

BACK COVERS SUMMER FALL WINTER SPRING

THE ADVERTISEMENTS OF GALERIE BRUNO BISCHOFBERGER IN *ARTFORUM* AND *KUNSTBULLETIN*
WITH A PROJECTION OF THE FILM *KRANKY KLAUS* BY CAMERON JAMIE

MUSEUM IM BELLPARK KRIENS | APRIL 21 TO JULY 8, 2018

Luzernerstrasse 21
CH-6011 Kriens
Telefon 041 310 33 81
www.bellpark.ch

Bus 1 from
Lucerne railway station
Direction Kriens / Obernau
Stop Hofmatt - Bellpark

Opening times: Wed-Sat 2-7 p.m., Sun 11 a.m.-5 p.m.
Kindly supported by City of Kriens:
RKK Regionalkonferenz Kultur, Region Luzern,
Migros Kulturprozent, Raiffeisenbank Pilatus

Artforum October 2009 | Gestaltung: Filip Erzinger, Luzern | Druck: Brunner AG, Kriens

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OPENING AND BOOK LAUNCH:

FRIDAY, APRIL 20, 2018, 7-9 P.M

Welcome by: Judith Luthiger, Municipal councilor Kriens
Otto Durrer, President Verein Museum im Bellpark

Followed by a short conversation between Peter Fischli, Hilar Stadler and Bruno Bischofberger.

PUBLIC EVENT:

**SUNDAY, MAY 6, 2018, 5 P.M., MUSEUM IM BELLPARK
ÜBERSCHREIBUNGEN (OVERWRITINGS)**

Talk with Professor Bärbel Küster, Institute of Art History, University of Zurich, Peter Fischli and Hilar Stadler
Admission: 12/10 Swiss francs

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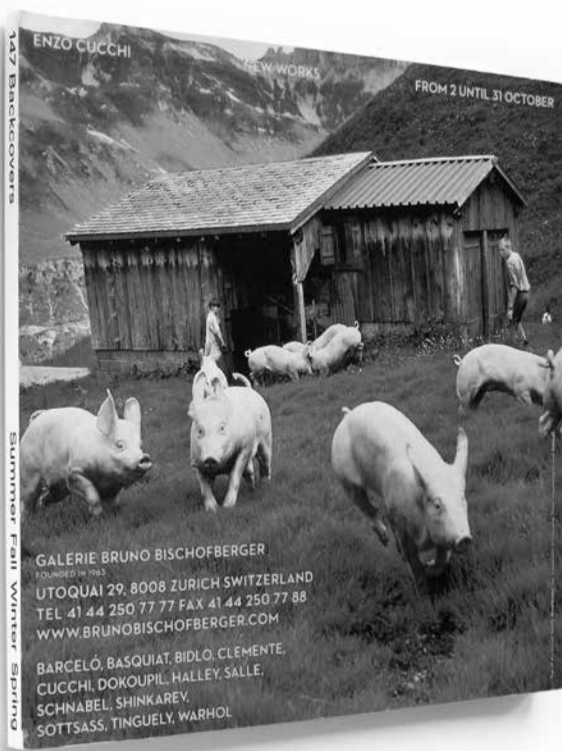


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**PUBLICATION FOR THE EXHIBITION
147 BACK COVERS
SUMMER FALL WINTER SPRING**

Edited by Peter Fischli and Hilar Stadler, soft cover, 300 pages, numerous color illustrations, 26.5 x 26.5 cm,
bilingual German and English edition, design: Norm Zürich, Verlag der Buchhandlung Walther König, Cologne, 2018

The publication will be presented for the first time publicly on the occasion of the opening and will be available
for purchase during the exhibition .

INTRODUCTION

Since 1987, Galerie Bruno Bischofberger has combined the advertisements for its gallery program with images of traditional Swiss life; a montage of contrasts that brings local traditions face to face with a globalized art world's cosmopolitan self-image. For roughly thirty years, the advertisement series has appeared parallel in the art magazines *Artforum* and *Kunstbulletin* and has helped the gallery achieve a high level of recognizability.

With this project curated by Peter Fischli and Hilar Stadler, the ads are now being removed from their functional role and given a museum treatment. The collection of images of traditional Swiss culture thus, once again, undergoes a new contextual shift: inseparably linked to the gallery's advertising, it now features in a museum display. The project is organized by the Museum im Bellpark, which, as a self-proclaimed contemporary museum of local culture, moves between genres and semantic fields. Thus, bringing local tradition to the attention of contemporary art generates the content through which the museum examines the construction of identities. Parallel to the exhibition, we will show the film *Kranky Klaus* (2002/03) by the American artist Cameron Jamie, who captures the Alpine traditions in a radical montage of image and sound.

The Museum im Bellpark would like to thank Galerie Bruno Bischofberger and Cameron Jamie for their generous support of the undertaking. Our thanks also go to the editorial staffs of *Artforum* and *Kunstbulletin*, who generously made the magazines available for the exhibition. In addition, we thank the Gladstone Gallery in New York for the loan of the film by Cameron Jamie. We are pleased that the publication for the exhibition will be published by the Verlag der Buchhandlung Walther König.

Hilar Stadler and Peter Fischli