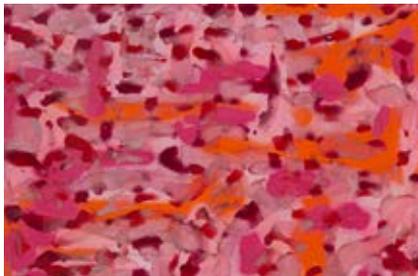


Swiss Re's art concept in Cape Town



Dorothee Kreutzfeldt,
Extension to the lot line 2, 2017
© 2017, Dorothee Kreutzfeldt



Moshekwa Langa,
Untitled, 2016
© 2017, Moshekwa Langa



Robin Rhode,
Paradise, 2016
© 2017, Robin Rhode



Mawande Ka Zenzile
Sibhala sicima, 2016–17
© 2017, Mawande Ka Zenzile

About the collection Art at Swiss Re

Why would a global re/insurer like Swiss Re ever engage in art, build a prominent collection and even commission art projects? Re/insurance is first and foremost about enabling risk, encouraging progress and making societies more resilient. That is how economies can develop, how entrepreneurs can thrive, how knowledge is built. Swiss Re is acknowledged for its thought leadership and is one of the most admired companies in its industry. It has a long tradition, a strong identity and extremely loyal employees.

Re/insurance products and services, however, are complex, intangible and require explanation. That is one of the reasons why Swiss Re has always engaged in art and architecture. Both help project the company's ability to face the unknown, to deal with future challenges but more importantly, they help create an emotional profile. Art and architecture express the core values of the corporation, support its brand recognition, establish a link to society and offer great identification for employees around the world. Moreover, clients and other stakeholder benefit from the experience of the unique atmosphere and quality of Swiss Re's workplaces and its iconic buildings.

But there is more to it. While art and architecture have become an important visual expression of the company's identity, they also underpin Swiss Re's commitment to offering a stimulating work environment and to bringing cultural responsibility to life – every day.

About the art concept in Cape Town

For the Swiss Re office in Cape Town we developed a concept showing a diverse selection of artworks by contemporary South African artists.

The backbone of the new art concept form the works of the internationally renowned artist Moshekwa Langa. Born 1975 in Bakenberg, Limpopo, the artist lives today in Amsterdam. He is considered to be one of the most influential personalities in the Contemporary South African art scene. Paintings, drawings and collages spanning across his career showcase his ability to juggle various media.

Langa came of age alongside with a remarkable group of artists born in the 1970s, the first generation who revealed in their work a levity and freedom to make whatever they desired, rather than fit into boxes of what was expected from South African artists. Another member of the pioneering group of artists is Robin Rhode, born in 1976 in Cape Town, living today in Berlin. Rhode works with a variety of visual genres including photography, performance, drawing, and stop-motion animation to create engaging and poignant narratives. Working primarily in the streets of Johannesburg, Robin Rhode uses in particular walls and sidewalks as prime stage for his interventions and performances. Exploring our Cape Town office one encounters further artists for which Moshekwa Langa served as a role model and an example for achievements in a global art world, such as Mawande Ka Zenzile.

As a whole, the artworks chosen for the Cape Town office reflect a cheerful and colorful section of contemporary art in South Africa.