



It takes just under three hours to travel from Zurich to Geneva by train. Comfortably seated, travellers effortlessly cross the linguistic frontier separating the German and French speaking parts of Switzerland. So why don't more people cross this line and, for instance, enjoy a night out at the theatre of Saint-Gervais in Geneva or Gessnerallee in Zurich? Despite hourly express train connections, cultural contact across the linguistic border is nowhere near as common as it could be. This is why Pro Helvetia is seizing an opportunity for more and closer contact, answering questions from the French-speaking arts community face-to-face at the Cultural Office in Geneva.

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Pro Helvetia in French-speaking Switzerland

Pro Helvetia specialists have been invited to the Cultural Office in Geneva. On the Office's «mardis informatifs» they will be introducing their work and answering questions by artists and other cultural practitioners about their specific projects. The visual arts will make a start on 14 October, followed by theatre and dance on 11 November and music and literature on 18 November. More information at www.bureauculturel.ch



Promotion policy for folk culture

Pro Helvetia is prepared to do more for folk culture. This is one of the sustainable results of the «echoes» programme. During two years, the Swiss Arts Council forged contacts with various folk culture associations and institutions. This network will prove useful now that Pro Helvetia has decided to grant greater scope to folk culture in its programmes and also provide financial support to projects with a strong focus on tradition.

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PROJECTS

Alfred Zimmerlin in Munich

On 9 October, the Munich Chamber Orchestra will launch its concert season with the world premiere of a composition by Alfred Zimmerlin, a piece that Pro Helvetia had commissioned from the Zurich-based composer. The entire musical season is dedicated to the theme «the Alps» and includes further world premieres by Martin Jaggi and Roland Moser, which are scheduled for next spring. Information and bookings at: www.muenchener-kammerorchester.de



Marie-Jeanne Urech in Rome

The Istituto Svizzero (ISR) will welcome a special guest on 14 October: Marie-Jeanne Urech, a young film maker and writer from French-speaking Switzerland. In her novel «Le syndrome de la tête qui tombe», she tells a story of alienation in the working world with sharp sociological insight and a veiled sense of humour. This Kafkaesque novel has now been translated into Italian by Demis Quadri with financial assistance from Pro Helvetia. The programme on 14 October will also present Ms Urech's documentary film «Sorry, No Vacancies». Details at www.istitutovizzero.it



Swiss pop in Berlin

A power mix of Helvetic pop will be hitting Berlin at the «Popkomm», one of the world's largest music fairs, from 8 to 10 October. The Swiss

bandwagon unites up-and-coming talents such as Sophie Hunger and Heidi Happy with established musicians like The Young Gods and Michael Von der Heide, and styles ranging from neo-folk via hip hop to blues. The 19 Swiss acts will be managed by «[Swiss Music Export](http://www.popkomm.de)», a promotion and export organisation also backed by Pro Helvetia. More at www.popkomm.de



Poetry festival in Biel/Bienne

Poetry in bi-lingual Biel/Bienne. For the fifth year, the «Literarische Gesellschaft Biel» (literary society of Biel) is organising a poetic feast from 31 October to 1 November. Voices from all over Europe will be there to spark resonance and strike chords with listeners and readers. Poets from Switzerland taking part are Ilma Rakusa, Urs Allemann, Frédéric Wandelère and José-Flore Tappy. The event will kick off with a soirée presented by Durs Grünbein. Nora Gomringer is focusing on slam poetry, with a special workshop designed for school children. The programme: www.dilit.ch



Spotlight on cars in Bellinzona

This autumn, the spotlight in Bellinzona will be on one of the key phenomena of our contemporary society: the love of cars. The series of events entitled «In Auto», which started end of September, includes talks, films and exhibitions. Not design or horsepower, however, are at the centre of attention, but the automobile's cultural role and topics such as mobility and ecological impact. Thanks to the programme's broadly based partnerships, the organisers hope to welcome a healthy mix of audiences. Programme details at www.itemi.ch



Theatre and dance in Zurich

IETM, the international theatre and dance network, will hold its autumn meeting in Zurich from 6 to 9 November. The associated programme for the public is studded with highlights from the Swiss theatre, dance and performance scenes. During four days, 25 productions will be staged at 12 Zurich theatre locations. The hosts of this congress are Pro Helvetia, the City and Canton of Zurich, the Zurich University of the Arts and the Gessnerallee theatre. Details at www.ietmzurich.ch



CALL FOR PROJECTS

Work grants for authors

Writers need time - and money. This is why Pro Helvetia awards work grants each year to Swiss authors writing in any of the country's four national languages. Applicants must have at least one literary publication by a recognised publishing house to their name. The dossiers submitted are examined and evaluated by a jury. This year's application deadline is 31 December 2008. For detailed criteria, go to www.prohelvetia.ch

FOCUS

Conference on evaluating culture

What does evaluation mean and how is an evaluation conducted? Answers will be provided at a one-day conference in Berne on 13 November entitled «Evaluieren in der Kultur», jointly organised by «Migros-Kulturprozent» and Pro Helvetia in response to the publication of the «Leitfaden für die Evaluation von kulturellen Projekten, Programmen, Strategien und Institutionen» (guidelines on the evaluation of cultural projects, programmes, strategies and institutions). The conference is aimed at cultural managers and event organisers, patrons and sponsors, and other interested parties keen to benefit from the knowledge and experience of an international panel of experts. For information and registration, go to www.prohelvetia.ch



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Visit our website: www.prohelvetia.ch

Read the latest edition of the cultural magazine Passages:
www.prohelvetia.ch/passages/en

Complete information on «echoes - folk culture for tomorrow»:
www.prohelvetia.ch/echoes

Initial information on «China 2008-2010»: www.prohelvetia.ch/china0810

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Pro Helvetia

Arts Council of Switzerland
Communication
Hirschengraben 22
8024 Zurich
E-Mail: communication@prohelvetia.ch
www.prohelvetia.ch

Editor: Susanna Flühmann

Translations: Martin Striegel

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

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