

 **ART  
AND  
THE  
CITY****Press release****ART AND THE CITY: The festival for art out among the people in Zürich-West**  
*The biggest open-air gallery in Switzerland with 43 works of art and projects from around the world*

Zürich, 8 June 2012 –The ART AND THE CITY festival for art out among the people was opened in Zürich-West on Friday. The exhibition will be open from 9 June – 23 September 2012 and display 43 works and projects from artists from around the world, turning the city of Zürich into the biggest open-air gallery in Switzerland. A symposium on current trends on the arts in public places has been organised in conjunction with the Swiss Federal Institute of Technology (ETH) Zürich, and the art festival is rounded off with the presenting of the ART AND THE CITY award.

ART AND THE CITY is a project that has been initiated by the City of Zürich and one which deals with the development of Zürich-West as a district in upheaval. As City councillor Ruth Genner, head of the civil engineering and waste management department (TED) and patron of the festival, explained on Friday, ART AND THE CITY is a means for the City of Zürich to play an active role in the urban developments and transformation processes in Zürich-West. "Art seeks out the city as a place for dialogue," Ruth said on Friday in Zürich. A conscious look at the role of art is part of an active urban culture according to Genner, and an important element in the development of a city. "Art focuses on the need for change," said Genner on Friday. "Art asks questions. Art creates an identity. And most of all, art creates pleasure and provokes emotions."

**Zürich as a city of culture and creativity**

ART AND THE CITY is being held as part of the City's "Culture and Creative City of Zurich" mission that is a focus of its legislation and which among other things is designed to strengthen Zürich's position as a city of culture and creativity. Zürich-West has become an important location for art with a whole host of new galleries choosing to locate there as well as the Löwenbräu-Areal and the Zürich University of the Arts, as Mayor of Zürich Corine Mauch pointed out at the Löwenbräu art preview on Friday. The cultural development of Zürich-West is greatly indebted to the relationship between the city and the private sector. This is expressed in the private sector's commitment to the exhibition project both in creative and financial terms. ART AND THE CITY has a total budget of CHF 2.1 million, with two-thirds of the project costs taken on by the private sector, and the City of Zürich contributing CHF 700,000.

**An artistic exhibition which works on a number of levels**

ART AND THE CITY was initiated by the "art among the people" (AG KiöR) working group. Various off-spaces, foundations, institutes of further educations and art establishments and a significant number of renowned Swiss galleries and art institutions are also involved in the project as part of public-private partnerships. The ART AND THE CITY exhibition programme which was put together by curator Christoph Doswald brings together more than 40 works exhibited at various decentralised locations spread across Zürich-West and created by artists from all around the world. Sculptures, installations, performances, posters and activities at various locations – some of them unconventional – create the possibility of surprising juxtapositions between art and the city.

**Art at the meeting point of the commercial and the residential**

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ART AND THE CITY deals with the development of urban districts that are undergoing upheaval, and invites visitors on an eclectic journey between industrial and residential locations. This enables the exhibition project to highlight the various facets of the district from a wide variety of perspectives, as it flies in the face of the current dynamic and uses artistic means to probe the culture and the history behind a richly-storied territory which stretches from the Vulkanplatz square to the train tracks, between the Limmat river and the Swiss federal railway lines.

### **City developments, urban transformation processes**

In choosing the artists to be involved, ART AND THE CITY focused on personalities who had been deeply involved in the issue of urban development and spatial transformation processes since the 1970s, including such people as Richard Tuttle, Fred Sandback, Yona Friedman and Charlotte Posenenske. Alongside them, the festival is also presenting the current generation of artists who deal with every aspect of urban culture: from direct construction activity and architecture through to the many and varied social issues, dealt with by the likes of Martin Creed and Oscar Tuazon. There will also be works on display by Subodh Gupta, Sandra Kranich and Chinese artist Ai Weiwei.

### **Comprehensive information programme**

ART AND THE CITY is free for visitors, who can walk around the exhibition on foot or go between the exhibits by bike, using public transport or on a guided tour. The organisers have devised a comprehensive information programme for those interested in art which comprises a whole host of different formats, and the regular guided tours last around two hours and are concentrated around lunchtimes or held later in the afternoon and go into greater detail. Alongside this there are workshops, discussions with the artists, tram trips, and tours with the artists which provide a unique insight into the exhibition project. Furthermore, the entire VBZ (Zürich Transport Association) network will feature a special tram created by Swiss artist Beat Zoderer.

### **Mobile festival guide**

ART AND THE CITY invites visitors on a voyage of discovery through Zürich-West, and one which can also be made via the Internet. The official website – [www.artandthecity.ch](http://www.artandthecity.ch) – has all the important information, from descriptions of the works to a calendar of events and practical advice for visitors. There are in-depth profiles of all the pieces on display and the artists themselves, while series of images show the various objects from a wide variety of perspectives. The works and the locations are all depicted on an interactive map, meaning that anyone who is interested can set off on a voyage of discovery and exploration having prepared their tour in advance. Information is also available on-site, with a mobile festival guide which provides information on the exhibition for smartphones and tablets.

### **The ART AND THE CITY Award**

The exhibition project will also feature the ART AND THE CITY prize which will be awarded in conjunction with the Hardturm AG company to purchase works of art to remain in Zürich West. And finally a symposium organised with the ETH Zürich, on current themes and issues on the subject of urban development and art in the public sphere will round off the festival. Mobimo Immobilien AG is the main sponsor of ART AND THE CITY. VBZ, APG, Tamedia, Swiss Re, UBS and Die Mobiliar are also partners of the project along with renowned galleries, artistic institutions and foundations.

[www.artandthecity.ch](http://www.artandthecity.ch)

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