

Press Release II 06.09.2020



"Food #2 – between advertising, art, consumption and the crisis"

20 videos from the following 19 artists or artist groups:

Paul Birchall, Sergey Bratkov, Dmitry Bulnygin, Lia Anna Hennig, Bernadette Huber, Ana Hušman, Ji Su Kang-Gatto, Andreas Kressig, Biørn Melhus und Anne Maar, Alexandra Meyer, Albena Mihaylova-Manz, Alexandra Mitlyanskaya, Shae Myles, Leah Netsky, Laure Prouvost, Martina Wolf, Ezra Wube and Gyonyoung Yoon

Selected by the Baltic Branch of the Pushkin State Museum of Fine Arts (Kaliningrad, Russia), Igor Grubic (artist, Zagreb, Croatia) and the *videocity.bs* team.

A cooperation between

Andrea Domesle, *Congress Center* Basel, the media library FHNW Academy of Art and Design and Pro Innerstadt Basel

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1) "Food #2" with 20 videos on the eBoard of the *Congress Center* Basel from 16 September to 31 October 2020

Daily from 08:00 am to 24:00 20 videos without sound will be shown on the eBoard of the *Congress Center* Basel at Messeplatz 21 near the Swissôtel Le Plaza. Interruptions may occur.

2) "Food #1" with 14 videos online @home since 7 April 2020 until the end of the year

As a reaction to the crisis, a web presentation was created in cooperation with the media library of the FHNW Academy of Art and Design. With the following link the videos can be watched comfortably from home:

<https://mediathek.hgk.fhnw.ch/event/videocity2020>.

Furthermore, interpretations of works in German and English can also be viewed.

The topic "Food" and the crisis

Have you changed your approach to the basic need for food during the crisis? Were you confronted with hamster purchases, a partially restricted or rationed range of goods? Or did you feel isolated during your meals in quarantine? With the experience of the crisis, the attitude towards food changed for many. Andrea Domesle chose the theme even before the crisis and put together a first cycle. "Food #1" with 14 artistic videos is still online as a web presentation. Since the lockdown, the young international team has done research in many countries with the help of the curator's network: The result is the screening "Food #2" with 20 videos, which will be shown on the eBoard of the *Congress Center* Basel from 16 September. Many of the 19 artists, among them graduates of art schools, are making their first appearance in Switzerland and Europe.

"Food #2" is also intended as a sign of solidarity during the crisis, in order to continue to offer cross-border culture and exchange worldwide.

"Food"

Food is currently a much-discussed topic. People are increasingly eating vegetarian and vegan food, thus bringing an ecological and global awareness to the table. "Eating" does not divide generations, but life views. How "natural" nutrition still is may be questionable in view of flavours, colours or preservatives or even the latest production possibilities.

"Food" is also a market with its own marketing sphere. *Videocity.bs* tunes directly into the places where products are presented and thematizes the language of advertising. The electronic display board of the *Congress Center* Basel is an exceptional platform for presentations due to its size and placement in front of the exhibition centre. The artists are not concerned with the construction of a beautiful appearance, but their videos reveal it. They aim for the opposite: the analysis of reality. The enacted handling of food reveals attitudes towards life and reflects different societies.

The presentation on the eBoard of the *Congress Center* Basel and thus in the middle of an important transshipment centre of goods in Switzerland makes it clear that the artists' videos present a different world than that of advertising and consumption. They reflect current socio-political issues concerning ecology, feminism, globalisation, migration, rural population, urban society, digitalisation, ethics and food production. In this way, they continue the tradition of baroque still lifes in a digital medium. The theme of "food" thus reveals collective experiences and also cultural differences.

Thanks

Thanks go to Dr. Tabea Lurk from the media library of the HGK FHNW, Jürgen Enge, Center for Digital Matter of the HGK FHNW, Noemi Neels from the *Congress Center* Basel, Julian Gresenz from Point de Vue, the photographer Dirk Wetzels, the graphic designer Thomas Dillier and the entire *videocity.bs* team (Alya Alawadhi, Hortense Albisson, Polina Chizhova, Andrea Domesle, Chiara Döblin, Chiara Giardi, Roberta Guzzetti, Miriam Pinocchio, Leoni Reiber, Laura Rehme, Meng Meng Li, Aline Lusser, Miriam Pinocchio, Michelle Sacher, Lea Sigmund, Dina Spielmann and Ning Zhou).

20 Videos from 19 artists on the eBoard of the *Congress Center Basel*

Again with the *videocity.bs* experiment: The city sounds of the Messeplatz replace the sound track of the videos, if available.

