

**Fondation Fluxum presents in Paris its latest production, Trans-Warhol, a dance opera, a «modular and nomadic» event. The press conference generated a true debate on ideas.**

Art and the economy on stage

Fondation Fluxum, based in Geneva, aims at encouraging and completion cultural projects in Switzerland and abroad. It presented its new project at a press conference in Paris, on Thursday 18 January 2007 : **Trans-Warhol, dance opera World creation**

The show will take place on 8-9 and 10 March 2007 in Geneva, at the Bâtiment des Forces Motrices, one of the most prestigious show rooms in town.

The subtle combination of the show's artistic quality and the bold idea of including marks on stage prompted great interest among the Parisian journalists from various area.

The Paris presentation of this «modular and nomadic» show constituted a true debate on ideas on exchanges and the «cross-fertilisation» of the worlds of arts and business. Living arts create the emotion that helps convey the marketing message of brands. It is a new method of sales expression, a new communication medium.

Indeed, Trans-Warhol is a «branding on stage» experience, where brands such as Christie's, Interbrand Zintzmeyer & Lux, Bon Génie Grieder, Switcher and Sonia Rykiel become actors of the who and partners of Fondation Fluxum. The producer Cynthia Odier, vice-president and executive manager of the Foundation, explains : « Out goal is to support on stage arts. And our mission is to bridge the gaps between two worlds : arts and business ». Cynthia Odier indicates that the Trans-Warhol show can be adapted on request by one or more brands who want to use it for an event or performance ; it is adaptable. Indeed, the cross-discipline project can travel as a whole or in the form of performances to subtly introduce the brand's image, which also travels as an actor or the show.

From the start, the international company Interbrand Zintzmeyer & Lux specialised in brand marketing, understands the commercial advantage of the concept.

Christie's put a collector in touch with Fondation Fluxum for a piece of artwork to be loaned to the stage.

Switcher printed T-shirts to be used as programme medium.

Teo Jakob staged some of his furniture and lights for the first time, always in line with the warholian spirit...

It is no longer sponsoring only, it is true partnership.

The show, briefly, and the performers

For the twentieth anniversary of the death of Andy Warhol, the most media-exposed artist of the XXth century, Cynthia Odier and Nicolas Musin, the choreographer and artistic manager of the Flux Laboratory decided on a new stage production based on Kenneth Goldsmith's book « I'll be your mirror, Interviews ». The American author, also a poet and music critic for The New York Press, wrote the opera's libretto and plays the narrator on stage.

Philippe Schoeller, a French composer, wrote the original music, five dancers from the five continents dance on stage. Ensemble Alternance, a French chamber orchestra, accompanies the three opera singers, one soprano, one alto and one counter-tenor.

The journalist Gretchen Berg granted us the rights to her pictures of Andy Warhol. The Flux Laboratory will house an exhibition by the artiste as from 22 February 2007.

The Warhol Foundation for visual arts in New York freely granted rights to the show.

« You will be surprised by the dance opera. For the occasion, I composed XXth century classical music. It is very intuitive work, inspired by Warhol's spiritual facet, his spirituality without religion. The concept of white angel / black angel that is so typical of Warhol is translated into this musical work», explains Philippe Schoeller. To innovate on all aspects, the Trans-Warhol concept has decided to sell tickets to the show through 2 complementary systems:

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Our [www.fluxlaboratory.com](http://www.fluxlaboratory.com) web site: we offer numbered seats according to the principle of « Low Cost » airlines, i.e. the prices increase as the hall fills up. This ticket system is being tested and will open on 1<sup>st</sup> February. The initial price for the seats will be CHF 5.-

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Reseau FNAC, points of sale in Switzerland and France, full list on [www.fnac.ch](http://www.fnac.ch), [www.fnac.fr](http://www.fnac.fr)

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