



Geneva, 1 December 2016

For media representatives

Joint press communiqué from the département de l'instruction publique de la culture et du sport and the Transports publics genevois

A trace of pink along tram line 14

Pipilotti Rist, the artist who created the moving work of art, *Monochrome Rose*, was present in person on Thursday, 1 December, for the inauguration ceremony at the Rond-Point de Plainpalais with speeches by Anne Emery-Torracinta, a member of the cantonal government and head of département de l'instruction publique, de la culture et du sport, Anne Hornung-Soukup, chair of the tpg board of directors, Markus Sauerbruch, CEO of Stadler Altenrhein, and Jacqueline Burckhardt, a member of the art&tram jury. The new pink tram provides a link between the various artistic installations along Geneva's tram line 14.

Pipilotti Rist took charge of one of the new trams and clothed it entirely in pink from end to end, and members of the travelling public using line 14 are now to be conveyed through an unaccustomed experience when undertaking their usual journey. The artist herself describes the tram ride as a "meditative parenthesis, during which the travellers undergo a modified awareness of a really familiar environment, that of a tram".

The presence of *Monochrome Rose* in the urban and suburban landscape illustrates the wish of the canton, the tpg and the five communes associated with the art&tram project to bring artistic interventions into the public arena in parallel with the development of the new number 14 tram line between Cornavin and Bernex. The pink tram is also a tribute to the close cooperation that has been established between the artist and the engineers who built it, taking an idea for a totally new project and working on it until it became a reality.

Monochrome Rose is being accompanied by activities of cultural mediation, whose aim is to have the people of Geneva joining in a light-hearted, convivial approach to mobility. Both the pupils at state schools and the cultural institutions reacted enthusiastically to the proposals for workshops, guided tours and various creative works suggested by the mediators commissioned by Pipilotti Rist.

art&tram is a unique project for Switzerland, given both its scale and the number of works of art involved. More than that, it harmonises ideally with the evolution in the way the canton is tackling its urban planning. It is an initiative that is setting out to bring contemporary art closer to the inhabitants, that fits in with a policy of ecological mobility and that also contributes to Geneva's national and international impact.

Complete press kit including photographs at www.art-et-tram.ch/medias/

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PRESS KIT 1 DECEMBER

art&tram

Monochrome Rose on tram line 14

art&tram
interventions artistiques sur le tracé du tram

14

- 1 John M Armleder *Cornavin*: Passage de Monbrillant
- 2 Silvie Defraoui *Lancy*: Quidort, Petit-Lancy, Les Esserts
- 3 Ugo Rondinone *Onex*: Place des Deux-Églises
- 4 Eric Hattan *Confignon*: Route de Chancy
- 5 Lang & Baumann *Bernex*: "Césure verte"
- 6 Pipilotti Rist *Rame de tramway*

Pipilotti Rist
Monochrome Rose

Inauguration jeudi 1^{er} décembre à 14h
Rond-Point de Plainpalais, Genève

PRESS KIT CONTENTS

1. A trace of pink along tram line 14
2. When technology rhymes with fantasy
3. A programme of cultural mediation
4. A major project of public art

Pictorial material for downloading at www.art-et-tram.ch/medias/

A trace of pink along tram line 14

Transforming an everyday object to make it into a special experience for those using it – that is the essence of *Monochrome Rose*, Pipilotti Rist's mobile artistic creation.

Passengers boarding this tram, which has been done out entirely in pink (on both the outside and the inside, its seats like its doors, in fact every single detail possible), are in for a ride with an out-of-the-ordinary perspective to it.

The artist's work to date already includes one novel monochrome work in St. Gallen (Stadt lounge, 2005, in cooperation with the architect Carlos Martinez). It involved covering a whole section of the city centre in a layer of Tartan® surfacing material in red, that is usually employed on sports grounds, metamorphosing it into an urban lounge, in which streets, benches, a fountain, a table and even a car disappear beneath the colourful material. The whole produces a unifying and sedating effect on the eye, while the soft feel entices passers-by to tarry there.

Now it's *Monochrome Rose*'s turn to appeal to the passengers' imagination. Pink with its different connotations is seductive, romantic, or naïve, all at once. Depending on the epoch, it evokes both the feminine and the masculine, and instils a positive mood in its beholder.

