



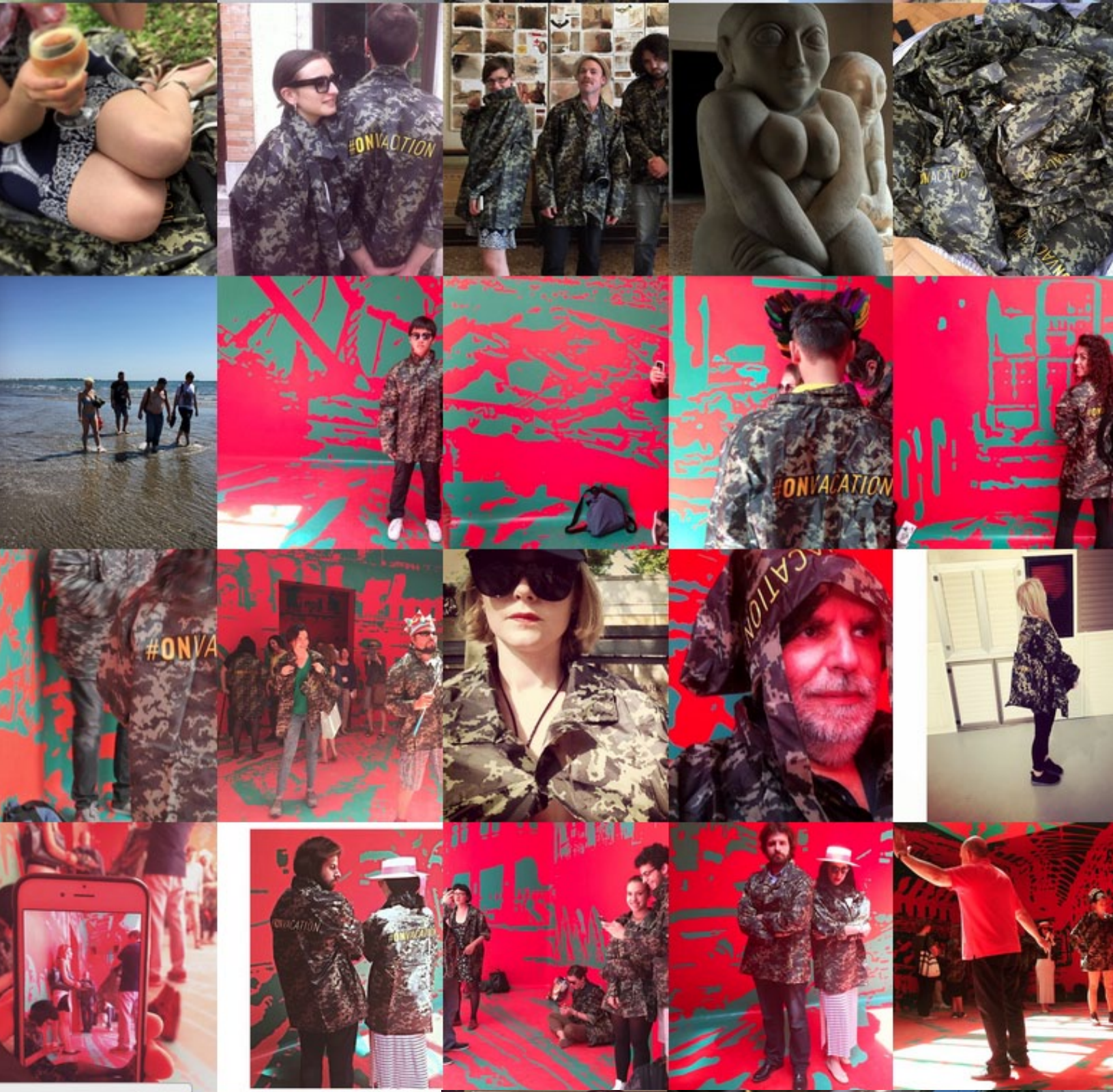
#onvacation

is a guerrilla art initiative that has swept the internet since the opening of the 56th International

Art Exhibition of the Biennale di Venezia. Members of the anonymous #onvacation group have created an ongoing “occupation” of any national pavilion associated with an occupying nation. The organizers are present throughout the Biennale, distributing camouflage jackets emblazoned with the #onvacation logo and asking participants to snap selfies “in uniform” to form the occupation. Photos hashtagged with #onvacation are immediately reposted to the project website

in an ongoing digital occupation using social media. The action continues for the first month of the Biennale, ending on June 9th when #onvacation will award one of the project’s participants with a free vacation to Balaklava, a seaside town in occupied Crimea.

In the week since the opening of the Biennale, #onvacation has occupied the pavilions of Russia, US, China, Israel, Turkey, to name a few, while participants have independently occupied pavilions as diverse as Australia, Portugal, and Thailand. The occupiers will continue to invite the public to join in their action over the coming weeks. See you #onvacation!



#onvacation online

Web: on-vacation.info

Email: onvacation.biennale@gmail.com

Twitter: [@onvacation2015](https://twitter.com/onvacation2015)

Instagram: [@onvacation2015](https://www.instagram.com/onvacation2015)



**WIN
A FREE
VACATION!**



#onvacation in the media • <http://on-vacation.info/press>

“On Vacation stands as a beautiful statement which cuts to the heart of our contemporary illness” —Medium.com

“Highlight from the Venice Biennale” —PaperMag

“trolling an a particularly cruel form—’Polite People” seize the Russian pavilion in Venice.” —Telekritika.ua

“Little Green Men come to the pavilion of the Russian Federation”—BBC.co.uk

“over a thousand followers across Twitter and Instagram since launching last week” —Artinfo.com

“with its straightforward use of media hype, the action stands as a kind of commentary on the themes proposed by (Biennale curator) Okwui Enwezor...special mention should be given to social media campaign #onvacation” —Culture.lb.ua

“Sensational partisan project that swept Russian and Ukrainian social media” —Izin.com.ua

