

When people of different origins meet, culture soon follows. When they continue along the same path together, the path itself begins to change. The projects presented in this Newsletter are all encounters such as these. For this is where artistic experiments of unknown outcome have their origin.

Here's wishing you some interesting discoveries!
Pro Helvetia Communications

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LATEST NEWS

Ramuz worldwide

When, in 2005, Gallimard decided to add all twenty-two novels by Charles Ferdinand Ramuz to its renowned Bibliothèque de la Pléiade, Pro Helvetia thought it only fitting to celebrate this occasion by presenting these modern classics of Swiss literature on all five continents. Ramuz, who came from the French-speaking part of Switzerland, will also be a focus of attention at the Fête de la Francophonie 2006, to be held in more than twenty towns and cities worldwide, including Abuja, Tbilisi, Osaka and Montevideo. Six cinema dramatizations of his novels will also help shed light on his writings. This Ramuz project is being organized by the DFA's Competence Centre for Cultural Foreign Affairs. For more information on the Fête de la Francophonie, please go to <http://20mars.francophonie.org/index.cfm?an=2006>.



Chocolate in pictures

"L'Industria del cioccolato in Svizzera e Italia", an exhibition of photographs at the ISR – Centro Culturale Svizzero in Milan in cooperation with the photographic company Fratelli Alinari, will remain open to the public until 25 March. The show features photographs of industrial chocolate production from 1880 to the present as well as various examples of chocolate advertising during this period. For more details, please go to www.istitutosvizzero.it



Leaping across the language divide

From 5 to 9 April, Berne will be playing host to a group of artists from Lausanne. At the invitation of the "Ouest-Est" Festival, a co-production by Berne's Dampfzentrale and Schlachthaus Theater and Lausanne's Theater Arsenic, they will be leaping across Switzerland's language divide with all manner of delights from dance, theatre, performance and art. And what a great leap that will be, given that, even for dancers, the language divide is much harder to cross than any national frontier. The internationally acclaimed choreographer Gilles Jobin, for example, will be making his first ever appearance in Berne. For more on this programme, please go to www.dampfzentrale.ch or www.schlachthaus.ch

Cully Jazz Festival

Jazz on Lake Geneva: this year's Cully Jazz Festival from 24 March to 1 April not only has a number of big names lined up – including Paolo Fresu, Yusef Lateef, John Scofield, Susana Baca and others – but just as many new discoveries from the contemporary jazz scene as well. In addition to the main concerts, there are to be more than seventy off-festival performances in various bars and basements. The participation of Brink Man Ship, Manuel Mengis "Gruppe 6", the Pierre Favre Ensemble and the Arte Saxophone Quartet, all from German-speaking



Switzerland, is being supported by Pro Helvetia. For more on the festival, please go to www.cullyjazz.ch

"Matterhorn Dreams" - Japanese style

The enduring fascination of the Matterhorn is particularly apparent in Japan. Its unmistakable silhouette is to be seen on billboards all over Tokyo as well as in countless private photo albums. A forthcoming exhibition called "Matterhorn Dreams" will set out to explore all the many and various ways in which the Japanese view Switzerland's most famous mountain. Conceived by the artist and cultural theorist Jürgen Krusche and Tokyo-based photographer Andreas Seibert, the show will be open to the public from 1 to 30 April at the Hakone Museum of Photography in Kanagawa as part of the "0406 SWISS CONTEMPORARY ARTS IN JAPAN" programme.

For more on this programme: www.pro-helvetia.ch

For more on the exhibition, please go to www.hmop.com



El-sabr gameel - more haste, less speed

9 April will see the launch in Cairo of an Egyptian-Swiss musical experiment in which fifteen composers and musicians from both countries come together to take their music to its limits. In phase one of this project, a group of Swiss musicians (including Mischa Käser, Eric Gaudibert and Alfred Zimmerlin) will spend three weeks in Cairo, whilst in November 2006, their Egyptian counterparts will visit them for still more music-making and concerts in the Swiss town of Boswil. This will be followed by a performance of their works in Egypt, scheduled for December 2006. The project was initiated by Pro Helvetia, and the artistic director is the Munich-based music ethnologist Prof. Issam El-Mallah. For further information, please go to www.pro-helvetia.ch/cairo.

Sweet Swiss in Krakow

"The Krakow Theatrical Reminiscences" is one of Poland's oldest alternative theatre festivals. This year's event from 6 to 9 April will be the thirty-first in the series and will focus on foreign productions generally and on the "Sweet Swiss" in particular. Among those performing will be Plasma and 400asa, as well as the playwright Lukas Bärfuss, whose play "The Bus" is to be directed by Magda Ostrokólska. For more on this festival, please go to www.reminiscencje.pl.