Pipilotti Rist's intervention does not stop at altering the vehicle and the passengers' state of mind; it also brings about a transformation in the urban and suburban townscape to have this pink tram wending its way through it on line 14.

"The art&tram project, and more specifically, my intervention of *Monochrome Rose*, offers possibilities for building a relationship between art and life, which greatly interests me."

"Monochrome contrasts with all the other colours. All of a sudden, you see the sky in a totally different way. Or the grey of the ground. What interests me is the possibility of inciting discussions, encounters and debates with such a commonplace vehicle and such a simple colour."

"Where does pink come from? We owe it to the mucous membranes in our body, through which we see our blood transparently. If we had no skin, we would be red. Or dark red. A person's pink colour also tells us about their state of health."

"Pink is synonymous with life. Colour dies along with death."

"Pink is a colour with masses of connotations. There may well be slight variations between the cultures, but, for us, pink is often associated with women's things, with girls and with homosexuals – all groups with large numbers of likable members. But pink holds validity for everyone; for me, it also symbolises our insides.

In Japan, for example, the young men wear deep pink hair slides (I've seen them myself) and in Syria everyone paints their bedroom ceilings pink (as I found out at a Kuverum workshop in Geneva)."

Pipilotti Rist

Pipilotti Rist (born in Grabs in 1962, now living in Zurich)

Pipilotti Rist attaches a lot of importance to installation and *environmental art* both indoors and in the public arena. She offers viewers a veritable experience, often sensual and poetic, by immersing them in spaces that have been entirely transformed, making them doubt the real world.

In her video work, she is a producer and director and often a protagonist too. She gives herself over to tackling topical issues – the difference between the sexes, identity, femininity and the culture of entertainment. She devises her works to be acidic clips, with the same intensity of efficacy as the creators of commercials, the difference being that she assembles disruptive elements, such as blurring, scratches, gaudy and runny colours, fuzzy focusing, shaky camerawork, saturation and cacophony. In this way, she manipulates the medium with which she works to the point of extracting effects from it that give the image an ambiguous status. The harmonious combinations she produces between soft music and visual reveries throw the viewer into dreamlike visions, in which image follows image not interconnected by a storyline. She also composes her own sound tracks, often with new interpretations of familiar tunes.

When technology rhymes with fantasy

tpg, Transport publics genevois operator, has been a partner of the art&tram project since the very beginning and has been delighted to accept the challenge of providing its habitual quality of service on a new tram line at the same time as integrating works of public art.

From Lancy to Confignon, for each of the three artistic interventions that have already been completed, it was necessary to make provision for, think through and set up solutions that would make it possible at one and the same time to install the works of art and transport the passengers.

In producing *Monochrome Rose*, the 20th tram in a new batch being manufactured by the Stadler Rail Group, it was necessary to go through the following steps:

- regular interaction with Rist's studio to choose textiles, colours, floor coverings, materials, etc.
- interactions with the managers responsible for mobility and the supervisory authority
- alternative solutions
- renunciation of advertising

For tpg, the art&tram project constitutes a new chapter in the approach to mobility in Geneva. Going way beyond providing a simple service to citizens needing to travel from one point within the canton to another, transporting passengers, thanks to line 14, is now contributing to making more out of the territory of Canton Geneva. What is called for is a new vision of the infrastructure, in which artistic creativity and technology pair up to improve the quality of life of the canton's inhabitants.

Monochrome Rose's vital statistics

- Length: 44 m; width: 2.30 m
- 14 doors, 74 seats and space for 320 standing passengers
- nine months of preparation for the specific development
- seven visits to Stadler Rail's factory for coordination plus student and museum visits
- 250 kg pink paint
- It is going to transport around 1 200 000 passengers per year*
- It will cover 68 000 km per year within the canton* and will be propelled 100% by renewable energy – hydro-electric power

*Figures based on tpg's annual management report for 2015

A programme of cultural mediation: Rose expose

What is very special about Pipilotti Rist's work, *Monochrome Rose*, is its mobility and the choice made by the artist as to which projects of cultural mediation are to be at home onboard the tram. Before even entering service, *Monochrome Rose* has already generated unique exchanges between the German and French-speaking regions of Switzerland. Starting on 1 December, it is the inhabitants of Canton Geneva who will gradually claim ownership of this unrivalled work.

