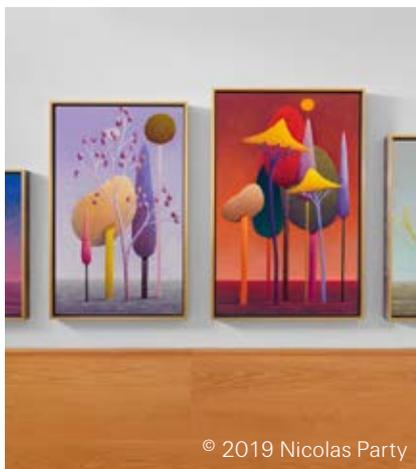


Art concept at Altbau

As part of workspace branding, the renovation of the Altbau building was completed with a complementary art concept, which was developed together with three artists living and working in Switzerland. In the break out room in front of the boardroom are the striking watercolor brushstrokes by Fabrice Gygi as well as the fragile light sculpture by Madlaina Lys. In the hallways on the same floor are the painted frescoes of hidden exotic gardens by Latifa Echakhch. Each work, in its own way, invites the viewer to reflect, observe or just to relax and immerse oneself in the visual experience.



Nicolas Party

Nicolas Party is best known for his familiar yet disturbing landscape- portrait- and still life colour pastels that both celebrate and challenge the conventions of figurative painting. They often draw from or even directly cite styles and motifs from a diverse set of painters of previous generations, from Félix Vallotton to Salvo, while being unmistakably grounded in the artist's own characteristic aesthetic building from simple geometries and using the vibrant pigment of soft pastels. His commissioned work at Altbau stretches across four canvases of varying dimensions while sharing a common horizon and riffing on a similar scene and color palette.



Latifa Echakhch

French-Moroccan artist Latifa Echakhch (b.1974) is using diverse techniques in her works that invite the viewer to reflect on the rigidity and contradictions of society. By decontextualizing materials and objects loaded with symbolic meaning she encourages an active reading and combines politics and poetry, thus leaving the interpretation open to individual projections and interpretation. For the commissioned works in the Altbau building she used a particular technique – After covering the canvas with a layer of concrete, she paints on it and ultimately removes parts of the surface by hand, only leaving a part of the landscape is to actually be seen.



Fabrice Gygi

Swiss artist Fabrice Gygi (b. 1965) is well-known for his sculptures that mimic heavily connoted objects like mines, bombs and floating life rafts in exagge-rated size and form. On the other end of the spectrum of his work we can find his beautiful minimalist watercolor paintings. They showcase quite extreme discipline in form and execution, which, as visible in his commissioned work for Swiss Re, he is taking to new levels of size and accuracy. Because of the sheer length of the works, the paintings had to be delivered on rolls and mounted onto frames which were put together in situ.

About the collection Art at Swiss Re

Why would a global re/insurer like Swiss Re engage in art and architecture and build a prominent collection?

Our products and services are complex, intangible and require explanation. That is one of the reasons why Swiss Re has always engaged in art and architecture. Both help create an emotional profile for our organization and foster dialogue. They express our core values, support our brand recognition, establish a link to society and offer remarkable identification for employees around the world. Moreover, they have become an important visual expression of our identity; clients and external guests

benefit from the experience of a unique atmosphere when entering a Swiss Re office. To underpin Swiss Re's commitment to offering a stimulating work environment and bring diversity to life, we have developed a distinctive art concept that incorporates works specifically chosen for our new site at our Hoofddorp office.

Take a look at our collection website www.art.swissre.com