

Press Kit

Swiss Pavilion and Salon Suisse

16th International Architecture Exhibition – La Biennale di Venezia
26 May to 25 November 2018



Pavilion of Switzerland at the 16th International Architecture Exhibition – La Biennale di Venezia

Svizzera 240: House Tour

Curators & exhibitors: Alessandro Bosshard, Li Tavor, Matthew van der Ploeg and Ani Vihervaara

Project architect: Milena Buchwalder

Commissioner: Swiss Arts Council Pro Helvetia - Head of Visual Arts, Marianne Burki; Project Leader, Sandi Paucic; Project Coordinator, Rachele Giudici Legittimo

Press conference: Thursday, 24 May 2018, 2 pm

Official opening: Friday, 25 May 2018 at 2.30 pm

Exhibition: 26 May to 25 November 2018

«All right, fine, I'll take the house tour.»

Larry David, *Curb Your Enthusiasm* (S03 E08)

The Swiss Arts Council Pro Helvetia is delighted to announce the presentation of «Svizzera 240: House Tour» at the Swiss Pavilion at the 16th International Architecture Exhibition – La Biennale di Venezia. The exhibition focuses on the unfurnished interior of contemporary housing by celebrating a peculiar form of architectural representation – the «house tour».

A house tour offers a meandering, eye-level view onto the apartment interior. This view consolidates into a series of images, which register the apartment according to the qualities and affects afforded by its quintessential architectural palette: a ±240 centimetre volume dressed with white walls, skirting board, wood or tile flooring and off-the-shelf components and fittings.

Visitors to the Biennale Architettura are invited to come into the Swiss Pavilion and take a house tour of the ubiquitous apartment interior. What is built within the Swiss Pavilion is not a «house» but a *house tour*: interior scenes are constructed at a range of different scales and spliced together, creating a labyrinthine sequence of interior perspectives.



In preparing this tour, the curatorial team assembled a vast archive of unfurnished interior photographs from the websites of Swiss architecture offices. By focusing attention on the apartment's unadorned shell, these «house tour» images foreground an iconoclastic surface that has historically avoided the purview of architectural representation by hiding behind the plan's promise of rationality and control. Like the whitewashed walls of art galleries or Protestant churches, the walls of a flat were never made to be *looked at*.

For «Svizzera 240: House Tour»'s architects, **Alessandro Bosshard, Li Tavor, Matthew van der Ploeg and Ani Vihervaara**, the paradoxical presence of the image of the unfurnished interior implies a challenge to the tradition of the inconspicuous interior and anticipates an alternate architectural sensibility through which to reinterpret this most intimate *surface* of contact between architecture and society.

The installation reverses the standard format of the architectural exhibition. Instead of *representing building* (or using representation in order to *build*), the architects *build representation*. The construction of the installation adheres more to the principles of the *image* of an apartment than those of an actual apartment. The image's inability to convey scale, dimension, depth or spatial adjacency is presented to the viewer in built form. You enter an impossible dwelling. On this tour, you are no longer an apartment dweller, builder or buyer –nor are you an academic or even an architect– you become an entirely new architectural subject, a *house tourist*.

Drawing on this year's Biennale Architettura theme of «Freespace», proposed by Yvonne Farrell and Shelley McNamara, «Svizzera 240: House Tour» proposes that architecture's relevance lay not solely in its capacity to build generous spaces, but also in its ability to *construct representations* which, by soliciting alternate ways to see or engage the world, are capable of extracting latent potential from even the most restricted architectural conditions.

The exhibition is accompanied by a catalogue produced in collaboration with Adam Jasper, Studio Martin Stoecklin and Park Books. This book takes the reader on a photographic house tour through the unfurnished Swiss apartment interior. This tour is complemented by texts from an interdisciplinary group of writers that directly respond to photographs of unfurnished interiors.

Further information and press images are available on:

www.biennials.ch and www.prohelvetia.ch
www.svizzera240.ch





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Editors' notes

About the curators and exhibitors

The architects Alessandro Bosshard (MSc ETH Arch.), Li Tavor (MSc ETH Arch.), Matthew van der Ploeg (M.Arch, UIC) and Ani Katariina Vihervaara (M.Arch, BAS) live and work in Zurich. They have been working together since 2015 as assistant lecturers and researchers at the Swiss Federal Institute of Technology Zurich, ETH. Alessandro, Li and Matthew currently work with Prof. Dr. Alex Lehnerer in the chair of Architecture and Urban Design.

