

PRESS RELEASE  
FLUXUM FOUNDATION & FLUX LABORATORY

## **Trans-Warhol : Dance opera Brands and art combine on the stage of the BFM**

To celebrate the fifth birthday of the Fluxum Foundation, its founder Cynthia Odier has today (Thursday 11 January 2007) announced a new direction: "Branding on Stage". On 8, 9 and 10 March, the foundation and the Flux Laboratory, one of Geneva's leading cultural centres and a "think-tank" dedicated to the production of high-quality shows whose role is to build bridges between the worlds of art and business, will be presenting a dance opera entitled "Trans-Warhol", in which brands will appear on stage.

Twenty years after the death of the king of Pop-Art, "I wanted to mark our fifth birthday by putting on a show inspired by Warhol the communicator and the 20<sup>th</sup> Century's first visual artist to be staged as a commercial product. Andy-Warhol was a pioneer of art marketing, to the extent that his name recently became a patented brand that the Warhol Foundation in New York has authorised us to use", explained Cynthia Odier. Trans-Warhol is the result of and the vehicle for her strategy: a multidisciplinary show that allows brands to take on a role as actors.

"The project will help us all to re-examine our views about relations between the arts and the economy. Trans-Warhol is very much in line with the current trend that is encouraging companies and brands to move towards the flexibility, innovation and creativity found in the world of art", said Jürgen Häusler, CEO of Interbrand Zintzmeyer & Lux for Switzerland, Germany and Russia.

Brands are not sponsoring the artists, but have joined this innovative show as partners. This is the beginning of a long-standing partnership between the Fluxum Foundation and names such as Grieder/Bon Génie, Christie's, Interbrand, Theo Jakob and Switcher. "In agreement with my artistic director Nicolas Musin, I have managed to convince the artists themselves that this approach, which brings us closer to the world of business, is a valid one. We are putting brands on stage, and these will present their image in a fun, subliminal way as part of a theatre production", said Cynthia Odier. This type of experiment can be seen in cinema-

we know, for example, of the collusion between James Bond, Omega and BMW- but it has never been tried in a dance opera! Fluxum is still open to other brands. "Grieder will be dressing the singers and the narrator, Art for Art will be designing costumes for the dancers, and Switcher will be providing T-shirts as the support for the show programme. Interbrand Zintzmeyer & Lux will be working with us on the project, with a view to taking this pilot project into Eastern and Central Europe and combining it with other brands", said Cynthia Odier. Teo Jakob will be making pieces of design furniture dance on stage, in complete harmony with Warhol's Pop Art. Christie's is helping to put Flux Laboratory in contact with a collector who might lend us one of Warhol's works for the show "Première".

The fact that a brand is associated with a quality show such as those produced by Nicolas Musin, a leading choreographer, gives the products shown on stage a pedigree and adds to their prestige. Flux Laboratory is innovating in its use of "Branding on Stage", but also in introducing a "low-cost" ticketing system. From 1<sup>st</sup> February, first-comers on the website [www.fluxlaboratory.com](http://www.fluxlaboratory.com) will be offered seats at this unique show for 5 francs: a way of bringing opera within everyone's reach and presenting brands to different sections of the public.

If you would like further information about the show photographs or videos, please log on to our websites:

[www.fluxlaboratory.com](http://www.fluxlaboratory.com)

[www.fluxumfoundation.org](http://www.fluxumfoundation.org)

To see/film/record a rehearsal or organise interviews:

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