

## Switzerland's wish landscape at Expo.02 - sWISH\* unveiled

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**sWISH\*, the jointly staged exhibition by Swiss Re and IBM on the subject of wish landscapes and wishing, opened its doors to the media one month before the official opening of the Expo.02.**

The wish pavilion created by Swiss Re and IBM on the arteplage in Biel features short film clips, broken down by subject, of the wishes expressed by hundreds of people and recorded by the sWISH\* mobile as it wound its way across the Swiss countryside in the run-up to the Expo.02. The result of this journey was the creation of a new wish landscape.

Composed of contributions by people from all walks of life and from all parts of Switzerland, sWish\* reveals a great deal about just how the population feels. It acts as a mirror of Swiss society. Visitors can to Expo.02 can also enter their own individual wishes, via computer monitors, which are then projected onto Lake Biel, where they are united with those of other people.

Fairies and goblins seem to float weightlessly across the room. A small man dressed in pyjamas suddenly appears out of nowhere. As if waking from a dream, he gives the public a friendly welcome and invites them to take a tour of the pavilion. Fairy-tale creatures escort the visitors to the objects, places - and perhaps even the fulfilment - of their dreams. Wishes are reflected in the waves of Lake Biel. Will they be fulfilled? Or will they be carried away by the current?

State-of-the-art technology is behind the scenes of the fairytale world of wishing. It supports the scenography - the projecting of ideas through space - and contributes towards making the exhibition an emotional experience. The marriage of cutting-edge information technology with the wish dream world was the brainchild of Zurich architects Morphing Systems, under the management of Tristan Kobler. The technical infrastructure is provided by IBM Schweiz.

The Zurich-based firm GJK (Gramazio Joergensen Kohler) is responsible for the architecture. Leaping flames on the roof are the landmark of the cube-shaped pavilion, which catches the eye by virtue of the simplicity and purity of its contours. The dark, mysterious outer skin of the pavilion is surprisingly soft to the touch - and feels alive. The pavilion is kept cool by water drizzling over the roof before it falls back into Lake Biel. Water is also used inside the pavilion. Slits in the floor provide a view of the lake four metres below, the place where the wishes of the Swiss population are united.

sWISH\* is a joint project staged by Swiss Re and IBM. The entire cost of the project is expected to be CHF 10 million francs.

You can find more information, photographs and virtual wishes at [www.swish.ch](http://www.swish.ch).

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