Paul Birchall

“If Animal Could Talk”, 2019

1:50 Min., mit Ton

1:1

Paul Birchall

“Sell by Date”, 2019

1:10 Min., mit Ton

1:1

Sergey Bratkov

“Gastrofriday in the Village Pokatilovka”, 2012

4:30 Min., mit Ton

16:9

Dmitry Bulnygin

“Spring (Salute)”, 2010

3:44 Min., mit Ton

16:9

Lia Anna Hennig

“Sweet Pieces and the Sound of the Birth of a Fish”, 2005

4:50 Min., mit Ton

4:3

Bernadette Huber

“Memento Mori”, 2017

4:40 Min., ohne Ton

16:9

Ana Hušman

“Meršpajz”, 2003

09:52 Min., mit Ton

4:3

Ji Su Kang-Gatto

“How to make Sujeonggwa & Gotgamssam”, 2019

3:59 Min., mit Ton

16:9

Andreas Kressig

“GUMS”, 2019

3:51 Min. (*videocity.bs* version), ohne Ton

Slide show (39 Slides), 16:9

Biørn Melhus

„Cornflakes“, 1987

1:94 Min., mit Ton

4:3

Biørn Melhus und Anne Maar

„Toast“, 1987

1:16 Min., mit Ton

4:3

Alexandra Meyer

“Geschmacklos”, 2012

5:11 Min., mit Ton

16:9

Albena Mihaylova-Manz

“Fruit Salad”, 2000

14 Min., mit Ton

4:3

Alexandra Mitlyanskaya

“Concerto”, 2005

3:25 min, mit Ton

4:3

Shae Myles

“My Mouth Misses You”, 2020

7:18 Min., mit Ton

16:9

Leah Netsky

“Stacks”, 2018

3:39 Min., mit Ton

16:9

Laure Prouvost

“Stong Sory Vegetables”, 2010

03:21 Min., mit Ton

4:3

Martina Wolf

„Still Life (Train Ride)“, 2011/2020
12 Min. (*videocity.bs* version), ohne Ton
16:9

Ezra Wube

“Wenzu/The River“, 2011
3:22 Min., mit Ton
16:9

Gyonyoung Yoon

„Filling in the Physical Reality, Living in Digital Reality“, 2020
3:12 Min., mit Ton
16:9

14 videos of 14 artists online

Our team has published texts (German/English) on "Food #1", which are used to comment on the videos. These can also be viewed at: <https://mediathek.hgk.fhnw.ch/event/videocity2020>.

Peter Aerschmann

“Sputnik“, 2014
4 Min., HD, ohne Ton (temporäre *videocity.bs* Version)
Courtesy videokunst.ch

Judith Albert

“Limone“, 2010
6:40 Min., HD, Ton

Sonja Alhäuser

“Deutscher Riese – weiß“, 2006
0:46 Min., 4:3, ohne Ton

Franziska Bieri

“Einhämmern“, 2013
2:45 Min., HD, Ton
Courtesy videokunst.ch

Costantino Ciervo (nur in der Mediathek)

“Perversion of Signs“ (Nr. 12), 2008
7:45 min., HD (original DV-Pal, 4:3), Ton

Copa & Sordes

“Rabenfrühstück”, 2004
5 Min., 4:3, ohne Ton

Food Cultura (Antoni Miralda)

“Brainfood”, 2014
2:58 Min., animierter Film, Ton
Sammlung Carola und Günther Ketterer-Ertle

Anette C. Halm

“Libido”, 2011
3:15 Min., HD, Ton

Luzia Hürzeler

“Vogelhaus” (Birdhouse), 2005/06
8:13 Min., HD, Ton (*videocity.bs* Version)

Wenfeng Liao

“A Chat”, 2013 (title changed for *videocity.bs* presentation)
16:30 Min., HD, Ton
Courtesy videokunst.ch

Jérôme Leuba

“battlefield #144”, 2020
2 Min., HD, ohne Ton

Ruth Maclennan

“Zigni”, 2015
5:25 Min., HD, Ton
Commissioned by Tintype, London for *Essex Road II*, 2015, supported by Arts Council England

Leila Nadir & Cary Peppermint

“Probiotics of the Kitchen”, 2015
8 Min., HD, Ton

Tamar Nissim

“Orifice”, 2006
2:37 Min., 4:3, Ton

***videocity.bs* for Kids**

“Und täglich grüsst das Eichhörnchen”, 2020
1:05 Min., HD, ohne Ton

Locations

The **Exhibition Square** (Messeplatz) in Basel, with its exhibition halls and the cone of light designed by Herzog & de Meuron, the "Eye to the Sky", is a very special place: both a hub for Basel traffic and for people from near and far, for cultures, products, innovations and ideas. It is a "place of lively exchange, presentation, experimentation, observation, learning and knowledge transfer. It is a dynamic place. Here new things can be tested, decisions are made that sometimes even show their relevance worldwide in the future". (Jonas Scharf, Managing Director *Congress Center* Basel). Coming from Badischer Bahnhof, the route to the city centre leads via Messeplatz.

