

Our last Newsletter in 2005 focuses on a precious good in the world of art – the audience. Three of the contributions are about courting its favour.

Once again, we introduce you to a number of projects supported by Pro Helvetia in Mexico, Egypt, Japan, the United Kingdom and all major regions of Switzerland. Some of these events are genuine hits with the public, others attract a smaller audience to a more intimate setting, an artist's workshop so to speak.

Reporting from the home front, we introduce Marianne Burki, the new Head of our visual arts department, and tell you about the new form of collaboration in Swiss-Czech cultural exchange.

We wish you an interesting journey of discovery.  
Pro Helvetia Communications

LATEST NEWS  
PUBLICATIONS  
THE ARTS COUNCIL  
DEBATE  
TIPS  
COLOPHON

## LATEST NEWS

### What is the family? Workshop and exhibition in Alexandria

At the Makan gallery in the Egyptian city of Alexandria, six artists from Switzerland and Egypt explore the concept of the family. Under the motto, "You, Me and the Trajectories of a Post-Everything Era", they delve into the world of family relationships in the course of a three-week workshop. The artists involved are Peter Aerschmann, Heba Farid, Hassan Khan, Hadel Nazmy, Elodie Pong and Costa Vece. The process will culminate in an exhibition of photographs, video art and installations from 4 to 24 December 2005. Details at [www.thefamilyproject.info](http://www.thefamilyproject.info)



### Mario Botta: sacred architecture

Swiss architecture will be in the spotlight during a London exhibition on the works of Mario Botta from 23 November 2005 to 14 January 2006 entitled "Architetture del Sacro/Prayers in Stone", displayed in Gallery 1 of the Royal Institute of British Architects (RIBA). Twelve sacred buildings, designed by the Ticino architect, will be presented in the form of models, pictures and texts. A publication in Italian and English documents this exhibition, which was first shown in Florence this summer. Mario Botta will personally open the London exhibition on 22 November.

**More on RIBA...**

**More on the publication (I)...**



### Swiss dance days in Geneva and Lausanne

The Swiss dance scene will soon be meeting in Lausanne and Geneva. From 18 to 21 January 2006, 15 dance companies will be presenting their latest productions. These dance days, organised once every two to three years by Pro Helvetia, enable dance companies to display their choreographies to a large number of event organisers from Switzerland and abroad, and to establish contacts with a view to obtaining performance engagements. Making an appearance this year are, among others, Guilherme Bothelo (Alias), Philippe Saire, Thomas Hauert (Zoo), Gilles Jobin, Simone Aughterlony, Filippo Armati and Anna Huber. The entire programme can be found at:

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



### Swiss publishers at the book fair in Guadalajara (Mexico)

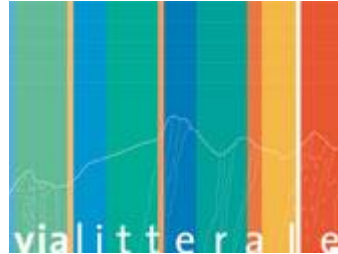
The largest book fair in the Spanish-speaking world, the 19th Feria Internacional del Libro (FIL), will be held in Mexico from 26 November to 4 December. Twenty Swiss publishers will travel to the FIL and present recent publications in the fields of architecture, art, literature and illustrated books. As part of the FIL, the international architectural book congress will be opened by Professor Marcel Meili (ETH Zurich) on 30 November. Pro Helvetia is supporting the event.

More on the congress: [www.arpafil.com](http://www.arpafil.com)

More on FIL: [www.fil.com.mx](http://www.fil.com.mx)

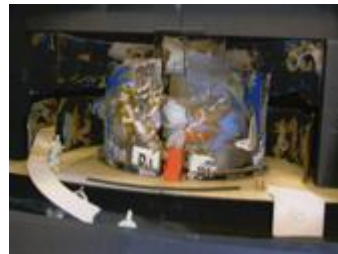
### Via litterale leads to Basel

Via litterale Alpentransversalen, the reading tour in connection with NEAT (Switzerland's major trans-alpine railway project), will be stopping in town. On 18 January 2006, Daniel de Roulet, Felicitas Hoppe and Martin Mosebach will be at the Literaturhaus Basel, talking about the beginnings of this once-in-a-century construction project. As part of Pro Helvetia's Gallery 57/34.6 km programme, which is dedicated to cultural phenomena around the Gotthard and Lötschberg tunnel building, they have written pieces on the subject of mobility. More on via litterale at [www.pro-helvetia.ch/vialitterale](http://www.pro-helvetia.ch/vialitterale)



