

## **Art Basel during the day, art at Vogesenplatz at night!**

**During the week of Art Basel the crowds will once again head to Basel turning the city into a cultural state of exception. When the gates of Art Basel close, the stage belongs to the young galleries of Switzerland. For the fifth year in a row the bustling pop up gallery SideEffects will open its doors. This time in collaboration with Galerie SOON. International and local artists will receive an extensive platform at Vogesenplatz, occupying the entire main floor of a historic, former beer brewery.**

After its move from the old brothel in Kleinbasel in 2016, SideEffects will again be featured in the quarter of St. Johann. From June 12 – 16 the gallery will present a diverse program of art and culture at the former beer brewery Salmenbräu at Vogesenstrasse 141-145. In collaboration with the Bernese gallery SOON twelve international established and emerging artists will be featured in a large group show.

The project shall compliment the fairs during Art Basel with an exciting program, providing access to art of high quality to an international audience. The evening opening hours will provide collectors and art enthusiasts with an additional venue to explore and experience after the closing of the fairs. The atmosphere and the proximity to the artists shall allow direct insight into an authentic, emerging art scene and enable conversations and interaction with dealers and artists of the new generation.

An exciting, but also relaxing evening program is guaranteed with a visit to Vogesenplatz. The in house bar, the front yard which will be featuring various sculptures, as well as the restaurants around the exhibition space make a visit to the quarter of St. Johann all the more rewarding.

### **Artists**

The Swiss artist and designer **Bruno Streich** transferred many aspects of his profession as aerospace engineer into his artistic practice. Unveiling the beauty of satellites to an art and technique interested audience is something he has focused on for many years. The artist opens up a world of the unknown and unconscious. His large scale pieces reference satellites which are placed in midst of an interior space, essentially blocking the way of the visitor. While the forms of these objects may appear well known, they are taken out of their familiar context, function and materiality, inviting us to repeatedly reflect on the common tension between form and function.

**Fotis Sagonas** is a Greek artist and architect who attempts to explore the blurred boundaries of a world that emerges without yet being fully present. He works in drawing, photography, sculpture and virtual reality (VR). Fotis' interests are interdisciplinary, but the connecting substance comes from thinking of art and architecture as a narrative. He discovers the power of "internal immersion" in a spatial condition, which manages to narrate through the immersive qualities of his work. In his recent drawings, the image emerges from the successive scans of the surface of the paper. The line is the minimal gesture, which, through its densities, discontinuities, errors, and oscillations, refers to an internal structure which, once assembled, seems to collapse. His digital images, based on 3D renderings, describe an observer in crisis immersed into a constellation formed by perception, and representation.

Since the recent exhibition *HIDDEN – Verborgene Orte in der Schweiz*- the Swiss photographer **Kostas Maros** is certainly no unknown figure anymore. The project received great media attention in Switzerland and convinced with an intriguing exhibition at Filter 4 in Basel. Maros is interested in hidden and unknown places and parallel worlds that essentially lead us into another time. Far away from the tourist masses he, for example, travelled to the former Soviet Union and Mongolia, capturing his impressions in fascinating images. Two award-winning documentations "The Journey" and "Transformations" were created. Maros takes on an objective, documentary approach and his photographs are free from any kind of judgement. Unconventional subjects are just as much part of his work. He encounters everyone and everything with great respect and without any kind of prejudice. His closeness to the subject matter and his objective viewpoint as well as humble approach make him a truly amazing observer and illustrator of a world hidden away to most of us.

The Swiss artist **Liliane Freiermuth** lives and works in London and Zürich. Based on her living situation and her many travels, Freiermuth is constantly in transit, an aspect reflected in her work in various ways. She is inspired by the seemingly trivial aspects of everyday life which present themselves at each given location, be that at a memorable demonstration in Hong Kong or during a layover while travelling. In a next stage of the creative process these components are processed and expressed. At the core of each concept often lies a story or narrative. Installations are the main focus of Freiermuth's artistic creations, offering both a poetic yet sometimes also almost aggressive perception, challenging both the medial and thematic boundaries. The artist manages to create astonishing notions of irritation that do not cease to capture the viewer.

The artist **Maja Hürist** has become internationally known under the name "TIKA". Today the alias stands for her own visual universe. She is interested in the traditional rites and symbols of spells from various tribes. Hürist skillfully ties this knowledge into her cosmos, creating magnificent pieces.

