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Videoparcours through Basel city centre

28.05. – 29.06.2014

Visible on the streets between the hours of 9 a.m. till midnight daily

Vernissage Tuesday, 27.05., 6.30 p.m. In the unternehmen mitte coffee house, Gerbergasse 30, 4001 Basel.

Introductory addresses by Esther Petsche, unternehmen mitte event management, Mathias F. Böhm, managing director of Pro Innerstadt Basel, and Andrea Domesle, contemporary art curator. Immediately following the first Videoparcours tour will commence.

Andrea Domesle in cooperation (curator) with Pro Innerstadt Basel.

After the successful pilotphase in 2013 with video artists from Basel, this year **video artists from throughout Switzerland** will be presenting their works in shop display windows, lobbies and the entrance halls of local business and cultural institutions in Basel city centre. Experts from diverse regions in Switzerland – Carola Ertle + Günter Ketterer, Daniel Hauser, Jérôme Leuba and Boris Magrini – proposed their own favourites, which were subsequently chosen for specific sites through the process of a lively dialogue between Andrea Domesle and Laura Schuppli and the hosting businesses in question.

Due to this dialogical selection process <videocity.bs> can claim to have its finger on the pulse of time, in that it takes up **actual questions currently on the minds of Basel citizens** and comments them in videos.

For instance in June the **Football World Cup** will be on all the airwaves. In Ingeborg Lüscher's world famous video entitled 'Fusion' (2001) players from Grashoppers Zurich and FC St. Gallen play against each other, but kitted out with Italian business attire made to measure, including business shirts, ties and football shoes – in a new parable about the behavioural parallels between modern managers and footballers. In 'BABEL I' (2012) Peter Aerschmann presents us with a building site and some tower blocks as they appear in our media coined world.

Furthermore gold coins will be buried at a bank (Judith Albert: Fairytale, 2008), and throughout Basel two young men will be forging new pathways (Daniel Künzler, Roman Menge: Familiar spaces, unfamiliar pathways, 2014). Furthermore there shall be unusual gestures such as a certain aerobatic pilot in the shop window display of the Pfauen - your department store in Basel ; or views of people inflated to giant proportions on the billboard screens of the Congress Centre in the trade fair grounds – these are meant to enrich our daily lives, or to inspire us using humorous or thought-provoking questions as we tread our pathways through Basel.

The videos have been chosen so as to set up references with their respective locations: Their contents are a comment on the specific location and visual links are also set up with the surroundings. Thanks to the art, a new view of what is supposedly familiar is opened up; the everyday goings on create a non-habitual plane of friction with the works themselves, strengthening their expression or even allowing new ways to approach them. Basels everyday life will be mirrored, as the saying goes, in the video monitors. It becomes interwoven with the imaginative worlds of the artists, intervening in the reception of the works of art, allowing contemporary interpretations.

15 Artists or else artist duos – amongst them are also the internationally famous such as Pipilotti Rist or Beat Streuli – have entrusted us with their works. The youngest and a new discovery of our own is Roman Menge, who was born in 1993 in Basel, and the oldest is a grand dame of the Swiss art scene: Ingeborg Lüscher namely, who lives in Tessin.

«videocity.bs» forms a parcours comprising 11 stations, extending from the SBB train station, then through the city centre reaching into the international fair trade grounds. Some of the locations from last year are included, as well as new ones. We have two final destinations where several videos can be seen: the billboard screen at the Congress Centre, Messeplatz Square, and the living room cinema of ingenodata, Güterstrasse. Situated between these points «videocity.bs» unfolds for the space of a month into an immaterial 'city' in the heart of Basel, perhaps even turning into the '**greatest open air museum of the world**' again as in Lukas Hausendorfs contribution to «videocity.bs» in 20min., on 30.05.13.

«videocity.bs» is aimed at a wide audience, towards everyone who lives and works in Basel, towards all the tourists, and the experts as well as the philistines and it **costs nothing** and lasts from 9 in the morning till 12 midnight, and it can be viewed as you stroll through the streets. The videos are pioneering in their imaginative worlds and possibilities, which had not previously been conceivable, and they stimulate us with unexpected meetings and new inspiration. Ones own home city can be seen with different eyes and can prompt the stranger to making more deeper investigations – whether as a hurried passer-by, who may only moment- and fragmentarily react to something, or decide to linger and settle in a certain spot.

The artists: Peter Aerschmann, Judith Albert, collectif_fact, Sonja Feldmeier, Gabriella Gerosa, Eric Hattan, Haus am Gern, Daniel Künzler/Roman Menge, Ingeborg Lüscher, Ursula Palla, Pipilotti Rist, Chantal Romani, Anina Schenker, Alex Silber Company, Beat Streuli

Press Contact

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Further press images can be obtained from Laura Schuppli, lauraschuppli@gmx.ch

videocitybs.ch

facebook.com/videocity.bs

Artists and locations

1. collectif_fact, Eric Hattan, Ingeborg Lüscher, Ursula Palla, Chantal Romani, Anina Schenker, Beat Streuli

