

## sWISH – an exhibition about wishes

11 May 2001 CET

### A joint project sponsored by IBM Schweiz and Swiss Re

IBM Schweiz and Swiss Re will be jointly staging the sWISH\* exhibition on the arteplage in Biel/Bienne. The exhibition is about what people in Switzerland want. Visitors will immerse themselves in a mythical world of dreams and use their own wishes to create a Swiss wish map.

IBM Schweiz and Swiss Re will be jointly represented at the Expo.02 with the sWISH\* project.

sWISH\* (Swiss wish) is about the great thematic variety of wishes and everything associated with them. This fairytale of people's wishes will be complemented by a Swiss wish map. This map will be created by a sWISH\* bus which will travel throughout the country before the exhibition capturing the population's wishes in a series of short clips. Visitors to the exhibition can enter their own dreams, hopes and wishes into interactive "wish terminals" to create a wish map comprising all ages, professions and social strata in our country.

sWISH\* is being recorded in a representative study by the University of Zurich's social research unit. IBM and Swiss Re want to have the project scientifically documented so that its effects will be sustained beyond the exhibition.

The Zurich-based firm GJK (Gramazio Joergensen Kohler) will be responsible for the architecture. The set and interior furnishings will be provided by another Zurich-based company, Morphing Systems. The entire cost of the project is expected to be 10 million Swiss francs.

### For further information, please contact:

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