Following the artist's own wish, various tools of cultural mediation, proposals for workshops, visits to museums and participatory activities have been developed by Kuverum (a Zurich-based cultural mediation network) to transform rides in the pink tram into an experience of joining in.

Collaborons! Mach mit! Let's join in!

Passengers travelling on tram line 14 will be able to make the most out of nine cultural and playful combinations featured inside *Monochrome Rose*.

In October 2016, more than 200 inhabitants of Canton Geneva, including pupils in primary, intermediate and upper-secondary school as well as immigrants, attended creative workshops staged in cooperation with various cultural institutions from Geneva and run by students of cultural mediation within the Kuverum network. The results of these participatory workshops are to be screened on the tram's monitors, alternating with a video by Pipilotti Rist. The productions (whose photos or videos will also be available for viewing at www.roseexplode.ch) are comprised notably of haiku poems written in the tram itself under the general title of *Tramku*, workshops for performing *Freeze*, the *Complimentrose* collection of compliments to pass on to other passengers and much more beside.

This task, which was undertaken jointly by Ecole&Culture and Kuverum provided an opportunity for two cultural poles in Switzerland, each one with its own vision of mediation, to work together, transcending language barriers. The essence of cultural mediation is to ask questions rather than to furnish answers: "Pink, why a pink tram?". The artist will tell you that pink is her favourite colour – an exorbitant statement that cannot leave her passengers indifferent and one that prompts us to think about our environment, the tram ride, skin, colour and art.

Starting on 1 December 2016, all the inhabitants of Genève (tram users, schools, artists or individual citizens wishing to express their creativity) are invited to react to the call for projects ("Appel à projets") of cultural mediation to be found on the website www.roseexplode.ch.

A major art project in the public arena

art&tram is an initiative by the four communes whose territory is crossed by tram 14, and the city of Geneva has joined them. **art&tram** was launched in 2009, is managed by the canton and has the objective of presenting art in everyday places to travellers and citizens, while at the same time upgrading certain sites spread over the four communes and promoting environmentally minded mobility. This order, which local government authorities have placed with contemporary artists, constitutes a noteworthy première in the field of cooperation between the canton and its communes.

The whole project was thought through in its geographic, architectural and social context. When it comes to public commissions, it is not a matter of artificially transferring works from the museum out into the spaces used by the public but of shifting perceptions and the use made of the selected locations.

Pipilotti Rist's work, *Monochrome Rose*, runs as if along an artery joining the various artistic installations spaced out over tram line 14. This project was envisaged as the sixth work within the art&tram programme and, in chronological terms, it is the fourth to be completed. There are still two outstanding interventions to round off the project, those by John M Armleder at Cornavin and by Lang&Baumann in Bernex.

Numerous units of local government are installing works of art along tram lines, because the large sites provide an opportunity to reach different members of the public from those who go to museums and galleries. Despite that, there is no project comparable with **art&tram** in Switzerland, either in terms of the number of artists enlisted or the distance over which the works are spread out, namely 6.5 km.

By bringing contemporary art into the daily lives of the people living in the communes served by tram line 14 and also by providing a benefit for occasional tram users and tourists attracted by an original artistic initiative, Geneva is playing its role as focal point for culture, notably in the field of contemporary art. The proof of that is to be seen in the current outreach of public institutions (MAMCO, HEAD and others), private institutions (galleries, bathing establishments and art dealers) and spaces that don't fit into any particular category.

The project's aims and framework were drawn up by an artistic committee comprised of recognised professional experts in the field of contemporary art (Françoise Ninghetto, Olivier Kaeser and Jacqueline Burckhardt). It has mobilised artists who have made names for themselves through the quality of their work and the international recognition it has received and also on account of their experience of large-scale public art projects: Ugo Rondinone, Silvie Defraoui, Eric Hattan, Lang&Baumann, John M Armleder and Pipilotti Rist. These artists were also chosen because the way they approach their work fits in with the project's guiding principles.