

A solaceful communion with installation art

. become a part of "Art in a social context"

An ordinary art establishment forebodes long corridors, silence and stuffiness to persons that are accustomed to kill time in museums during rainy days. There is little latitude in such instances to appreciate the work of an inspired painter or sculptor. People are naturally inclined to escape a languid setting.

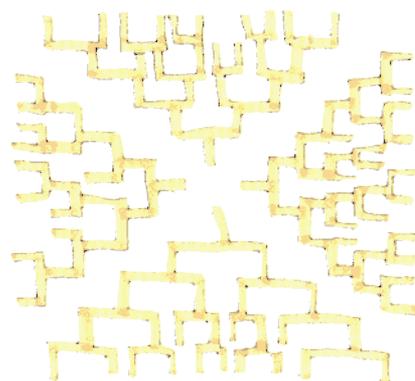
Instead, "Art in a social context" (ASC) deploys mystical settings for visitors to absorb the intrinsic value

residing in an artist's creation and to facilitate a mental digestion of his work.

A bridge to the sublime

ASC is a purveyor of art that galvanizes sensory contact between a viewer and an artist's imagination. It serves as a bridge that grants visitors access to the sublime world of "installation art".

The founder, Monique Kuffer, creates channels through which



artistic projects find outlets to bloom. Degrees in fine arts, human resource development and an MBA provide this dynamic entrepreneur the skills to appreciate art while they qualify her to manage organizational processes that guide the steps of an artistic project.

Kuffer's venture is an open-ended endeavour, which is suited to team up with independent artists that seek to formalize vision into a real accomplishment. The enterprise integrates a wide range of operations, which accompany at various levels the realization of a particular artistic project. Right from the time an artist senses a creative impulse to the point of completion, ASC gears the inputs of an artist,





“Racines” – galvanizing sensory contact between a viewer and an artist’s imagination .. a bridge ... to the sublime world of “installation art”



collaborators and various stakeholders towards the production of an end product. Project that are underway are kept up to date on a website.

The management adopts a very proactive stance in the assemblage of

building blocks that set the stage for a representation. The artist initially submits a blueprint for his oeuvre-to-be to ASC, which is then relayed to a dedicated team of researchers. The team undertakes a task of compiling information from various sources that deal with nitty-gritty matters encompassing the artistic concept itself and the technical aspects of the stage. The process can seem mundane but it nonetheless forms an integral part of the realization.

The means to the end

Kuffer’s venture invites collaborators to play an active role in the project. ASC welcomes financial support that is entirely based on a donator’s terms and generosity, which implies they have extensive possibilities to choose a particular project they appreciate and they decide the extent of support they want to allocate.

ASC also makes sales offers to collectors, which constitute valuable forms of investment. Collaborators

receive due acknowledgement for contributions, such as an enhanced public visibility and tax deductions.

Become a part of “Racines”

ASC plans to host a premier exhibition in August 2009 in Nyon. The project is entitled “Racines”, which signifies roots in French.

The theme alludes to the site chosen by the artist to display a figure, which is located in the surroundings of trees and an incredibly old Roman Necropolis. The figure is comprised of bamboo poles and translucent sheets, which harmoniously reposit in the mould-like environment.

The organizers look forward to attracting a large number of visitors over the 10 days of the exposition. «««

For further information on how to become a part of the “Racines” exposition, potential collaborators are invited to visit www.artinsocialcontext.ch or contact ASC at contact@artinsocialcontext.ch.