### Opera by Michael Jarrell in Geneva

«La vie de Galilée», based on the play by Bertolt Brecht, is the first full-length opera by Geneva composer Michael Jarrell (born 1958). It will be premiered at the Grand Théâtre de Genève on 25 January 2006, with Nicolas Brieger directing and Hermann Feuchter responsible for the stage design. The Grand Théâtre in Geneva has for a long time been committed to contemporary music theatre. «La vie de Galilée» will be performed six times in all (up to 4 February). The opera was produced on the initiative of Pro Helvetia. Tickets and further information at: [www.geneveopera.ch](http://www.geneveopera.ch)



### Contemporary Swiss Art in Japan

Eight big names from the contemporary Swiss art scene are playing a part in shaping the Japanese public's image of Switzerland this winter. Frédéric Moser & Philippe Schwinger, Shahryar Nashat, Sylvie Fleury, Fabrice Gygi and Ugo Rondinone are exhibiting at the Chiba City Museum of Art (opening 17 December). From 23 January onwards, Gerda Steiner and Jörg Lenzlinger will be conjuring up a magic world at the ARTIUM in Fukuoka, with a moving night garden whose shadows dance in the belly of the whale... These exhibitions are part of 0406 SWISS CONTEMPORARY ARTS IN JAPAN, the two-year cultural programme initiated by Pro Helvetia. More...



## PUBLICATIONS

### Passage 40: The Audience - Culture's Unknown Quantity

The latest edition of Pro-Helvetia's cultural magazine, Passages, is dedicated to a cultural good of a special kind: the audience. Artists themselves often have quite a different picture of their audience than do their agents and other promoters of art. There are also new publics out there looking for innovative ways of transmitting art and culture. Passages shows how cultural practitioners try to strike a balance between quality and public appeal. **You can order Passages here (D,F,E) or read it in pdf format...**



## THE ARTS COUNCIL

---

### **Marianne Burki joins Pro Helvetia**

The former Director of the Kunsthaus Langenthal has changed sides. Since 1 November, she has been Head of the visual arts department at Pro Helvetia, where she now decides on grants to museums, galleries and art centres. How did she discover art and what does this change of fronts mean to her? **Read on here...**

### **Prague - a new phase of cultural exchange**

After thirteen years, Pro Helvetia is closing its liaison office in Prague. However, this by no means represents the end of cultural ties between the Czech Republic and Switzerland. Instead of maintaining a permanent office with fixed operational costs, Pro Helvetia will now be relying on direct contacts between its Zurich office and its Czech contacts, as well as on regular cultural conferences with representatives from both countries. The first such conference was held in Prague on 18 November. **More...**



## DEBATE

---

### **The audience: loved, feared, forgotten**

No consumer protection organisation ever checks whether an art audience gets its money's worth. Yet artists and event organisers all expect loyalty from their public. Composer Walter Fährndrich imagines what his dream audience would be like, and Cultural Services Manager Roy Schedler analyses the public's collective expectations. **More...**

## TIPS

---

### **Does New Music need special promotion? A panel discussion**

The relationship between New Music and the public will be the topic of debate at Pro Helvetia's second Swiss Music News event. Who is it composed for, who is it played for? In what way can New Music be promoted? Should an organisation promoting culture do more to acquaint the public with New Music? These and other questions will be discussed in Zurich on 5 December (6 - 8 pm, Helferei Grossmünster) by composers Walter Feldmann and Edward Rushton, musician and event organiser Sylwia Zytynska, Mark Sattler (Lucerne Festival), and critic and music promoter Thomas Meyer. Daniel Fueter from the Zurich School of Music, Drama and Dance will be moderating the event, Thomas Gartmann (Head of Music, Pro Helvetia) will give an introduction. Please apply at [communication@pro-helvetia.ch](mailto:communication@pro-helvetia.ch)

## COLOPHON

---

### **Pro Helvetia**

Arts Council of Switzerland  
Communication  
Hirschengraben 22  
8024 Zurich  
E-Mail: [communication@pro-helvetia.ch](mailto:communication@pro-helvetia.ch)  
[www.pro-helvetia.ch](http://www.pro-helvetia.ch)

**Editor:** Susanna Flühmann

**Translations:** Martin Striegel

---

[\[Newsletter Archive\]](#) [\[Newsletter unsubscribe\]](#) [\[Change profile\]](#)