About the Swiss Arts Council Pro Helvetia

The Swiss Arts Council Pro Helvetia is responsible for the Swiss contributions to the Art and Architecture Biennale as the commissioner of the exhibition at the Pavilion of Switzerland. Mandated by the Swiss Confederation, the Swiss Arts Council promotes artistic creation in Switzerland, contributes to cultural exchange at home, promotes the dissemination of Swiss culture abroad and fosters cultural outreach. Switzerland has been present at the Biennale Arte since 1920 and at the Biennale Architettura since 1991. Two independent juries, commissioned by the Swiss Arts Council Pro Helvetia, are responsible for making recommendations regarding the nominations for both biennials. The nominees are appointed by the Director of Pro Helvetia.

About the jury

The jury, which nominated the team of architects for appointment, following an open call, is composed of Marco Bakker (jury president, architect, Bakker & Blanc architectes, Lausanne and Zurich, Professor, EPFL ENAC), Francesco Buzzi (architectural director, Buzzi studio d'architettura, Locarno), Irina Davidovici (writer and postdoctoral researcher, ETH Zurich), Céline Guibat (architect, mijong architecture design, Sion and Zurich) and Isa Stürm (architect, Isa Stürm Urs Wolf SA, Zurich).



Collateral Event of the 16th International Architecture Exhibition –
La Biennale di Venezia

«Salon Suisse» En marge de l'architecture: Encounters beyond the discipline

Salonniers: Marcel Bächtiger, Tim Kammasch and Stanislas Zimmermann
Local Salonnière: Laura Tinti
Location: Palazzo Trevisan degli Ulivi, Campo S. Agnese, Dorsoduro 810,
Venice
Vaporetto stops: Zattere or Accademia

Organised by the Swiss Arts Council Pro Helvetia, the «Salon Suisse» runs concomitantly to the exhibition at the Pavilion of Switzerland at the 16th International Architecture Exhibition – La Biennale di Venezia. Consisting of a series of lectures, talks and cultural events, it provides an opportunity to explore architecture in a stimulating atmosphere.

Directed by architectural historian Marcel Bächtiger, cultural theorist Tim Kammasch and architect Stanislas Zimmermann, with the support of local Salonnière Laura Tinti, this year's programme is an invitation to take a journey. If architecture is an island within the archipelago of the artistic and scientific disciplines, then the Salon is a ship that has left the harbour. From foreign shores, the «Salon Suisse» will look back at architecture and explore its current cultural and social relevance.

Global economic interdependencies affect the existence of every individual; the complexities of transnational power and decision-making undermine democracy and civic engagement; while the dizzying pace of digitalisation is redefining human beings and their living environment. Inevitably, these phenomena also influence the self-concept of architecture and of architects. Is the traditional role of architecture as built expressions of society becoming increasingly marginalised? Is «architecture» merely a dazzling disguise of realities that can no longer be influenced nor shaped? Do architects find themselves downgraded to vicarious agents of an anonymous real estate market? What social and cultural significance can the built environment have under these circumstances? And what would a culture that deserves to be called «human» look like architecturally?

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In the long history of architecture, such moments have always proved most fruitful when the discourse opened up to ideas, insights and inventions from other disciplines. Today, it is time to set sail again. Exploring foreign shores, the journey leads to philosophers and anthropologists, writers, musicians and artists, comparatists and social researchers. By discussing their work and their link to architecture, the «Salon Suisse» will look at new perspectives, not only on the potentials of architecture in the 21st century, but also on the hidden connections that have always existed among the different disciplines.

The Enlightenment idea of the «Salon» as a place for informative conversations and convivial exchange will be revived at the Palazzo Trevisan. Each soirée is also a cultural event: a concert, a lecture or a performance; a tangible experience that will spark conversations.

The «Salon Suisse» programme features an opening event on 24 May followed by three subsequent weekends of events, taking place in the evenings at 6.30 pm from Thursday to Saturday.

Salon 1 (opening event): Thursday 24 May 2018 at 6.30 pm

Salon 2: Thursday 13 September to Saturday 15 September 2018

Salon 3: Tuesday 2 October to Saturday 6 October 2018

Salon 4: Thursday 22 November to Saturday 24 November 2018

The opening event of the «Salon Suisse», which takes place at the Chiesa Sant' Agnese located opposite the Palazzo Trevisan, acts as a point of *embarkment for the journey*. Framing the introduction by the Salonnières, the festive event offers two musical performances allowing to experience the spatiality and complex relationality of sound and music.

