

Can a mobile phone contest induce youngsters to read more books? Will commuters put aside their daily freebie for a moment if presented with an illustrated short story by a Swiss author? Such are the questions the World Book Day will tackle on 23 April 2007. Pro Helvetia and its partners will take part on the day to help stimulate book reading. After all, facilitating access to culture for a wide audience is part of the Arts Council's remit, as is encouraging exchanges between various linguistic and cultural groups and regions. Pro Helvetia is opening doors to cultural worlds in Switzerland, Warsaw, Paris and Milan. What kind? Find out in this Newsletter.

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LATEST NEWS

La belle voisine - final flourish in Rhône-Alpes

After two months, the exchange programme between Rhône-Alpes and Switzerland is coming to a close. Another La belle voisine high point – "Article 3" – will be reached from 20 to 24 March 2007. Curated by Gilles Jobin for the "Bonlieu Scène nationale" theatre in Annecy, it involves a sequence of highlights from the fields of performance, dance, film, video and music. Further tidbits from this final flourish can be found at www.labellevoisine.fr and www.bonlieu-annecy.com



Ouest-Est festival - arts across linguistic borders

The third edition of the Ouest-Est festival is characterised by exchange. From 21 to 25 March 2007, artists from German and French-speaking Switzerland as well as from France will be meeting at the "Dampfzentrale" and the "Schlachthaus" in Berne. The aim is to identify and reduce barriers by means of theatre, music, performance and dance. Find out more at www.dampfzentrale.ch / www.schlachthaus.ch



Pro Helvetia Warsaw - "News room" with Dada background

Cabaret Voltaire in Zurich, an heir to the Dada tradition, is staging a Dada festival in collaboration with Galerie Lokal_30 from Warsaw. From 9 March to 13 April 2007, this will involve meetings, seminars, workshops and performances. Polish and Swiss cultural practitioners will be taking part, including curator Adrian Notz and artists Peter Fend and Beatnik Media Collectives. Further details at www.prohelvetia.pl and www.cabaretvoltaire.ch



CCS Paris - young artists and Young Gods

From 15 April to 15 July 2007 the Centre culturel suisse in Paris will be showing a group exhibition by four young artists, all from Geneva and born in the 1970s: Carol Bove, Vidya Gastaldon, Amy O'Neill and Mai-Thu Perret. The supporting events include dance and performance acts as well as three gigs by the Young Gods, a Swiss band, on 17, 18 and 19 April. More information at www.ccsparis.com



ISR Milano - collected images of Ludwig Hohl

Drawings by Hanny Fries and Roger Montandon; photographs by Jean Mohr and Daniel Vittet; a film portrait by Alexander J. Seiler... From 8 March to 7 April 2007, the Istituto Svizzero in Milan will be focusing on the life of Swiss author Ludwig Hohl, who died in 1980. The exhibition demonstrates how radically this writer had dedicated his life to art. More information at www.istitutosvizzero.it



Eclats - bridging the divide between Stravinsky and Zappa

In the eclats concerts fribourg series, the "Ensemble Modern" is performing works by György Ligeti, Frank Zappa, Igor Stravinsky and Thierry de Mey on 5 May 2007. The programme will also include a chamber concert by Swiss composer Jacques Wildberger, who died last summer. Interviews, introductions, as well as brief musical performances before and after the main event serve to promote and familiarise audiences with different forms of music. Details at www.eclatsconcerts.ch



Cully Festival - dedicated to jazz for a quarter of a century

From 23 to 31 March 2007 the Cully Jazz Festival is celebrating its 25th anniversary. Congratulations from Pro Helvetia, too! Year after year, the Cully Festival offers a unique opportunity for Swiss musicians to perform embedded in an international programme. Pro Helvetia supports the exchange this generates and the world premieres of special projects. More information at www.cullyjazz.ch



THE ARTS COUNCIL

Pro Helvetia funding 2008 to 2011

At the end of February 2007, the Swiss Federal Council issued its statement on the funding of the Swiss Arts Council Pro Helvetia for 2008 to 2011. It has asked parliament to approve a total of CHF 135 million. Pro Helvetia is pleased that its significance as a promoter of culture and a force working for cultural integration is being appreciated, but would welcome a more generous contribution – particularly in view of the urgent tasks it is faced with in the fields of cultural integration and awareness raising. More information at www.prohelvetia.ch

Artist monographs - selection for series VII

61 artists were invited to apply for inclusion in the latest series of artist monographs (Collection Cahiers d'artistes). 45 of them submitted a dossier. At the end of January 2007, the jury selected six individual artists and one art collective. The names of the magnificent seven can be found at www.prohelvetia.ch

TIPS

echoes - Ballenberg programme

What's it like, living in a monument? Ballenberg, the Swiss open air museum, is launching its 2007 season on 6 April under the heading "Innovation and Tradition". An original 16th century house made of wood has been converted to meet modern standards. "Wohnen im Denkmal" (living in a monument) is also the title of a symposium on 28 April. Interested? www.prohelvetia.ch



echoes - Kaléidoschoral in western Switzerland

"Impulse" – the title is suggestive enough. How can synergies between tradition and innovation in choral music be exploited? This is the key question at the symposium in Saignelégier on 21 and 22 April 2007. As part of the Kaléidoschoral event series, choir directors and conductors will be discussing this issue with other specialists in the quest for new ways forward. Further details at www.prohelvetia.ch



World Book Day - Pro Helvetia promotion

The Swiss bookseller lobby is taking the World Book Day of 23 April 2007 as its cue for trying out new approaches to attract readers. Activities will be centred around Swiss railway stations and include video projections, an MMS contest, gift books for commuters and much more. This promises to be a lot of fun and an effective incitement to get people to read more. Pro Helvetia is supporting the

campaign and informs about this year promotion in literature.
Information at: www.welttagdesbuches.ch



Dance Day - free trial lessons

29 April 2007 is International Dance Day. "Reso", the Swiss dance network, in collaboration with numerous local partners in Berne, Geneva, Lausanne, Winterthur and Zurich, is organising trial lessons at theatres and dance schools under the heading "Dansetanzdanza". The lessons are free of charge and require no prior skills or knowledge. A "Modern Ball" will bring the day to a festive close. For more information: www.dansetanzdanza.ch



Blickfelder - dance marathon for youngsters

From 9 March to 24 May 2007, Zurich will be turned into a dance metropolis for kids and youths. At three locations, Theater Rigiblick, Theaterhaus Gessnerallee and Rote Fabrik, youngsters will be given a close-up introduction to the world of dance. The "Blickfelder" festival is scheduled to present numerous Swiss and international dance companies. Further details at www.blickfelder.ch



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Pro Helvetia supports and promotes Swiss culture in Switzerland and throughout the world.

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