



▲ The eye-catcher of this edition is Hector Zamora's 'Strangler'. © Benny Proot

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PZC: De Provinciale Zeeuwse Courant

“Al 60.000 bezoekers ontdekken Brugse Triënnale”
Article by Bart Huysentruyt
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<https://www.pzc.nl/brugge/al-60-000-bezoekers-ontdekken-brugse-triennale-nu-al-geslaagd-en-expo-loopt-nog-twee-maanden-a3d07c3f3>

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The third Bruges Triennial ‘Trauma’ has already attracted 60,000 visitors to the Breydel city after three months. The open-air expo with 13 artistic and architectural installations will run for another two months, until October 24.

With 42,000 visitors, the installation Strangler by Héctor Zamora is the main attraction of this Triennial. His installation, in the form of a large industrial scaffolding around a large Austrian pine in the walled garden of the Gezellehuis, allows visitors to interact with the tree in a different way. Museum O.L.V. ter Potterie, on the Potterierei, has seen a significant increase in its visitors thanks to the installation Disentanglement by the American artist Laura Splan. 25,000 people have already found their way to the museum.

Tours

Other eye-catchers are the monumental, monochrome and tranquil merry-go-round Danse Macabre by Hans Op de Beeck and the colorful textile installation Happy Coincidences by Amanda Browder, which came to life in collaboration with more than 750 inhabitants of Bruges. Many visitors also call on a Bruges Triennial guide to explore the route in a guided manner. To date, 628 guided tours have been booked, the majority of which are in Dutch. By way of comparison: Triennial Bruges 2018 closed with 653 registered bookings.

Information pillars

Three quarters of all visitors came from the interior in July. To allow foreign interested parties to enjoy the Bruges Triennial, Visit Bruges developed a virtual platform that allows visitors to visit the course from their living room. Since its inception, the website has been visited more than 7,000 times. The audio guides, which can be listened to at the information columns at the 13 installations, have already counted 10,500 downloads. “It has already been a successful edition”, says Mayor Dirk De fauw (CD&V). “The quality of the works and the guided tours is much more than quantitative. And we hope to charm many visitors with it.”