Since 11 April, "Food #1" has been on the **web - easily accessible from the comfort of your own home**: <https://mediathek.hgk.fhnw.ch/event/videocity2020>.

Partners

What they all have in common is that they encourage exchange, inspiration and new encounters. With the simultaneous presentation of partly the same videos, both the *Congress Center* Basel and the media library FHNW offer different points of reference and spatial contexts and thus allow the videos to be experienced differently in each case.

Videocity.bs

Since 2013 *videocity.bs* has been opening up new ways for culture and business to interact. Basel's shops and cultural institutions open their shop windows and halls or make their billboards available to video artists. For a few weeks *videocity.bs* becomes an intangible part of Basel and encourages unexpected encounters. The videos allow everyday life to appear in a new light and, vice versa, everyday life to appear in the videos. Since then, during the nine editions of approximately six-week of *videocity.bs*, around 100 video works by around 100 artists - Pipilotti Rist was present three times and Ursula Palla twice - have been shown.

In 2013, 2014 and 2015, *videocity.bs* formed a multi-stage parcours between exhibition site (Messeplatz), market place (Marktplatz), the SBB railway station and the St. Jakobs Stadium. Since 2016, *videocity.bs* has been focusing on the major locations: the eBoards of the *Congress Center* Basel and the *videocity.bs* shop window at GLOBUS Basel department store. In 2017, the media library joined, after the Academy of Art and Design FHNW moved into its new building the FHNW tower block situated in the Dreispitz area. *Videocity.bs* shows videos without sound at the public locations and experiments with the influence of the city sounds and surroundings on perception and how artists integrate this situation into their compositions. The presentation in the media library offers a comparison, as the works are made with the original sound and are intended for indoor spaces.

Each year since 2017, an artist has been offered the unique opportunity to create a site-specific work especially for the media facades of the City Lounge, North Hall and South Hall at the Messeplatz in Basel with its unique architecture conceived by Herzog & de Meuron, in the so-called "Eye to the Sky". The work of art exists only temporarily at this exceptional location.

Videocity.bs is a platform for the wider public, professionals, art lovers and amateurs, beyond protected museum walls. It was developed for the city and its cultural scene by the Basel-based cultural manager and curator Dr. Andrea Domesle and presented together with Mathias F. Böhm, managing director of Pro Innerstadt Basel.

Congress Center Basel

The *Congress Center* Basel - the largest congress centre in Switzerland in terms of space - hosts over 200 events each year with around 200,000 visitors. The *Congress Center* Basel is directly connected to the Herzog & de Meuron exhibition hall via a passage way. Only a few other locations in Europe have a congress centre with a direct link to a trade fair site. This way, such combined events, which are increasingly in demand, find their optimal conditions. With its modern infrastructure, *Congress Center* Basel is playing in the international arena.

The **media library of the Academy of Art and Design FHNW** offers a relaxed, concentrated and stylish study atmosphere, accessible to students and interested members of the public. There is literature on the displayed artists. Further, there is video art, thanks to its special keywording into subject areas, allows for comparative research. The media library collection of literature and media (including important collections on the subject of the video) embodies the ideal embedding of the project in a scientific, artistic and research environment.

Pro Innerstadt Basel

Pro Innerstadt Basel maintains and promotes Basler City altogether as the region's most attractive and largest shopping, trade and service centre. Pro Innerstadt Basel is an association of retailers, restaurants and hoteliers, cultural and leisure businesses, homeowners, service providers and all those who share our goal of preserving and developing Basel City as a place of experience, enjoyment and shopping.

Initiator and curator

Dr. Andrea Domesle, MAS, has been renowned as a specialist in international and Swiss modern and contemporary art since the publication of her doctorate on "Leucht-Schrift-Kunst" by Reimer Verlag, in Berlin 1998). As a cultural manager, she specializes in the development and positioning of art projects. She lives in Basel and works as a curator, author and lecturer on art history, museum and curatorial studies and creative writing at universities in Switzerland and abroad. She has organized over 120 exhibitions, including 19 tours with 500 artists in Switzerland, Europe, Asia and the USA on socially relevant topics alone or with co-curators. Please see: https://de.wikipedia.org/wiki/Andrea_Domesle; https://de.wikipedia.org/wiki/ROOMER's_SIGHT.

© concept and name of *videocity* by Andrea Domesle

Translated by Christopher Haley Simpson

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