

Media release

Art meets commerce

Bern. The fama_fame exhibition stops over at the Wankdorf Shopping Center from 26 May until 5 June.

fama_fame, an ongoing art project, i.e. a work in progress, has already made guest appearances at numerous galleries and cultural venues in Europe. For the first time, the artists are venturing to present their project in a location at which the general public, not just the intellectual elite, will be addressed and confronted with their art. The Wankdorf Shopping Center is simply made for fama_fame. Hunger for fame, as the name of the exhibition translates into English, addresses everyday subjects between becoming famous and satisfying daily needs. Never before has society paid such attention to artists, never before have they had a media presence on such a large scale as today. People long for superstars who in turn endeavour to find their own role.

New media and performance

With video sequences, installations and performances, a number of artists turn the shopping centre into a place of discovery. New media play a particularly important role. Alongside the video installations, projections will be used to surprise visitors to the shopping centre, as well as to make them stop and think. There will be live painting and music making – always on the topics of life, love, success and money. The youngest guests, too, will be fully occupied with a children's programme. Around 20 artists from Switzerland and abroad will be involved, including famous names such as Daniele Pario Perra, Roberto de Luca and Fabiana de Barros.

fama_fame since 2006

fama_fame started out in Losone in 2006. Since then, the project has been on display in Solothurn and Rotterdam, among other places. A core group of artists have kept the project running, new artists have joined and there are different curators at each venue. In this way, the project is constantly growing and evolving.

A unique opportunity

Numerous flat screen TVs and DVD players will be required for the fama_fame exhibition. These will be sold after the exhibition for CHF 10 each. Anyone wishing to benefit from this campaign can complete the TV pass available in the Wankdorf Center. Each purchase of at least CHF 50 entitles them to a stamp. When they have accumulated ten stamps, they are entered into a draw to decide who may purchase a TV or DVD player for CHF 10.

((Bildlegende))

Roberto de Luca, artist and initiator, with Christin Markovic, the curator, and Peter Baumgartner, General Manager of the Wankdorf Shopping Center.

Accompanying programme

Thursday, 27 May 2010

17.30 – 19.00 Opening day with Celia and Nathalie Siedler, "Fleischerzeugnisse gekocht"
[Prepared meat products] (art activity)

Friday, 28 May 2010

12.00 – 17.00, Filippo Leonardi, Sconosciuto artista meridionale (art activity)

Saturday, 29 May 2010

11.00 – 17.00, Fastkunst [*Almost art*], Lipp&Leuthold (art activity)

12.00 – 16.00, Marion Ritzmann, Time to win (art activity)

16.00 – 17.00, Giancarlo Norese/Maria Valentina Tarantino (performance)

Friday, 4 June

16.00 – 20.00, Franticek Klossner, Lebensmittel Kultur! [*Food culture!*] (art activity)

13.00 – 15.00, Fabiana de Barros, Kulturkiosk, Mach dein Kiosk [*Culture kiosk, run your own kiosk*] (children's programme)

Saturday, 5 June 2010

11.00 – 13.00, ... flüchtig ... [*... fleeting ...*], a collage with music and text

www.wankdorf-center.ch

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