From 13 to 15 September, the «Salon Suisse» continues by *reconsidering the cultural value of architecture*. A range of guests, including a scientist, an actor, a philosopher and a comparatist, discuss the ties between architecture, art, film and literature. The first soirée aims to approach the philosophical notions of «freespace», while the second looks at rhetoric and metaphors in the language of architecture, exploring texts by Moritz, Goethe, Proust and Benjamin. There will also be a literal excursion headed by Stanislas Zimmerman, exploring the lagoon of Venice in a fishing boat.

In a collaboration with theory seminars of the Joint Master of the Universities of Applied Sciences in Berne, Fribourg and Geneva, the third weekend of «Salon Suisse» takes place from 2 to 6 October and *investigates space as medium*. Bringing together anthropologists and sociologists with artists and art historians, the Salon will dig into questions of perception, performance and the mediatization of collective space. How does the social behaviour of humans and their perception of space and interaction with the built environment shape our world? This will be complemented by another exploratory to the outskirts of Venice, trip led by Laura Tinti.



For the last weekend of the Biennale Architettura 2018, from 22 to 24 November, the final edition of «Salon Suisse» outlines possible paths to *sail into tomorrow*. Architects, writers and art historians, as well as researchers from the fields of digitalisation and artificial intelligence will explore the potentials – and risks – of the 21st century. Celebrating the freedom in art and architecture, the last evening also features a literature reading and a sound performance.

A detailed programme of the «Salon Suisse» events will be published on:
www.biennials.ch

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Partner

LAUFEN Bathrooms AG is partner of the «Salon Suisse» 2018 and is contributing to the events at the Palazzo Trevisan to participate in and encourage an international dialogue in the fields of architecture and art.

«Salon Suisse» 2018 collaborator
Bern University of Applied Sciences

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Further information and press images are available on:
www.biennials.ch and www.prohelvetia.ch



Editors' notes

Born in St. Gallen, Switzerland, in 1976 **Marcel Bächtiger** studied architecture at ETH in Zurich. Since graduating in 2002, he has been working as a filmmaker, lecturer and editor at *Hochparterre*, a renowned Swiss journal of architecture. His research interest focuses on the relations between the imaginary and architectural space in both theory and practice. In his doctoral thesis «Augen, die anders sehen» (Eyes that see differently, 2017), he analyses the cinematographic foundations of Le Corbusier's architectural concepts. Marcel Bächtiger lives and works in Zurich.

Born in Berlin, Germany, in 1967 **Tim Kammasch** finished his PhD in Philosophy at the University of Zurich in 2001. Before that, he was Assistant at the Chair of Prof. Dr. Kurt W. Forster (Architecture and Art History) at the Institute of History and Architectural Theory at ETH and worked on several exhibitions at the Kunsthaus Zürich, in collaboration with Guido Magnaguagno and Juri Steiner. He also was part of the founding team of *trans magazine*, the architectural review of the Department of Architecture at ETH in Zurich. From 2005 to 2007, he was a Lecturer and Assistant-in-Chief at the Department of Philosophy at Zurich University. Since 2008, he has been Professor for Cultural Theory of Architecture at the Joint Master of Architecture at the Berne University of Applied Sciences. Tim Kammasch lives and works in Zurich.

Born in Bern, Switzerland, in 1970 **Stanislas Zimmermann** studied architecture at EPFL in Lausanne under Luigi Snozzi, Miroslav Šik and Martin Steinmann. After graduating in 1996, he and Valérie Jomini set up the architecture office Jomini & Zimmermann and the furniture label *it design*, going on to realise numerous architectural and design projects. Since 2009, he has been a Lecturer for the Joint Master of Architecture programme at the Universities of Applied Sciences in Berne, Fribourg and Geneva. Stanislas Zimmermann lives and works in Zurich.

Born in Decimomannu, Italy, in 1977 **Laura Tinti** is a designer of functional installations and projects for public space. She studied Italian Law before doing a Bachelor of Fine Art Painting in Florence and a Master of Visual Art at IUAV University of Architecture Venice in 2015. She was Assistant at both the Academy of Fine Arts in Florence and IUAV University from 2016 to 2017. Since 2015, she has been collaborating with the Education and Promotion office of the Fondazione della Biennale di Venezia and a Professor of Visual Art & Fashion at Polimoda Institute for Fashion Design in Florence. Laura Tinti lives and works in Venice.

