



## St.Moritz Art Masters 2011

August 26 - September 4, 2011 - LINGUA FRANCA - A Public Intervention



**St. Moritz Art Masters 2011: “Lingua Franca – A Public Intervention” 26 August – 4 September 2011**

Excerpt from Press Release– 20 June 2011

**The well-established festival of art and culture St. Moritz Art Masters (SAM) takes its inspiration this year from the theme “Lingua Franca – A Public Intervention”. Between 26 August and 4 September 2011 the unique setting of the Engadin will once again be the stage and the venue of the national and international art scene. Under this year’s motto, an exceptional and many- faceted experience awaits visitors with a taste for art and culture in the Engadin.**

This year’s motto **“Lingua Franca – A Public Intervention”** – is responsible for a specific international art project which takes place in the most diverse settings in and around St. Moritz. The key theme of SAM 2011 and its project of the same name follow three fundamental principles: firstly, the principle of a communicative vehicle or auxiliary language, in this case art, which has to be perceived and acknowledged by the public. Secondly, the work of art is to be placed immediately in the public space, generating an interface. Thirdly, the contents of the individual works will encompass both “High Culture” and “Low Culture” and will enable visitors to experience art as a physical perception. The artistic contributions to this project manifest themselves as video, sculpture or performance. Under the direction of curators Alexandra and Marc Hungerbühler of “the:artist:network” an international group of artists from China, Korea, Spain,

Argentina, the USA and Switzerland interpret the key theme by creating their works on site, taking into account social conscience and cultural identity and establishing an active dialogue with the beauty of the natural surroundings of the exhibition site. The participation of Swiss artists is made possible by the St. Moritz Art Masters Foundation.

The exhibitions will be accompanied by an extensive and varied programme such as panel discussions, artists' talks and the so-called SAMposion. In the daytime the Julius Baer Art Lounge in the Posthaus serves as a meeting place for artists and visitors to SAM in the heart of St. Moritz. There will be a symposium on architecture and art E.A.T (Engadin Art Talks). Initiated last year by Cristina Bechtler, Hans Ulrich Obrist and Beatrix Ruf, it will bring together distinguished international artists, architects and curators to the Engadin to express themselves on the theme 'Mapping the Alps'. On 1 and 2 September, the workshop "Landscape and Soul" with Steve McCurry and Amedeo M. Turello will enable participants to gain rare insights into the photographic method of Steve McCurry and Amedeo M. Turello.

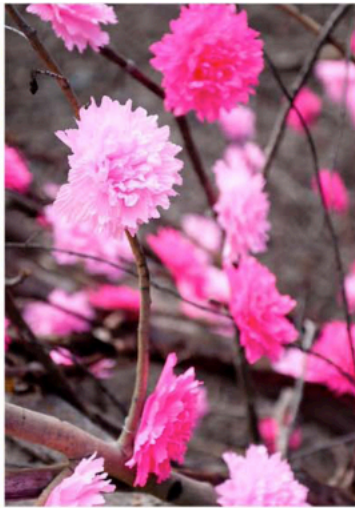
Lingua Franca artists:



Lingua Franca Project  
LI WEI - Performance "Fly Together" over the lake of St.Moritz and another performance at the Olympic Ski Jump St.Moritz



Lingua Franca Project  
JENNIFER WEN MA - Germinating Thoughts at the Lake of St.Moritz



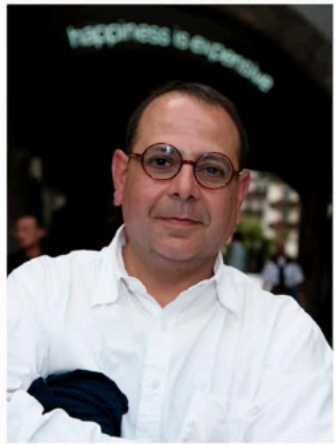
Lingua Franca Project  
 CHOI JEONG HWA - Installation "Black Lotus" in the Lake of St.Moritz and "Happy" in the Kulm Park St.Moritz



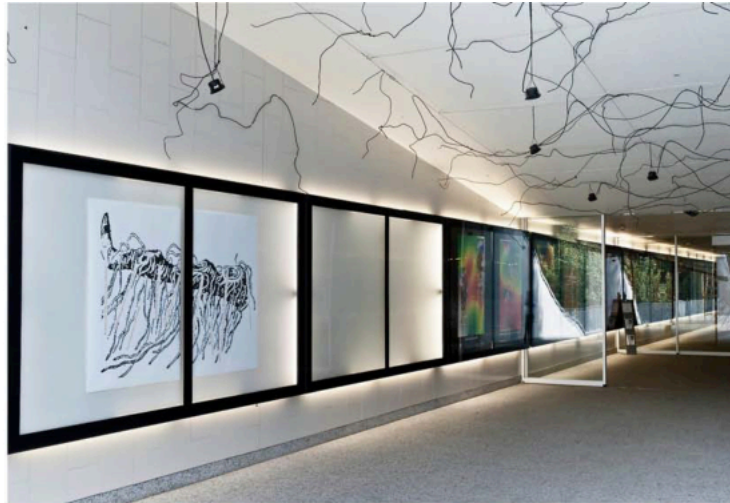
Lingua Franca Project  
FERRAN MARTIN - Performance "Emile" at the Lake of St.Moritz



Lingua Franca Project  
TOMAS ESPINA - Installation "Redemption Room" in the Madonna Room of the Badrutt's Palace Hotel  
St.Moritz



Lingua Franca Project  
ALEJANDRO DIAZ - Installation in the Kulm Park St.Moritz and "Pair of Calvins" in the town of St.Moritz



Lingua Franca - Winners St.Moritz Art Masters Foundation 2011 - Black Box Project  
 JACQUELINE BAUM & URSULA JAKOB - Installation "Spreading the Word" at the entrance of the Parkhaus  
 Serletta St.Moritz



August 26, 2011 - ARTIST TALK with artists of the Lingua Franca Project @ Julius Baer Art Lounge St.Moritz

# St.MORITZ Art Masters 2011

## August 26 - September 4, 2011

St. Moritz Art Masters (SAM) took its inspiration in 2011 from the theme “Lingua Franca – A Public Intervention”. The unique setting of the Engadin has once again been the stage and the venue of the national and international art scene.

The WALK OF ART presented an impressive and fascinating combination of art, culture and nature, focusing on contemporary art and the motto “Lingua Franca – A Public Intervention”. Installations and exhibits in unusual settings, “exceptional discoveries”, bring alive the Lingua Franca motto in the entire region. Exhibitions by renowned artists such as Jonathan Meese, George Condo or Dokoupil attracted numerous visitors as well as the installation/exhibition of the Swiss artist Yves Netzhammer presented by Bank Julius Baer and the exhibition of Vakhan Arslanian

presented by the Maybach Foundation.

This years Artis Talks gave the opportunity to get an insight from artists like Jonathan Meese, Sarah Morris and the photographers Greg Gorman, William Klein, Steve McCurry, Jonathan Becker, Gille-Marie Zimmermann and Amedeo M.Turello.

Céline Byrne, the opera singer, enchanted the guest of the Cartier Night and Cassandra Steen the guests at the Mercedes-Benz Cars Night.

The SAM Foundation Charity Night invited the guests to experience the culinary highlight of the star chef Martin Dalsass in the unusual setting of the AlpineRocke Hotel in Silvaplana. The musicians from “Montreux on the Road” entertained the guests.