

## **Guidelines for press activities**

*Venice, January 22, 2024*

Dear Commissioners,

As head of press and media relations for the 60<sup>th</sup> International Art Exhibition, I sincerely look forward to working with you and wish you all the success you aspire to.

I am writing to remind you of certain specific needs for the work of the press office:

- 1 – Press Release
- 2 – Press Images
- 3 – Social Media Plan

### **1 – Press release**

The press release must be provided in both the Italian and English versions, max 2 pages.

The first draft must be in the .doc format. Since the press release will be used to give the press general information about your Pavilion, please make sure to **include your PR / press office contacts**.

*Guidelines for the press release:*

The **title** must contain the following wording:

Pavilion of *name of the country* or *name of the Pavilion*  
at the **60<sup>th</sup> International Art Exhibition – La Biennale di Venezia**  
(for the English version)

Padiglione del (o della) *nome del Paese* o *del Padiglione*  
alla **60. Esposizione Internazionale d'Arte – La Biennale di Venezia**  
(for the Italian version)

The press release must include the **official logo** of La Biennale dedicated to National Participations. For the correct use and positioning of the logo please follow the guidelines provided by the Visual Arts and Architecture Department (from [Micol.Saleri@labiennale.org](mailto:Micol.Saleri@labiennale.org)).

We remind you that the correct name of our Institution is **La Biennale di Venezia** (do not translate it). Do not use: Venice Biennial / Venice Biennal / Venice Biennale (this is not correct).

You may refer to the Exhibition as the **60<sup>th</sup> International Art Exhibition – La Biennale di Venezia** or as **Biennale Arte 2024** (do not translate).

If you have already issued a press release, we kindly invite you to share it with our press office as soon as possible by sending it to [pressoffice@labiennale.org](mailto:pressoffice@labiennale.org).

Make certain to always include your press and communication contacts.

## 2 – Press images

Please provide:

A few images of works/installations that will be exhibited in your Pavilion (photos, sketches, renderings, etc.)

**One** portrait for each exhibitor/participant (if available)

All the images and material **must be**:

- specifically **for use by the press**
- free from copyrights
- JPG. Min: 15 cm @ 300dpi | Max: 3Mb

Please note that each image must be accompanied by proper credits

- *work*: title, year, photographer, © / courtesy
- *participant/s*: name, photographer, © / courtesy

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**Please send the press releases (Ita and Eng versions / in .doc format)  
and the press images via [www.wetransfer.com](http://www.wetransfer.com)  
in one single e-mail to: [pressoffice@labiennale.org](mailto:pressoffice@labiennale.org)**

### **PRESS MATERIAL**

**All the press materials related to your Pavilion must be shared in advance  
with La Biennale Press Office for approval within February 13**

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## 3 – Social Media and Web Communication

The Editorial Activities and Web Office of La Biennale di Venezia is preparing a specific digital communication plan that will be developed during the seventh month of the Exhibition, as follows:

- each National Participation will be illustrated on Facebook/Instagram/X in a dedicated post including a descriptive text excerpted from the Catalogue and accompanied by the pictures taken by our official photographers during the pre-opening (17, 18, 19 April) or by an image that you would especially like to be posted
- each country will be featured on the official website [labiennale.org](http://labiennale.org) with a dedicated page presenting short texts from the Catalogue and the Short Guide and the exhibition's main credits. This page will also include a selection of pictures taken by our official photographers and other visual content.

Please send to [web@labiennale.org](mailto:web@labiennale.org) and [editorial-web@labiennale.org](mailto:editorial-web@labiennale.org):

- images, information and questions concerning the Social Media and Web communication for the Biennale Arte 2024
- the links to your **WEBSITE** and **SOCIAL MEDIA HANDLES**, if you have them

For any activity on your Social Media channels, please remember:

- to always use the official hashtags  
**#BiennaleArte2024**  
**#StranieriOvunque**  
**#ForeignersEverywhere**
- to mention and tag the official profiles of La Biennale di Venezia:  
Facebook [La Biennale di Venezia](https://www.facebook.com/LaBiennaleDiVenezia)  
Instagram [@labiennale](https://www.instagram.com/labiennale)  
X [@la\\_Biennale](https://twitter.com/la_Biennale)

## **STATUS OF YOUR COMMUNICATION**

Please let us know if you have already announced details of your participation or, if you have not, when you are planning to do so. This will be of great help to us in handling the press requests.

## **FURTHER INFORMATION about communication activities**

The preview for press and professionals will take place on 17, 18, 19 April, 2024.

The Exhibition will open to the public from 20 April till 24 November, 2024.

### **Press registration – key media**

All Press must apply for accreditation on the La Biennale di Venezia website (the link will be available online from February). To speed up the accreditation process for your key critics, please feel free to send us their names and contact data (email and mobile number), so we can ensure they are handled with special regard.

Please mind that we can offer this to VIP press only (**maximum 20 journalists**).

## **PRESS OFFICE CONTACTS - La Biennale di Venezia**

### **Visual Arts and Architecture**

Maria Cristiana Costanzo – Head of Press

Claudia Gioia

Francesca Buccaro

Ca' Giustinian - San Marco 1364/A - 30124 Venezia

Tel. 0039 041 5218 846 - 849 | [pressoffice@labiennale.org](mailto:pressoffice@labiennale.org)

**Should you have any queries or require additional information please do not hesitate to contact us.**

Warmest regards from Venice,

Maria Cristiana Costanzo

*Head of Press and Media Relations*

*Visual Arts and Architecture*

La Biennale di Venezia