The Palazzo Trevisan degli Ulivi

The second floor of the Palazzo Trevisan degli Ulivi at Zattere belongs to the Swiss Confederation and houses the offices of the Swiss Consulate. Initiated by Pro Helvetia, the «Salon Suisse» is held in the main room of the Palazzo as of 2012. Palazzo Trevisan degli Ulivi, Dorsoduro 810, is close to Campo S. Agnese. The nearest vaporetto stop is Zattere.

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Other Swiss Contributions to the 16th International Architecture Exhibition – La Biennale di Venezia

The 16th International Architecture Exhibition – La Biennale di Venezia, entitled «Freespace», is curated by Yvonne Farrell and Shelley McNamara, and takes place in Venice from 26 May to 25 November 2018 with 63 National Participations and 12 Collateral Events at the Giardini, the Arsenale and various venues across the city.

As in previous years, the Swiss Pavilion and the Collateral Event «Salon Suisse: En marge de l'architecture» are not the only exhibition places at the Biennale Architettura 2018 where Switzerland's longstanding tradition in architecture and lively architectural scene can be experienced: this year, Swiss architecture can also be seen in the Artiglierie and in the Corderie at the Arsenale, and in the Central Pavilion in the Giardini.

Supported by the Swiss Arts Council Pro Helvetia, Swiss contributors to the 16th International Architecture Exhibition – La Biennale di Venezia include:

Gion A. Caminada (Vrin-Cons, Switzerland)

Project title: Vesper Vrin

Venue: Artiglierie, Arsenale

Miller & Maranta (Basel, Switzerland) - Special Section *The Practice of Teaching*

Quintus Miller; Paola Maranta; Jean-Luc von Aarburg

Project title: Thoughtscape

Venue: Artiglierie, Arsenale

Angela Deuber Architect (Chur, Switzerland)

Angela Deuber

Project title: PHYSICAL PRESENCE

Venue: Corderie, Arsenale

Aurelio Galfetti (Lugano and Bellinzona, Switzerland)

Project title: AURELIO GALFETTI ARCHITECT, THE HOUSE OF ΠΑΡΟΣ AND THE TRANSMISSION OF KNOWLEDGE

Venue: Corderie, Arsenale

BEARTH & DEPLAZES ARCHITEKTEN (Chur and Zurich, Switzerland) - Special Section *The Practice of Teaching*

Valentin Bearth

Project title: AMURS - MICROCOSMI

Venue: Corderie, Arsenale

Elisabeth & Martin Boesch Architekten (Zurich, Switzerland) - Special Section *The Practice of Teaching*

Elisabeth Boesch; Martin Boesch
Project title: Reuse, black yellow red
Venue: Corderie, Arsenale

Mario Botta Architetti (Mendrisio, Switzerland) - Special Section *The Practice of Teaching*

Mario Botta
Project title: MARIO BOTTA: INTRODUZIONE ALL'ARCHITETTURA
Venue: Corderie, Arsenale

Michele Arnaboldi Architetti (Locarno, Switzerland) - Special Section *The Practice of Teaching*

Michele Arnaboldi; Enzo Rombolà; Carlo Barra; Anja Ureta
Project title: Finestre nel territorio / Into the territory
Venue: Corderie, Arsenale

Riccardo Blumer (Casciago/Varese, Italy) - Special Section *The Practice of Teaching*

Riccardo Blumer
Project title: Sette Architetture Automatiche e altri esercizi
Venue: Corderie, Arsenale

Sergison Bates architects (London, UK; Zurich, Switzerland) - Special Section *The Practice of Teaching*

Jonathan Sergison
Project title: Teaching/Practice
Venue: Corderie, Arsenale

VALERIO OLGIATI (Flims, Switzerland) - Special Section *The Practice of Teaching*

Valerio Olgiati
Project title: Experience of Space
Venue: Corderie, Arsenale

Atelier Peter Zumthor (Haldenstein, Switzerland)

Peter Zumthor
Project title: Dreams and Promises - Models of Atelier Peter Zumthor
Venue: Central Pavilion, Giardini

burkhalter sumi architekten (Zurich, Switzerland)

Marianne Burkhalter; Christian Sumi *with* Marco Pogacnik (Venice, Italy)
Project title: Konrad Wachsmann - The Grapevine Structure, 1953 / 2018
Venue: Central Pavilion, Giardini



Cultura della costruzione per tutti?

