# Press information



A cooperation between
Andrea Domesle, Pro Innerstadt Basel, Congress Center Basel, GLOBUS Basel

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**May 28 – August 11**
8 videos by Sylvie Boisseau & Frank Westermeyer, Gregory Buchert, Dimension Émotionnelle, Paul Heintz, Luzia Hürzeler, Frantiček Klossner, Theres Liechti, Elodie Pong are screened daily from 8:00–24:00 interspersed between the regular messages shown on the **Congress Center Basel e-board** Messeplatz 21 next to Swissôtel Le Plaza

Furthermore the videos will be shown from Monday till Friday 10:00–13:00 on the screen at the **Mediathek, FHNW** Academy of Art and Design, 8th floor, Freilager-Platz 1

**May 28 – June 26**
videocity.bs window at **GLOBUS Basel** created by the artists Sylvie Boisseau & Frank Westermeyer from 8:00–24:00 Marktplatz 2

**June 27, 20:00 Mid-Vernissage** In front of Brasserie Monsieur Verseau, Messeplatz 20a

**June 27 – August 11**
A huge site-specific installation by Sebastian Mundwiler on the e-boards and LED facade of the **City Lounge**, Messeplatz

Curatresses: Andrea Domesle and Sophie Kauffenstein (directrice d'Accélérateur de particules, Strasbourg)


## Project information *videocity.bs* 2019
## "Loneliness"

*videocity.bs* experiments by transferring art into life and life into art and seeks to demonstrate how both influence each other. The influence of everyday life on our interpretation of art is made clear because of the peculiarities and characteristics of the individual locations. What are the challenges posed by the scale of the eBoard at the Congress Center Basel, the Messe Basel, the City Lounge, built by Herzog & de Meuron, the display windows of GLOBUS Basel and the city centre of Basel? How do their contents and communication strategies affect us? What influence does the lively bustle of the Messeplatz and the marketplace and the heavy traffic exert on our perception of these autonomous works of art?

As a contrast to the hustle and bustle, this years issue of *videocity.bs* curated by Andrea Domesle and Sophie Kauffenstein will be focusing on the theme of loneliness. They have selected videos from Sylvie Boisseau & Frank Westermeyer, Gregory Buchert, Dimension Émotionnelle, Paul Heintz, Luzia Hürzeler, Frantiček Klossner, Theres Liechti and Elodie Pong and invited Sebastian Mundwiler for a site-specific new production.

The videos show different occurences of loner behaviour: solitary people doing their own thing rather aimlessly. Some just can't manage to make themselves understood despite their gestures, facial expressions or language. Their bodies evolve a self-centered being in our very midst. Loneliness can lead to confusion, insulation, to absurd or even life-threatening situations. Loners cause alienation. It is only with a soldier that compassion comes more easily, because of his secretive tears which unmask him as a human being behind the uniform. One begins to search for a reason for his crying in the world he is staring at.

By exposing the works to a lively environment, they undergo an increase in their significance: loneliness occurs in spite the many people, in spite of the flood of information, in spite of the exclusive or newest products. These lonely situations seem even sadder, the brave struggling lone wolves metamorphose into anti-heroes or according to alternative stereotypes, even into superwoman.

Integral to the *videocity.bs* experiment is that traffic sounds form the backing track or replace the original soundtrack. Coincidences of everyday life – consisting of noises and reflections – intervene with the compositions; they emphasize or diminish aesthetic elements and thus displace the statements of the artists. The videos take on a new light in the public domain in Basel.

The videos were selected in relation to the presentation site by the curators or specially created on behalf of *videocity.bs* by Sylvie Boisseau & Frank Westermeyer and by Sebastian Mundwiler and thanks to our sponsors. Thus the artworks make a new perspective or else commentary upon everyday life possible.

This is particularly evident in the *videocity.bs* showcase situated in the Globus Basel department store, created by Sylvie Boisseau & Frank Westermeyer (who live in Geneva/Berlin). With their design, they react to how desire is represented surrounding products and what relationship we adopt towards the products. GLOBUS Basel has its own decoration department. The lavish display windows have played an important role since the beginning of the company in 1892. And now the artist duo confronts the department store with the popular internet phenomenon of "unboxing". The amateur videos show the unpacking of products, which are treated by the solitary acting unboxers like spiritually possessed cult objects. How will the mixture of differing staging practices from the real and the virtual worlds affect the passersby in front of GLOBUS Basel?

Our perception in the media library of the Academy of Art and Design FHNW is quite different from that experienced in the city centre. Here the videos are presented with their original soundtracks (two-thirds of them have sound). It is a traditional presentation with a monitor, headset and seating within a concentrated, quiet, stylish ambience.

Here the visitors can fully comprehend the *videocity.bs* experiment itself: those who are interested can here study the difference between the presentation in the public space and pay heed to the shifts in meaning that arise in interpretations of the same work, be they with or without sound, be it indoors or outdoors. There are additionally a wealth of books. But the experiment in perception can only be experienced by yourself, on your own!

Translated by Christopher Haley Simpson

## Videos on the eBoard Congress Center Basel and in Mediathek FHNW

Sylvie Boisseau & Frank Westermeyer
"Flagman", 2004
2:10 Min., without sound (*videocity.bs* version)

Gregory Buchert
"L'éclaireur", 2015
9 Min.

Dimension Émotionnelle
"Somniloquie du perroquet", 2012
10 Min. (short version)

Luzia Hürzeler
"Die Forelle" (The trout), 2012
7:45 Min. (*videocity.bs* version, 1 channel, 16:3, Split Screen)

Paul Heintz
"Le Soldat", 2011
4:30 Min., without sound

Frantiček Klossner
"Mess up Your Mind", 2001/04
4 Min.

Theres Liechti
"Superwoman", 2017
4:19 Min., without sound

Elodie Pong
"180 degree", 2016
2:30 Min., without sound


## *videocity.bs* window at GLOBUS Basel

Sylvie Boisseau & Frank Westermeyer
"Götter und Geister", 2019
HD Video
4:10 Min. (*videocity.bs* Premiere)


## Site-specific installation on the e-boards and LED facade of the City Lounge, Messeplatz

Sebastian Mundwiler
"eppur si muove No. 3", 2019
Loop (*videocity.bs* commission and co-production)

**9 artists or artist groups**

Sylvie Boisseau & Frank Westermeyer
Sylvie Boisseau *1970 Paris; Frank Westermeyer *1971 Essen, leben in Genf und Berlin
https://filmerei.de

Gregory Buchert *1983 à Haguenau, vit et travaille à Lille
http://galeriepoggi.com/en/artistes/documentation/10347/gregory-buchert

Dimension Émotionnelle, 2012 in Frankreich von 4 Personen gegründet
http://www.dimensionemotionnelle.com

Paul Heintz *1989 à Saint-Avold, vit et travaille à Paris
http://paulheintz.fr/apropos, https://vimeo.com/paulheintz

Luzia Hürzeler *1976 Solothurn, lebt in Genf
www.luziahurzeler.ch

Frantiček Klossner *1960 Grosshöchstetten, lebt in Bern
https://www.franticek.com

Theres Liechti *1968 Zürich, lebt in Winterthur
https://www.theresliechti.ch

Sebastian Mundwiler *1978, lebt in Basel, http://www.sebastianmundwiler.ch

Elodie Pong *1966 Boston, lebt in Zürich, http://www.sikart.ch/KuenstlerInnen.aspx?id=4027026