

## Videocity.bs

### A Video Walk Through Basel City Center

June 1 – July 28, 2013

From 9:00 to 22:00 (visible from the street)

Opening: May 31, 19:00, unternehmen mitte, Gerbergasse 30, 4001 Basel.

A cooperative project between Andrea Domesle (curator) and Pro Innerstadt Basel.

*Videocity.bs* creates a magic space for unexpected encounters and perspectives. The sixteen locations are strung along an itinerary between the Messeplatz and the SBB station that fits in the old center of Basel, with its guild houses and stores. It crosses the paths of Baselters and others in the midst of their daily activities, on their way to work or to shop, if not to bathe in the Rhine. Tourists visiting the Town Hall, the Cathedral, and the Art Museum will inevitably come *Videocity.bs*.

Sixteen stores in Basel have made their windows available to sixteen local video artists. The whole presents a survey of video art in Basel and the Basel area from its beginnings in the late 1970s until today, providing unexpected glimpses of the wares on display and into the everyday life and fantasies of the artists. Window shoppers can expect many surprises during their outings between 9:00 and 22:00 until the 28th of July.

Art makes it possible to see the world of everyday life in unfamiliar ways. At the same time, this everyday world offers unexpected points of friction for the artworks, lends more weight to the artistic statements or introduces new approaches. Life is literally reflected in the video monitors, interwoven into the imaginative worlds of the artists and permits up-to-date interpretations. Such moments were underscored by the curator Andrea Domesle through the choice and placement of the videos. Pipilotti Rist, one of today's best-known Swiss artists, performs a karaoke number in her 1990 video and so appears almost like a "street singer" in the Basel of today. In Hurter-Urech's video, a couple embraces in the Texan desert whenever a freight train thunders past them. Do the trams of Basel screeching by prompt us to do the same?

The sixteen videos show that our city has a potential for transformation and creativity. Some of the films were made in far-off lands, others in Basel itself. Some views can be recognized, even when Saskia Edens turns the red Town Hall blue. Erich Busslinger captured the Switzerland of 2004 in his "Inland Archives," which includes 258 sequences. It would be a coincidence indeed if someone from the neighborhood kept walking past at the same moment! In 1979, Anna Winteler turned a stroll from the Middle Bridge to the Wettstein Bridge into a "petit déjeuner" for the male gaze, which can be seen today in a fine pastry shop—with or without breakfast. For Muda Mathis, Sus Zwick and Fränzi Madörin, the "ideal studio" is one's own home, where everyday life becomes a humorous source of inspiration. Claire Guerrier lets young employees of unternehmen mitte tell about their plans and visions for life. The snails inching their way through Copa & Sordes' video still life can be read—Art Basel *oblige*—as an ironic commentary on the progress of an artist's career. As *Videocity.bs* clearly shows, interpretations all depend on the vantage point, the beholder and the surroundings. *Videocity.bs* enriches Basel with an ephemeral and enchanting new facet and hopes to inspire many discussions and visions.

## Contact

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## Artists and locations

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### 1. Saskia Edens

Basler Kantonalbank  
Messeplatz 21

### 2. Nives Widauer

Manor  
Greifengasse 22

### 3. Copa & Sordes

Amavita Apotheke Stadthaus  
Stadthausgasse 10

### 4. Erich Busslinger

Hotel Basel  
Münzgasse 12

### 5. Esther Hunziker

erfolg  
Spalenberg 36

### 6. Barbara Naegelin

GGG Wegweiser  
Im Schmiedenhof 10, Passage

### 13. Pipilotti Rist

UBS  
Aeschenvorstadt 1

### 14. Muda Mathis, Sus Zwick, Fränzi Madörin

wohnbedarf  
Aeschenvorstadt 48-52

### 7. Claire Guerrier

unternehmen mitte  
Halle, Gerbergasse 30

### 8. Hildegard Spielhofer

Boss Store Basel  
Gerbergasse 25

### 9. Anna Winteler

Confiserie Bachmann  
Gerbergasse 51

### 10. Hurter-Urech

Thalia  
Falknerstrasse 11

### 11. Edith Hänggi

KOST SPORT  
Freie Strasse 51

### 12. Christoph Oertli

Louis Vuitton  
Freie Strasse 88

### 15. Hagar Schmidhalter

Das Narrenschiff  
Steinentorstrasse 11

### 16. Mia Bailey

Bahnhof Apotheke Drogerie  
Im Bahnhof SBB

## **Guided tours and Artist Talks**

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Meetingpoint for all tours and Artist Talks:  
unternehmen mitte, Halle, Gerbergasse 30, 4001 Basel

**Guided tour in English** with the curator Andrea Domesle  
Wednesday, 12 of June, 9:30 – 10:30  
Saturday, 15 of June, 9:30 – 10:30

**Guided tour in German with the curator Andrea Domesle**  
Samstag, 8. Juni, 16 Uhr  
Donnerstag, 11. Juli, 19 Uhr

### **Artist Talks**

Montag, 24. Juni, 19 Uhr  
Dienstag, 2. Juli, 19 Uhr  
Mittwoch, 17. Juli, 19 Uhr  
Dienstag, 23. Juli, 19 Uhr

**Students guide Students and others with Nina Greuter und Annie Heine**  
Sonntag, 9. Juni, 14 Uhr  
Samstag, 22. Juni, 16 Uhr  
Samstag, 6. Juli, 16 Uhr  
Samstag, 20. Juli, 16 Uhr

**Group tours in German, English and French can be booked on:**  
mail@videocitybs.ch  
Phone Pro Innerstadt Basel +41 61 271 67 84

**[www.videocitybs.ch](http://www.videocitybs.ch)**