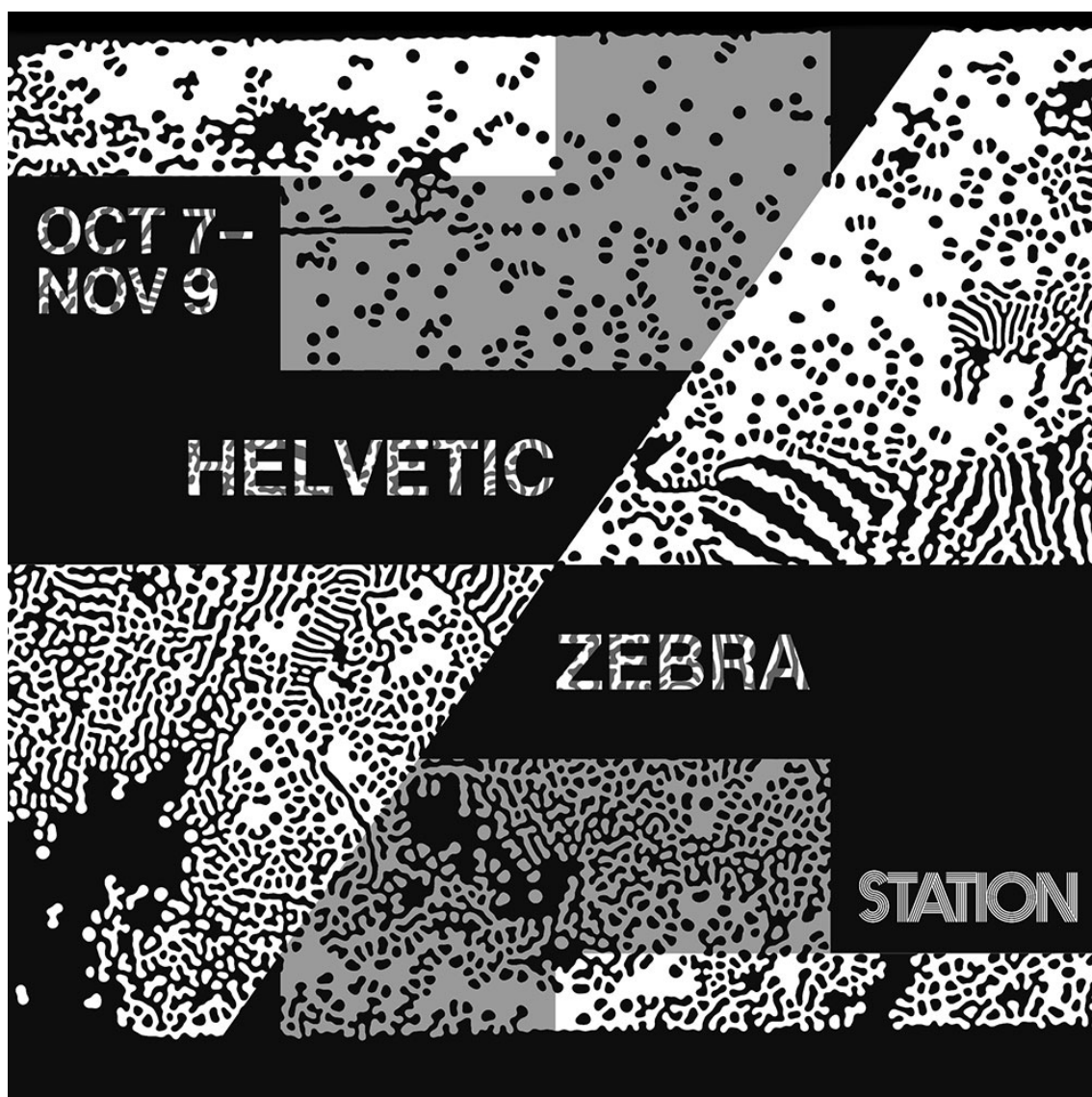


PRESS RELEASE

STATION

HELVETIC ZEBRA

Exhibition, workshops, performances and talks curated by Donatella Bernardi
October 7 – November 9, 2014



CONTEMPORARY WORKS BY SWISS AND MIDDLE EASTERN ARTISTS CHALLENGE THE LIMITS AND OVERLAPS OF VISUAL, AUDIO, TEXTUAL, FIGURATIVE AND ABSTRACT LANGUAGES IN THE GROUP EXHIBITION *HELVETIC ZEBRA* AT STATION.

