



BLOCH - A global art project comes to South Africa

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Origin

BLOCH, a global multidisciplinary art project created by the Swiss artist duo Com&Com, is coming to South Africa from February 28 to June 2017. At the heart of this unique multidisciplinary, interactive project is a large tree trunk connected to an ancient, annual carnival tradition from the Swiss region of Appenzell. When the last spruce tree is felled early winter, the trunk – known as Bloch – is pulled by twenty men from the village of Urnäsch to Herisau and back. At the end of this one-day procession, the trunk is sold to the highest bidder at auction in the village square of Urnäsch.

Social Sculpture

However, in 2011, the buyers were the Swiss artist duo Com&Com (Marcus Gossolt/Johannes M. Hedinger). The artists gave the trunk a new role. Bloch will travel the world, stopping on every continent. Through Bloch, their goal is to create dialogue among various people, traditions and customs around the world in an interactive way by uniting contemporary art, folk culture and folk art. It's about participation and cultural exchange, global art production, connecting artists and folk cultures to develop a worldwide conversation and a broadened grasp of art and culture. The project will include the traveling tree log, related cultural and social events with local cultures and artists as well as public discussions and symposia. The project will result in publications, two books, a 90-minute documentary film and an exhibition.

World Tour

Since 2012 BLOCH has been on its journey travelling around the world, making at least one stop on every continent: After first stations in Europe (amongst others in Bern, Basel, Berlin, Karlsruhe, St. Gallen, Zagreb and Zurich), Asia (Shanghai, Hong Kong, Taipei and Singapore) and North America (North Dakota, Minnesota, Cincinnati, New York and Canada), Bloch is about to arrive on its fourth continent Africa in February 2017 (South Africa, February to June 2017). In autumn 2017 Bloch is expected in the Middle East (Palestine, Israel). In 2018 Bloch is heading for South America and in 2019 to the Australian continent. Bloch is expected to return to Switzerland in 2020.

South Africa

Bloch was invited and shipped from New York to Cape Town by George Kuratle (HWZ International) for the annual WOOD Conference in Cape Town on February 28, 2017.

After this first appearance of Bloch on the African continent, Bloch will travel across the country and is part of various collaborations with local artists and presentations at several institutions – among the KKNK Festival Oudtshoorn with ArtKaroo, the AfrikaBurn Festival, MAP (Modern Art Project) Richmond, at the Goodman Gallery in Johannesburg, the Trackside Creative in Soweto, the University of Johannesburg and many spontaneous events.

Public Start and Finishing Event in Cape Town

There will be a public Kickoff-event in downtown Cape Town on March 1, 2017. Everybody is invited to meet Bloch, watch some videos of Bloch's earlier stations and adventures and have a bite of some original Swiss Fondue. Music by Gavin Copenhall, Carvings be Right Mukore.

We are looking forward to welcome you and your friends for a chat. The Swiss artists from Com&Com will also be present.

March 1, 2017, 6-8 pm

Location: Parking lot Buitenkantstreet/Roelandstreet vis a vis Kimberley Hotel

End of June there will be a closing event in Cape Town where you can meet Bloch again, witness the adventures and changes it experienced on its trip across South Africa. Details will be communicated early June.

website: www.bloch23781.com

facebook & instagram: @bloch.global

hashtags: #bloch #blochafrika #blochglobal

For more information contact Roger Gentinetta +27 (0)72 532 73 54

Images



Bloch at the auction in Urnäsch, Switzerland, 2011

Download: <http://bloch23781.com/home/wp-admin/upload.php?item=215>



Bloch on Times Square, New York, USA, 2015

Download: <http://bloch23781.com/home/wp-content/uploads/2011/09/Bloch-Time-Square-1.jpg>