

THE PRIX DU QUARTIER DES BAINS 2010 HAS BEEN AWARDED TO DAS INSTITUT (KERSTIN BRAETSCH & ADELE ROEDER)

Geneva, 28 January 2010 – The Prix du Quartier des Bains 2010 has been awarded to **DAS INSTITUT** (consisting of two German artists, Kerstin Brätsch & Adele Röder), invited by the Kunsthalle Zürich. Selected by an international Jury, the project of the artists has been chosen among 22 propositions of artists invited by the “Kunsthalle” (contemporary art centers) in Switzerland, Swiss cultural institutes abroad and several contemporary art museums in Switzerland. The Prix du Quartier des Bains is awarded a CHF 10'000.- cheque offered by SYZ & CO Bank.

Kerstin Brätsch submitted a collaborative project with Adele Röder, under the name DAS INSTITUT, created in 2007. The two artists live and work in New York.

The Flag

The artists explain: *“GOOD MORNING is a greeting for the people of Geneva: locals, tourists, passer-bys. Located on the Mont-Blanc bridge - central link in the city of Geneva - it should be a warm welcome for a wide range of people crossing the bridge. In the summer month of July, GOOD MORNING can function as a reminder of a healthy, sexy and fun lifestyle and can be a positive resolution for the day.”*

The Banner

“EXERCISE WITH EVERYBODY is a slogan especially chosen for the Quartier des Bains where many people meet and share moments of contemporary art in the city. Since the banner design should be a signage and identification for the Quartier, the banner EXERCISE WITH EVERYBODY can be used as such, while promoting mutual understanding. EXERCISE WITH EVERYBODY should function as a fundamental announcement and motive for social empathy. Everybody needs a break in order to start fresh!”

The members of the Jury have found it very difficult to decide on the winning project, as this year's proposals were exceptional. After two elimination rounds the projects selected for the final choice were:

- Kerstin Brätsch & Adele Röder (DAS INTITUT)
- Matias Faldbakken
- Piero Golia
- Mai-Thu Perret

All four projects complied with important aspects: while being in the continuity of their work, these artists have proposed an esthetical project and an artwork aimed for the public space, going however beyond the pure straight sign.

The Jury, about DAS INSTITUTS' the project:

“DAS INSTITUT project represents a strong sign yet taking takes place in a very artistic context, open to humour, irony and experimentation. Their flag and banner offer a contrast

in the city, an image close to a graphical advertisement, yet showing different and unusual shapes, giving rise to curiosity and questioning. The design is simple and naive. The message is funny, positive and joyful.”

During the announcement of the results, Lionel Bovier said: *“It will be interesting to see the reaction of the public to the GOOD MORNING message on the Pont du Mont-Blanc and even more to the slogan EXERCICE WITH EVERYBODY on the banners, a message which should encourage the Quartier des Bains galleries’ visitors to exercise together...”*

The internal Jury has comprised the following personalities:

- **Andrea Bellini, Director of Castello di Rivoli, Museum of Contemporary Art in Torino, Italy**
- **Lionel Bovier, Director of JRP Ringier, Zurich**
- **Michèle Freiburghaus, Director of the FMAC, Geneva**
- **Simon Lamunière, Curator of Art Unlimited, Basel**
- **Eva Presenhuber, Galerie Eva Presenhuber, Zurich**
- **Jonathan Watkins, Ikon Gallery, Birmingham, UK**
- **Marie-Claude Stobart, Blancpain Art Contemporain, President of the Quartier des Bains association (no right to vote)**

Reminder of the invited artists:

Cláudio Antunes invited by the KUNSTHALLE WIL IM HOF

Marc Bijl invited by the KUNSTHALLE WINTERTHUR

Kerstin Brätsch and Adele Röder (DAS INSTITUT) invited by KUNSTHALLE ZÜRICH

Stefan Brüggemann invited by the KUNSTHALLE BERN

Julia Born invited by the KUNSTHALLE BASEL

Andreas Dobler invited by the KUNSTRAUM BADEN

Charles-François Duplain invited by the EAC LES HALLES, Porrentruy

Matias Faldbakken invited by the KUNSTHALLE SANKT GALLEN

Luca Frei invited by the ISTITUTO SVIZZERO, Roma/Milano/Venezia

Piero Golia invited by the KUNSTHAUS BASELSTADT

Max Grüter invited by the HAUS FÜR KUNST URI

Andrea Heller invited by KUNSTHAUS LANGENTHAL

François Kohler invited by CIRCUIT, Lausanne

Stéphane Kropf invited by the GALERIE 1M3, Lausanne

Tobias Madison invited by the SWISS INSTITUTE, New York

Francisco da Mata invited by the CAN - CENTRE D'ART NEUCHÂTEL

Pier Giorgio De Pinto invited by the CENTRO D'ARTE CONT. BELLINZONA TICINO

Sladjan Nedeljkovic invited by the KUNSTHAUS ZUG

Mai-Thu Perret invited by MIGROS MUSEUM, Zurich

Delphine Reist invited by FRI ART, Fribourg

Kirstine Roepstorff invited by KUNSTMUSEUM BASEL, FÜR GEGENWARTSKUNST

Gerda Steiner & Jörg Lenzlinger invited by the CENTRE CULTUREL SUISSE, Paris

All the projects of the artists who participated in the Prix du Quartier des Bains 2010 will be shown at Freestudios during the March 18th 2010 Nuit des Bains.

Launched in 2006, the “Prix du Quartier des Bains” is an art contest open to invited artists. They have to submit the project of a banner for the Quartier des Bains art district and the project of a flag for the Pont du Mont-Blanc, famous bridge in the center of Geneva. The banners will be shown during the three Nuits des Bains (March – May – September) and the flags will be displayed on the Mont-Blanc bridge during the whole month of July 2010. The

winning project of the "Prix du Quartier des Bains" is awarded a 10'000 CHF cheque offered by SYZ & CO Bank. The winners of the former editions: Sam Samore (USA) in 2006, Fabrice Gygi (CH) in 2007, Ryan Gander (UK) in 2008 and Gianni Motti (CH) in 2009.

NEXT NUIT DES BAINS : Thursday 18 March 2010

Galleries and institutions in the Quartier des Bains

Analix Forever - Andata Ritorno - Galerie Guy Bärtschi - BFAS Blondeau Fine Art Services - Blancpain Art Contemporain - Galerie Patrick Cramer - Centre d'Art Contemporain Genève - Centre de la Photographie - Evergreene - Mamco, Musée d'art moderne et contemporain - Mitterrand + Cramer fine art - Galerie Charlotte Moser - TM Project - SAKS - Skopia art contemporain / P.-H. Jaccaud

Partners : Hard Hat - Multiples & Editions, Darse, Cramer + Cramer, Forde

MEG, Musée d'ethnographie de Genève

Restaurants Cafés Hôtels : Tiffany Hotel, Le Réservoir, Café des Bains, La Broche

In the district: FreeStudios, Best of Caritas, Suspiro

www.quartierdesbains.ch

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Press kit and pictures available upon request.



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CHRISTIE'S

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