com/oyrempong

A.S.M. (Platypus Funk, UK)
www.astateofmind.com



ACTIVITIES AND SPECIAL PROJECTS

Street arts and visual performances

Jaek El Diablo (Strasbourg, France)

www.jaekeldiablo.com

Semios Visual (Morges, Suisse) et David Vincent (Sierre, Suisse)

semiosvisual.wordpress.com

www.david-vincent.ch

Pierrot des ballons (Paris, France)

www.desballons.com

Activities : Trash Vortex, french ball, tuk tuk pedalo

Deeper Soul

An exhibition will aware the visitors about the Trash Vortex in the ocean.

www.oceaneye.ch/expo_herve_amigo.pdf

Tuk Tuk Pedalo

Guided touristic tour on pedalos around the lake !

www.est-stf.ch

French Ball Tournament

Daily french balls tournament from 15h00 to 19h00.

Preventative activities

Preventative activities regarding drugs, drink & driving and alcohol !

Children corner : The Funny Cruise !

Nursery for children (5-15 years old)



USEFUL INFOS

Ticketing

	Christmas discount	Presale	On site
3 days Pass	25 euros	26 euros	30 euros
Friday 1st July		15 euros	19 euros
Saturday 2nd July		15 euros	19 euros
Sunday 3rd July			6 euros
Nightbus Friday & Saturday			6 euros

Print@home

Direct link

www.starticket.ch/start.asp?EventID=2839&language=F

Official link

www.starticket.ch

Ticket offices

Manor Shop

CFF Train Station

Post Offices

Transports

Nightbus direction Sion, Martigny, Lausanne

00h15 Lunabus -> Sion via Chalais, St-Léonard - Martigny
02h00 Lunabus -> Sion via Chalais, St-Léonard - Martigny
04h00 Lunabus -> Sion via Chalais, St-Léonard - Martigny
04h55 Train CFF -> Sion - Lausanne - Bern / Geneva

Nightbus direction Crans-Montana and Haut Valais

00h39 CFF Train -> Salgesch - Leuk - Steg - Visp - Brig
00h55/ 01h00 Lunabus -> Crans Montana
02h30 Lunabus -> Crans Montana
04h00 Lunabus -> Salgesch - Leuk - Steg - Visp - Brig
05h22 CFF Train -> Salgesch - Leuk - Steg - Visp - Brig



Service de presse
Léa Klaue - +41 79 3875026
presse@aubordeleau.ch

Accommodation

Hotels

The « Hôtel de la Poste » welcomes the artists of the Festival. It is 20 minutes by foot from the Geronde Lake.

The night: Double room 170 euros Single room 99 euros

Including breakfast until 10am and tourist taxes.

Check-in : afternoon

Check-out : 12am

Hôtel de la Poste

Rue du Bourg, 22

3960 Sierre

+ 41 27 456 57 60

www.hotel-sierre.ch

info@hotel-sierre.ch

The « Hôtel des Berges » in Chippis (500m from the Festival) offers special prices for the people going to the Festival.

The night: Double room 115 euros Single room 70 euros

Including breakfast until 11am and tourist taxes.

Check-in : afternoon

Check-out : 12am

Hôtel de la Poste

Rue du Bourg, 22

3960 Sierre

+ 41 27 456 57 60

www.hotel-sierre.ch

info@hotel-sierre.ch



Camp-sites

The camp-site « Bois de Finges » and « TCS », 15 minutes by foot from the Geronde Lake, offer a 2-people package.

One night: 19 euros
Two nights : 38 euros
Three nights : 45 euros

Offer available for the location for two people, the electricity, the tourist taxes and 1 car area.

Check-in : until 7pm
Check-out : 12am

Camping TCS***

Route du Bois de Finges
3960 Sierre
+41 27 455 02 84
www.camping-de-finges.ch

Camping Swiss Plage ****

Route de la Gemmi
3960 Sierre
+41 27 455 66 08
www.swissplage.ch

A list of other hotels and bed&breakfast is available on www.sierresalgesch.ch

CouchSurfing

CouchSurfing is a hosting service for people online, completely free, open since January 2004. Each member can interact and ask for hospitality to other members, and everyone is free to its commitments vis-à-vis other participants. Service users are provided with an interface to expose their taste, preferences, orientations or interests on their personal profile.

www.couchsurfing.com



GENERAL INFORMATION

Press

The press accreditations, biographies and high resolution pictures are available on http://www.aubordeleau.ch/festival/press_area.html or by clicking directly at the bottom right of the website in Press area.

Contact Presse

Week-end au bord de l'eau
Service de Presse
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Case postale 2
3960 Sierre (Switzerland)

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+41 79 3875026

Handicap access

The festival is equipped with flat access entry for the wheelchair bound and with disabled toilets. The entrance is free for people in wheelchair and their accompanying person.