Branding: art and artfulness

The "Branding" exhibition, to be held at the Centre PasquArt in Bienne from 2 April to 28 May, will explore the question of brand value in art. It will do this by applying the concept of branding, which of course is rooted in the world of business and marketing, to art – by considering the brand value of an artist's signature, for example, or branding as an art form and art collections as a branding tool. "Branding", in other words, will set out to establish where – "between authenticity and aura, critique and cunning" – the work of art should be positioned. Pro Helvetia is supporting Switzerland's participation in this group show. For more details, please go to www.pasquart.ch

Swiss Roots: arts and culture programme in the USA

"Swiss Roots – Cultural Offshoots" is a programme of arts and culture that Pro Helvetia is launching in various US cities to encourage Americans to discover for themselves just how open and welcoming Switzerland is. The programme will begin with two exhibitions: "Reprocessing Reality", an international show that will explore the various ways in which documentary film and the fine arts interact, will be open to the public at the P.S.1 in New York from 6 April to 29 May. The "Ticino Architecture in the World" show that has been on tour since February 2006, will be calling in at the country's most important universities. The programme is part of the "Swiss Roots" campaign inviting the million-plus Americans with Swiss roots to rediscover their



ancestral home. For more details, please go to www.swissroots.org.

swixx at the Stans Music Festival

This year's Stans Music Festival (24 to 29 April) will serve as a window of opportunity for swixx, the Pro Helvetia programme that brings Switzerland's varied cultural landscape to life. The swixxstage and the DJ swixxchange will feature musicians from many different backgrounds: their feet may be firmly planted on Swiss soil, but their hearts still beat to the more exotic rhythms of their distant homelands.

For more on this festival: www.stansermusiktage.ch

For more on swixx: www.pro-helvetia.ch/swixx

Feya Faku in Basle

The trumpeter Feya Faku is among the most talented of South Africa's young generation of jazz musicians. In Switzerland, he is best known as a member of Abdullah Ibrahim's band and for his work with Bheki Mseleku. From 19 April to 9 June 2006, Feya Faku will be resident musician at Basle's "bird's eye jazz club," where he can be heard live every Tuesday and Wednesday. Besides giving concerts with the Swiss-South African Jazz Quintet, he will also hold workshops at the Hochschule für Musik. Performances with students are also to form part of the programme. For further information, please go to <http://pages.unibas.ch/africanmusic/>.



8th International Literature Festival Basle

From 5 to 7 May, literature is likely to be headline news in Basle. The 4th BuchBasel book fair and 8th International Literature Festival, supported by Pro Helvetia, both offer the opportunity of meeting writers from all corners of the globe. The focus this year will be on literary debuts, fantasy and slam poetry as well as literature by and for teenagers and young people.

For more on the book fair: www.buchbasel.ch

For more on the literature festival: www.literaturfestivalbasel.ch

PUBLICATIONS

"Culture at the Heart of Transformation"

Culture moves people. This much is evident from a study by Charles Landry of Comedia London, commissioned jointly by Pro Helvetia and the Swiss Directorate for Development and Cooperation (DEZA). This report evaluated the work being done by the "Swiss Cultural Programme for Southeast Europe and the Ukraine" (SCP). Arts and culture have a key role to play in the social development of countries in transition. The report is now available as a brochure called "Culture at the Heart of Transformation". The German and French translations will be published at the end of April.

For more on this report...

The report can be obtained free of charge by sending a request to the following address: sodev@deza.admin.ch



Prize for Pro Helvetia publication

Among the thirty-two books, published in 2005, to be declared "Switzerland's Most Beautiful Books" was "Territoire Méditerranée", a work devoted to intercultural dialogue in the Mediterranean region, published by Pro Helvetia and the Geneva-based publishing house Labor et Fides. This is the third time that a Pro Helvetia publication has won this nationwide award. For more on "Territoire Méditerranée"...



THE ARTS COUNCIL

Salon: cultural exchange and language barriers

Promoting greater understanding among Switzerland's linguistic regions is one of the most important tasks of arts and culture policy at national level. Pro Helvetia's theatre department has therefore decided to hold a salon on the subject of "Crossing the language divide – choice or duty?", to be held at the Dampfzentrale Berne from 4.30 to 6.30 p.m. on 5 April as part of the Ovest-Est Festival. The questions to be discussed will include: Can culture live up to its promise to promote understanding within a country? Might not theatre have more to gain from exchanges with other countries that speak the same language? For more details, please go to www.dampfzentrale.ch.

DEBATE

Art and development work

The "Swiss Cultural Programme Southeast Europe and the Ukraine" (SCP) is based on the idea that art and culture projects can lead to a more open and active society. Charles Landry of Comedia London, an expert in urban development through culture, has produced a study on the work of the SCP. You can read his ideas and recommendations for the promotion of culture in the interests of development [here](#)...

TIPS

Symposium: music is a must!

On 7, 8 and 9 April, the Forum for Music and Society will be joined in the Theater Basel by SF DRS and Radio DRS 2 for a symposium on the role of music in society. The debate will focus on the three-fold affirmation that "Music makes us clever!", "Music makes us a State!" and "Music makes us global!". The key issue: "Against a backdrop of ever-shrinking educational horizons and constant pressure to cut spending, the question is not so much whether we can still afford State-subsidized music as whether our society can afford to marginalize a phenomenon as existential as music." Pro Helvetia is involved in this project both conceptually and financially. For more details, please go to www.theater-basel.ch

COLOPHON

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