Congress Center Basel, billboard screen
Messeplatz 21

2. Ingeborg Lüscher

Banca Popolare di Sondrio (Suisse)
Greifengasse 18

3. Ursula Palla

Bank CIC
Marktplatz 13

4. Alex Silber Company

unternehmen mitte
Corner of Grünpfahlgasse/Gerbergasse 30, in the round display window

5. Gabriella Gerosa and Pipilotti Rist

The Teufelhof Basel in cooperation with **Nationale Suisse**
Leonhardsgraben 47-49, Hotel reception and entrance to the café

6. Daniel Künzler, Roman Menge

Confiserie Bachmann
Gerbergasse 51

7. Peter Aerschmann

Sony Center
Barfüsserplatz 20

8. Haus am Gern

Pfauen, Ihr Warenhaus in Basel (The Peacock, your department store in Basel)

Freie Strasse 75

9. Sonja Feldmeier

Theater Basel

Theaterstrasse 7, Foyer on the main stage, which is visible from outside at the main entrance, and can be accessed one hour prior to the billed events on the main stage, Monday to Saturday from 6.30 p.m. and Sunday from 5.30 p.m. onwards.

10. Judith Albert

Basler Kantonalbank

Aeschenvorstadt 41, on the Brunngässlein side

11. videocity.bs overview

Ingenodata

Güterstrasse 133, living room cinema during the normal store opening times from Mo–Fr 9 a.m.– 6 p.m. Sa 9 a.m. – 5 p.m.

videocity.bs Tipp

performaCITY: How does the urban society of today form the culture of tomorrow? Interdisciplinary conference 12.-14.6., Kaserne Basel, Klybeckstr . 1b, 4057 Basel , performacity.net

Guided tours and talks

Artist talk with Daniel Künzler, Roman Menge, moderated by Laura Schuppli

Monday 2.6., 6.15 p.m.

Duration: 30 minutes

Rendezvous: Confiserie Bachmann

Gerbergasse 51, 4001 Basel

Free of charge

videocity.bs by night with Laura Schuppli and Rebecca Wyss

Saturday 14.6., 9 p.m.

Duration: 1 hour before the finishing toast

Rendezvous: Entrance to the at unternehmen mitte coffee house, Gerbergasse 30, 4001 Basel

15 CHF incl. drink

Parcours through videocity.bs

Thursday, 12.06., 4 p.m. with Andrea Domesle in cooperation with performaCITY

Saturday, 28.06., 4 p.m. with Rebecca Wyss

Duration: 1,5 hours

Rendezvous: At the entrance of the unternehmen mitte coffee house, Gerbergasse 30, 4001 Basel

7 CHF or else performaCITY-participants for free

Students guiding students and others with Laura Schuppli and Rebecca Wyss

Thursday 26.6., 7 p.m.

Duration: 1 hour

Rendezvous: At the entrance of the unternehmen mitte coffee house, Gerbergasse 30, 4001 Basel

Free for students, for the others 7 CHF

Fast forward – Guided tour in English with the curator Andrea Domesle

Friday 20.6., 7,15 p.m.

Duration: 30 minutes

Rendezvous: In front of the Congress Center Swissôtel Le Plaza, under the billboard screen Messeplatz 21, 4058 Basel

For free

Guided tours for groups (german/english/french) can be booked whenever you wish
60 minutes: 160 CHF | 90 minutes: 220 CHF

Please make a reservation for the guided tours and talks because the places are limited to a maximum of 25 people

Contact Basel Tourism

Tourist & Hotel Information, at Barfüsserplatz in the Stadt-Casino or in the SBB station

info@basel.com

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English translation Christopher Haley Simpson

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Biographies and web pages of the artists

Judith Albert *1969 Sarnen, lives in Zurich, judithalbert.ch

Peter Aerschmann *1969 Fribourg, lives in Bern, aerschmann.ch

collectif_fact * founded 2002 in Geneva by Claude Piguet and Annelore Schneider, live in Genf, collectif-fact.ch

Sonja Feldmeier *1965 Männedorf/Zurich, lives in Basel, sonjafeldmeier.com/

Gabriella Gerosa *1964 Mendrisio, lives in Binningen, BL, gabriella-gerosa.ch

Haus am Gern *founded 1998 by Rudolf Steiner and Barbara Meyer Cesta, live in Biel, hausamgern.ch

Eric Hattan *1955 Wettingen, lives in Basel and Paris, hattan.ch

Künzler/Menge: Daniel Künzler *1985 Hamburg, lives in Haltingen, insidepocketsofthecity.com, and Roman Menge *1993 Basel, lives in Basel

Ingeborg Lüscher *1936 Freiberg, GER, lives since 1967 in Tegna/Tessin, campagne-premiere.com/artists

Ursula Palla *1961 Chur, lives in Zurich, ursulapalla.ch

Pipilotti Rist *1962 Grabs as Elisabeth Charlotte Rist, lives since 2004 in Zurich and the Swiss Mountains, pipilottirist.net

Chantal Romani *1971 Luzern, lives in Zurich, chroma7.ch

Anina Schenker *1971 St. Gallen, lives in St. Gallen, aninaschenker.me

Alex Silber *1950 Basel, lives in Basel, xcult.org/C/performancechronik/data/wp-content/uploads/as_vitaperform.pdf

Beat Streuli *1957 Altdorf, lives in Bruxelles, beatstreuli.com