

**MASI Lugano**

Museo d'arte  
della Svizzera italiana,  
Lugano

Via Canova 10  
CH – 6900 Lugano

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## switzerland alfatih

6 December 2024 – 6 January 2025

Museo d'arte della Svizzera italiana, Lugano  
LAC venue

**Presentation of the work:**

Thursday 5th December, 6 pm, LAC foyer

## PRESS RELEASE

Lugano, 29 November 2024

**MASI, Museo d'arte della Svizzera italiana and LAC Lugano Arte e Cultura are presenting the new video, entitled "switzerland", by the artist alfatih.**

What does the idea of the "Swiss landscape" evoke in the collective imagination nowadays? alfatih's new video "switzerland" presents computer-generated views of the country's landscapes that intertwine stereotypes, classic references and personal experiences. Commissioned for MASI's collections, the video will be screened in the foyer of the LAC cultural centre at regular intervals during the upcoming Christmas holidays, from 6th December 2024 to 6th January 2025. It consists of a series of independent episodes, accompanied by a soundtrack produced in collaboration with the musician Tapiwa Svosve (Swiss Music Prize 2024).

alfatih (1995, lives and works in Switzerland) is one of the most interesting artists working in Switzerland today. In his art he explores the semiotics of digital content, and how our identities are affected by the digital and physical spaces we inhabit.

The video "switzerland", specially created for MASI, takes the form of a collection of views of the Swiss landscape, captured through the familiar – and banal - trope of a train window. Ranging from tourist advertising to the long tradition of Swiss painting, the sequences in "switzerland" invite the viewer to think about our idealized vision of the country's landscapes. The long takes present scenarios which, interpreted by CGI technology, reveal a Swiss panorama of fluid boundaries, in which nature and culture intermingle in unexpected ways. Indeed, our prevailing idea of the natural world as lush and unspoilt is contrasted by the reality of natural landscapes that are actually in a constant state of flux.

The alternation of video sequences mimics the process of machine learning, grouping images, references and contents on the basis of intuitive connections, proximity, hallucinations. In this way, the artist also elicits reflections on the way in which artificial neural networks are changing how we perceive time, create and interpret contents and, in general, how we attribute meaning to the world around us.

“alfatih's images present a Switzerland capable of conveying a new, contemporary sense of the sublime, in which different eras, places and histories merge into a unified yet flattened, colourless vision,” commented the curators Francesca Benini and Taisse Grandi Venturi.

The work can be viewed in its entirety at set times, and throughout the day the various episodes repeatedly make their way into the institutional communications that the screen in the foyer of the LAC is officially designed to show. Situated midway between the public space of the square and the museum space, the work almost comes across as a hacking operation, an element that is a recurrent feature of alfatih's practice.

**A MASI project in collaboration with LAC Lugano Arte e Cultura.**

### **The artist**

alfatih, one of the most interesting artists working in Switzerland today, focuses in his art on the semiotics of digital content, often exploring issues related to possession, control and how our identities are affected by the digital and physical spaces we inhabit. He has presented interactive works, installations and video art in institutions and spaces such as Centre d'Art Contemporain Genève (CH); Swiss Institute, New York (USA); Kora Arts Center, Castrignano (IT); Musée cantonal des Beaux-Arts, Lausanne (CH); Fri Art Kunsthalle, Fribourg (CH); Haus der Elektronische Kunst, Basel (CH) and Swissnex, San Francisco (USA).

# MASILugano

## **Press contacts**

MASI Lugano  
Press office  
+41 (0)58 866 42 40  
[comunicazione@masilugano.ch](mailto:comunicazione@masilugano.ch)

## **Exhibition venues**

**LAC**  
Piazza Bernardino Luini 6  
CH – 6900 Lugano

**Palazzo Reali**  
Via Canova 10  
CH – 6900 Lugano

# MASILugano

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In collaboration with



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Confederazione Svizzera  
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Ufficio federale della cultura UFC

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## Press images

01.  
alfatih  
*switzerland, 2024*  
moving image, 21 min, color, two-channel  
sound  
courtesy of the artist  
© the artist



02.  
alfatih  
*switzerland, 2024*  
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