Tourist informations

Office du Tourisme de Sierre, Salgesch et Environs
Place de la Gare 10
3960 Sierre
+41 27 455 85 35
www.sierre-salgesch.ch



Service de presse
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...LE WEEK-END AU BORD DE L'EAU IT'S ALSO...

Green'n'Clean award

The Festival obtained in 2008 and 2009 the Green'n'Clean award from the European foundation of Festivals. This year, the Festival consolidates the concrete implementation done the last years to minimize the impact of its activities on the environment.

Concrete action for environmental issues

Reusable glasses

To aid in reducing rubbish throughout the festival, reusable glasses will be distributed. The deposit is of 2.- Sfr pro glasses. The deposit is refundable until 4am in each bar and the eco-point.

The advantages of the system are consequent:

- The environmental impact is 25 times less than with disposable goblets.
- Solid plastic glasses can be washed then re-used in many other demonstrations

Compostable tableware

All food stands of the Festival must follow a very precise specifications on the policy of separate waste. They are forced to use compostable tableware.

Rubbish sorting

Aluminium cans and PET plastic bottles will be recycled in partnership with PET Recycling and Igora. The number of recycling areas is tripled in relation to 2008. Ecobox are going to be given for cigarette ends.



Implication on social and economic field

Aid in developing a cooperative in South Africa

The festival has ordered 2000 handmade key-rings to a women's cooperative based in a disadvantaged township near Cape Town in South Africa. The key-rings will be transported by a private third part, at no extra cost to the festival. They will be distributed with the press pack, to the partners, to the participants of the petanque tournament and to the people buying their tickets in the tourism office of Sierre.

Interdisciplinary project with the HES-SO

A group of the 2nd year in the health and social sector in the HEVs conceptualizes and manages the social aspect of the Festival through three working groups: the animation group, the prevention group and the collaboration group. These three working groups will implement a playful and preventive animation, a children's area, a relaxation area, prevention with street educators and a general concept of awareness.

Prevention and awareness

Fiesta label

This label works to identify the events that have developed a "party ethic" by offering a group of measures aimed at reducing risks and accidents. With this, the festival organisers hope to reinforce the generally positive attitude of the event and with the measure put in place, to reduce the number of road and traffic accidents that might otherwise occur, and to reduce potential aggression and violence on site.

Grade of 2008 and 2009 : 10/10

www.lvt.ch/fiesta

Relaxation / Wellness space

A space within the festival grounds dedicated to prevention and relaxation; a space permitting festival goers to take a break, drink a glass of water, perhaps eat a piece of fruit and be generally informed of potential health risks in a relaxed and comfortable environment. Condoms and earplugs will also be freely distributed within this space.



Be my angel tonight

A team of young adults dedicated to raising general awareness of alcohol related driving issues will be inciting 1 member per group of friends not to drink alcohol throughout the night. They will do so by offering a yellow "Be my angel" bracelet which provides 3 vouchers for free soft drinks purchased by the bearer throughout the night. This allows one designated driver within the group to drive himself and his intoxicated friends back to their homes or hotels safely.

www.bemyangel.ch

Public transports

For 10.-Sfr, a « return home » lunabus is put in place direction Brig and Sion. The tickets are purchased directly from the bus driver.

e-covotirage.ch

This website proposes a free service, a saving on your transports, a way to limit pollution and a friendly time. A special rubric for the Festival has been created.

www.e-covoiturage.ch



PARTNERS

Main Sponsor

Havaianas Suisse

Officials Partners

Clothes Metro Boutique, Switzerland

Wine Vins des Chevaliers, Salgesch

Beer Bière Valaisanne

Energetic drink Red Bull, Switzerland

Alcohol Pernod Ricard, Switzerland

Electric Panels Applica SA, Sierre

Lunabus TCS, Valais

Subventions

Culture Service State of Valais

Culture Service Ville de Sierre

Fondation Loterie Romande, Valais

Pro-cent Culture Migros Valais

Economic Promotion State of Valais

Provider

Tents MTS Location, Granges

Transport Martin Transport, Sierre

Hotel Hôtel Poste, Sierre

Cool Drinks Coca-Cola, Suisse

Insurance Zürich Assurance

Bank Banque Cantonale du Valais

Ecran gonflable Goodiesonline.ch, Sugiez

Media Partners

Radio Couleur 3

Magazine Partynews

Magazine Gustav Mag

Newspaper Le Nouvelliste

Video Magazine Fun & Floor Guide

Newsletter Virtua.ch

TV Canal 9

Photos Le patchographe

Sustainable Development Partners

General HES-SO

Security LVT et Police Municipale de Sierre

Culture Partners

Aslec – Association la Main Verte – Sismics Festival – Tohu Bohu Festival



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WEB ET CONTACT

Official website

www.aubordeleau.ch

Facebook

www.facebook.com/home.php?#!/pages/Festival-Week-end-au-bord-de-leau/133276406415?ref=ts

Contact

Press

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Organised by Association du Week-end au bord de l'eau



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