For several years the Japanese artist **Naoki Fuku** has been focusing on three series of works, *Before the 7<sup>th</sup>*, *Babel in my Mind* and *Study of Human Mind*. Political references and happenings, text fragments and the artist's own psyche form the base of his expressive work. Fuku uses an almost aggressive style which underlines the inherent feelings of the depicted subject. In order to achieve the effect of an almost violated canvas, Fuku applies his fists and a bamboo stick. He mauls the canvas through hitting it, applying the ink and acrylic. The artist's confrontation with human identity results in a notable depiction of human disorientation and inner battles.

Since his feature in the daily news the artist **Pierre-Alain Münger** has certainly become a known figure in the Swiss art scene. His "brushstrokes" consist of airbags, lifting cylinders, manual pulley blocks and sometimes even entire cars. His "canvas" of a metal plate or a concrete block. The known crash-artist from Solothurn in Switzerland makes forces become visible by evoking precisely calculated deformations and creating impressive sculptures.

With his unrestrained phantasy and his distinctive visual language the artist and sprayer **Remo Lienhard / WES 21** has become known way beyond the national border. The young artist from Biel in Switzerland has gained a strong reputation in the international spray scene. His impressive murals and perfected technique never cease to amaze. His pictures offer a window into another world and tell a story of parallel universes coming together and inspiring our imagination.

**Serge Nyfeler** was part of the lively Zürich art scene during the 1980s to which also artists like Pipilotti Rist belonged. During the decades that followed Nyfeler was not only very active as an artist, but also worked on several larger projects like MoMa Bern and the creation of an atelier in a castle in France. In this Chateau in Justiniac he now works alongside artists like Rist and Daniel Richter. In between living in Bern and Justiniac, Nyfeler has created several colorful oil paintings.

With his consumer critical interventions the Berlin based artist **Vermibus** creates a great stir beyond the street art scene. Vermibus works with snatched advertising bills, unmasking the advertising and fashion industry. He addresses the deceiving perceptions of beauty. The Spanish artist used to be part of the fashion industry himself and in his art now revolts against this obsession with beauty.

The Valencian artist **VinZ** is an icon in the international StreetArt scene. His works address the tensions of power structures on various levels of human interaction and are characterized by the notion of freedom. Following the motto of "it's time to feel free" the artist takes up current topics such as political demonstrations in his collages which depict hybrid creatures between mankind and animals.

Rich in mood and effect and through their multi-layered effect of landscapes, the paintings by surrealist artist **Wojtek Klimek** invite the viewer into strange and unknown places. He is a painter of light who succeeds, in the most precise way, to perfectly capture and translate sources of both artificial and natural light. Klimek creates an atmosphere that reminds the viewer of film stills and with that reminisce the famous American artist Edward Hopper. His work is

characterized by an inherent almost uncanny calmness, one that threatens to tip over at any moment.

### **SideEffects**

SideEffect is composed of a team of six, including the architects Marco Bamert and Agni Pantazopoulou, the art historians Cristina Giulia Biaggi and Patricia Meyer, media scientist Marion Regenscheit and online marketing specialist Cyril Bubendorf. SideEffects was formed with the intention to create a space where art can be collaboratively explored and discussed. Intriguing and uncomfortable, aesthetically appealing or repulsive – SideEffects' goal is to continually challenge and raise new questions.

### **Galerie SOON**

Galerie SOON was founded in 2010 by Andrej Malogajski and Fabian Schmid. Since its foundation the gallery has organized exhibitions in Bern and Zürich and participated in international art fairs. In 2016 the gallery took over the long-standing Galerie Rigassi in Bern. The mission is to seek and represent exciting emerging and established artists on the basis of long-term relationships. Through a large network, the well-attuned team enables collectors and art interested audiences access a wide variety of artists.

### **Program details:**

SideEffects X Galerie SOON Popup Show  
June 12 – 16, 2018 (Art Basel week)

Artists:

Bruno Streich  
Fotis Sagonas  
Kostas Maros  
Liliane Freiermuth  
Maja Hüster / TIKA  
Naoki Fuku  
Pierre-Alain Münger  
Remo Lienhard / WES 21  
Serge Nyfeler  
Vermibus  
VinZ  
Wojtek Klimek

Opening:

Tuesday, June 12, 7pm – 12pm

Opening hours:

Wednesday – Friday: 6pm – 10pm

Saturday: 12pm – 5pm

SideEffects X Galerie SOON  
Vogesenstrasse 141-145  
4056 Basel

[info@sideeffects-art.com](mailto:info@sideeffects-art.com)

[info@galerie-soon.ch](mailto:info@galerie-soon.ch)

### **Press contact:**

Patricia Meyer: [patricia@sideeffects-art.com](mailto:patricia@sideeffects-art.com) / +41 79 796 78 03

[www.sideeffects-art.com](http://www.sideeffects-art.com)

[www.galerie-soon.ch](http://www.galerie-soon.ch)