STATION presents *Helvetic Zebra*, an interdisciplinary group exhibition featuring contemporary artists from Switzerland, Lebanon, Turkey and Morocco.

The exhibition takes as point of departure the richness of Lebanon's polyglot culture as a common and inspiring thread shared with Switzerland, a country characterized by its cultural diversity and political neutrality. The artworks challenge the limits and overlaps of visual, audio, textual, figurative and abstract languages. Starting with « The Most Beautiful Swiss Books » design award, « *Helvetic Zebra* » extends into hybrid forms of artistic languages, drawing connections between Latin typography and Arabic calligraphy, radio art, cinematic and optical art, graphic design and music. All these formats and their materiality will recall, reiterate and play with different artistic movements and traditions often associated with Switzerland, such as constructivism, surrealism, Dada and design.

Helvetic Zebra will temporarily crystallize the effort to communicate and express beyond any message, be it political or cultural. The artworks are united by their multidimensional forms, because decoration can be stronger than expected, the radical monochromatic power of black and white, the art of creating ad infinitum letters (when the signifier is as important as the signified), the tessitura of a voice, unique every time that it is performed, and the experimentation with abstract, geometric and hypnotic systems. There are no indigenous zebras in Switzerland, except in a zoo. The hybrid metaphor of the Helvetic zebra, stripes on a skin, is the perfect occasion to propose a constellation of objects and personalities starring this fictional and seductive unknown.

Helvetic Zebra is curated by Donatella Bernardi, artist and professor at the Royal Institute of Art in Stockholm. It will also feature a rich events program of talks, workshops and performances throughout the opening week.

ARTISTS

Oussama Baalbaki (LB)

Paintings

Simultaneously author, subject and spectator, Oussama Baalbaki captures in his self-portraits moments of absolute presence. Whether inspiring escape, seeking balance or relishing his monster side, Baalbaki weaves elements of the outside world with his inner self, in a continuous inner dialogue. Left alone, these self-portraits decide what to express, regardless of the artist's intent.

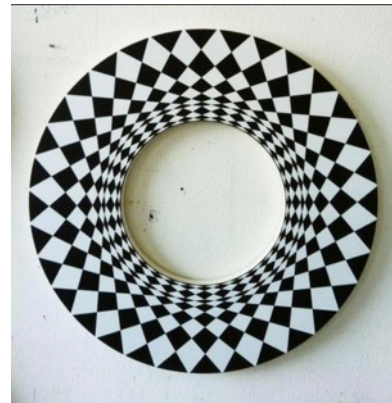


Donatella Bernardi (CH)*Paintings on architectonic elements*

Embracing STATION's physicality, Donatella Bernardi proposes an exclusive design for its massive post-industrial columns. Remembering Mario Botta's San Giovanni Battista, the Mezquita of Cordoba and Op art queen Bridget Riley, the harshness of black and white aesthetics will be invested with playful colors.

**Philippe Decrauzat (CH)***Screenprints*

Known for his monochromatic compositions and gigantic optical illusions, Decrauzat's practice offers one of the most convincing explorations of the status of abstraction in contemporary culture today. Using methods inherited from Conceptual and Op art, he investigates the observer's experience 'seeing' an image.

**Mounir Fatmi (MR)***Video art*

Mounir Fatmi constructs visual spaces and linguistic games that aim to free viewers from their preconceptions. *Technologia* is a piece within a piece. It juxtaposes Arabic calligraphy with 25 of Marcel Duchamp's rotoreliefs that were among the first Op art pieces of modern times. It draws viewers into a visual illusion where images hide/reveal themselves in a hypnotic cycle. First shown for the opening of Mathaf: Arab Museum of Modern Art, Doha.

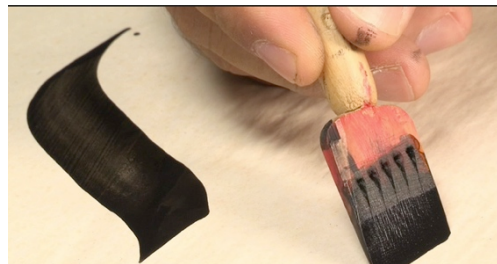


Dunja Herzog (CH)*Sculptures*

Dunja Herzog's sculptures and installations are concerned with what surrounds us and shapes our everyday existence. Using common objects and brut materials as if to prolong their lives, she creates a world that questions images, their use and the role of objects. She focuses on the intrinsic meanings that these objects of daily life carry in their economic, social and political contexts, but also in the domain of the body and senses.