La culture du bâti pour tous ?

Baukultur für alle?

***Baukultur* for everyone?**

Tavola rotonda, Table ronde, Podiumsdiskussion, Panel discussion

Su iniziativa della Svizzera, i ministri europei della cultura si sono riuniti a gennaio 2018 per approvare la Dichiarazione di Davos che promuove una politica europea all'insegna di una cultura della costruzione di qualità. In occasione della tavola rotonda, si rifletterà sulla questione prendendo come spunto l'esempio della «casa unifamiliare». Si discuterà sul significato della cultura della costruzione nella prassi e su come sia possibile garantire che le soluzioni di elevato valore qualitativo sotto il profilo della cultura della costruzione siano anche in grado di apportare una migliore qualità di vita alla popolazione.

Sous l'égide de la Suisse, les ministres européens de la culture ont adopté en janvier 2018 la Déclaration de Davos, qui appelle de ses vœux une politique européenne de la culture du bâti de qualité. En prenant l'exemple de la maison individuelle, la table ronde cherchera à savoir ce que cela signifie en pratique et s'interrogera sur les moyens de s'assurer que les solutions de haute valeur en termes de culture du bâti permettent également d'améliorer la qualité de vie des habitants.

Unter dem Lead der Schweiz verabschiedeten die Kulturminister Europas im Januar 2018 die Erklärung von Davos, die eine europäische Politik der hohen Baukultur fordert. Das Podium geht am Beispiel „Einfamilienhaus“ der Frage nach, was dies in der Praxis bedeutet und wie sichergestellt werden kann, dass baukulturell hochwertige Lösungen auch zu einer höheren Lebensqualität für die Bewohnerinnen und Bewohner führen.

In January 2018, the European ministers of culture led by Switzerland adopted the Davos Declaration, which calls for a European policy on achieving a high-quality *Baukultur*. Using the “single-family home” as an example, the panel will discuss what this means in practice and how one can ensure that solutions with a high level of *Baukultur* actually result in an improved quality of life for its inhabitants.

Sa 26.05.2018, 11.00 – 13.30, Palazzo Trevisan degli Ulivi, Campo S. Agnese, Dorsoduro 810, Venezia

con / avec / mit / with

Alain Berset, Président de la Confédération

Antonio Hodgers, Conseiller d'État, canton de Genève

Felix Keller, Soziologe, Universität St. Gallen

Ludovica Molo, Presidente della Federazione Architetti Svizzeri (FAS)

Christine Vollmer, Chefredaktorin, Das Einfamilienhaus

Moderazione / Modération / Moderation / Chair

Romaine Jean, Journaliste et productrice de télévision

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The Department of Architecture of ETH Zurich invites you to

“Open House in a Closed Society”

A house tour and conversation with the project team in the Swiss Pavilion on the occasion of “Svizzera 240”, Thursday, 24 May 2018, 4.30 - 6 pm

With Barry Bergdoll, Alessandro Bosshard, Francesca Hughes, Momoyo Kaijima, Johannes Käferstein, Alex Lehnerer, John Macarthur, Marija Marić, Claudia Perren, Matthew van der Ploeg, Lorenzo Romito, Martino Stierli, Isa Stürm, Li Tavor, Martha Thorne, Ani Vihervaara, Jan de Vylder, and others.

Introduction by Philip Ursprung, Dean of the Department of Architecture

Moderated by Adam Jaspar Smith

Das Departement Architektur der ETH Zürich lädt ein zu

“Open House in a Closed Society”

Eine Wohnungsbesichtigung und ein Gespräch mit dem Projektteam im Schweizer Pavillon aus Anlass von „Svizzera 240“ am Donnerstag, 24. Mai 2018, 16:30-18:00.

Mit Barry Bergdoll, Alessandro Bosshard, Francesca Hughes, Momoyo Kaijima, Johannes Käferstein, Alex Lehnerer, John Macarthur, Marija Marić, Claudia Perren, Matthew van der Ploeg, Lorenzo Romito, Martino Stierli, Isa Stürm, Li Tavor, Martha Thorne, Ani Vihervaara, Jan de Vylder, und anderen.

Einführung von Philip Ursprung, Vorsteher, Department Architektur.

Moderiert von Adam Jaspar Smith