**Ali Kazma (TR)***Video art*

Ali Kazma primarily documents human activity and labor. His meticulously created videos explore the meaning of production and social organization, focusing on routines and cycles in different professions. In *Calligraphy*, he films an Arabic calligrapher carefully executing his work with grace and studied precision. One of 13 videos from *Resistance*, exhibited at the Turkish pavilion during Venice Biennale 2013.

**The Most Beautiful Swiss Books**

The *MBSB* competition recognizes excellence in book design and production, drawing attention to Swiss innovations in typography, design and fine book publishing. Celebrating its 70th anniversary, the 22 books awarded in 2014 will be on view, including the Lettre d'Or of the "Best Book Design from all over the World" – the highest distinction of its kind.



OPENING WEEK PROGRAM

October 7-11, 2014

The *Helvetica Zebra* exhibition features a parallel events program of talks, workshops and performances throughout the opening week.

TUESDAY, October 7

6-9pm

Opening, in presence of the artists and curator

WEDNESDAY, October 8

2-6pm

Workshop on typography led by Manuel Krebs (norm), David Keshavjee and Julien Tavelli (Maximage)

7-9pm

Talk on Type/Design with guest Pascal Zoghbi

THURSDAY, October

2-3pm

Artist talk with Dunja Herzog and Oussama Baalbaki, moderator Donatella Bernardi

4-7pm

Workshop on Radio Art with LapTopRadio collective – Laurent Schmid, Jonathan Frigeri

8pm

Performance “The Submariner Project” by the LapTopRadio collective

FRIDAY, October 10

8pm

Ciné-Concert Franz Treichler Plays Dada

SATURDAY, October 11

2-4pm

Music workshop with Franz Treichler

6pm

Improvised jam session

WORKSHOPS

Design and Typography

Hands-on workshop with Swiss graphic designers NORM (Manuel Krebs) and Maximage (David Keshavjee and Julien Tavelli). Output will be integrated into the exhibition.

NORM design studio focuses on type and book design. Commissions incl collaborations with museums (Tate Modern, Kunsthaus Zürich) and artists (Fischli/Weiss, Simon Starling, Christian Marclay). Created Replica typeface, corporate typeface for Omega watches, identity and typeface for Swatch group. Awarded Grand Prix Design by the Swiss Government. Since 2012, chairs the jury of the *Most Beautiful Swiss Books*.

Maximage is specialized in corporate, type and book design. Creators of «Programme» typeface for the book *Typeface as Program*, recently released by the Optimo Type Foundry. Honored by the Swiss Design Awards in 2009, 2011, 2013 and 2014. Designed official catalog for the *Most Beautiful Swiss Books*.



Radio Art

The LapTopRadio collective with local guests. The evening's performance will integrate some of the day's outcomes.



Experimental Sounds and Image

Franz Treichler, from post-rock trio *The Young Gods*, will talk about his pioneering career at the forefront of musical styles. Followed by a jam session with local musicians.



PERFORMANCES

LapTopRadio Collective (CH)

Nomadic Radio Art – The Submariner Report

Jonathan Frigeri, Ceel Mogami de Haas and Laurent Schmid propose *The Submariner Report*, a live radio art program mixing experimental electronic music, spoken text, bruitist parts and video projections. Name refers to the Rolex Submariner, a classic Swiss wristwatch, and to Angus MacLise's "The Subliminal Report", an archive assembling poetry, field recordings and music from one of New York's most nomadic figures of the 1970s, original drummer of the Velvet Underground.



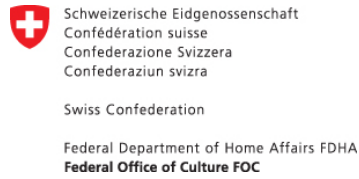
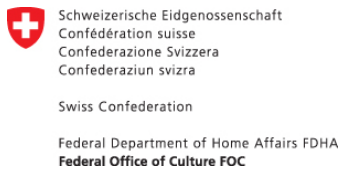
Franz Treichler (CH)

Ciné-Concert – Franz Treichler Plays Dada

Frontman for Swiss post-rock band, *The Young Gods*, Franz Treichler is known to take the side roads. In a 25-year musical career, TYG pioneered musical genres and are cited as influence on acts such as David Bowie, U2 and Nine Inch Nails. For this performance, he provides live soundscapes on a selection of 20th century avant-garde films spanning the Dada movement (Man Ray), its self-proclaimed 1960s heirs (Fluxus) and more recent experimental films inspired by Dada.



Helvetic Zebra is generously supported by:



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