



Geneva, 1st of October 2012

Press release joined Canton and City of Geneva

***Neon Parallax*, when public art innovates!**

Run jointly since 2006 by the Contemporary Art Fund of the City of Geneva and the Canton of Geneva, the public art project *Neon Parallax* will soon be completed by the inauguration of three new lighting installations on the roofs of buildings bordering the eastern side of the plain of Plainpalais in Geneva.

The six neon signs already in existence on the perimeter of the plain will be joined by works designed by the artists Ann Veronica Janssens, Pierre Bismuth and Christian Robert-Tissot. The Belgian Ann Veronica Janssens, winner of a competition by invitation, offers an intriguing sentence « L'ODRRE N'A PAS D'IPMROTNCAE », Pierre Bismuth, a French artist based in Brussels and winner of an open competition, takes up a cinema slogan with his « Coming Soon! », while Christian Robert-Tissot from Geneva places a « DIMANCHE » in capital letters on the roof of the bank Lombard Odier & Cie, which commissioned this latter work.

Designed specifically for the plain of Plainpalais, the ensemble, comprising nine installations on the four sides of the plain, has been conceived as an artistic counterbalance to the advertising posted on the quays bordering the Geneva harbour, as these two urban spaces have a practically identical configuration, in the shape of a lozenge.

The inauguration of the final phase of *Neon Parallax* will be accompanied by an illustrated publication tracing the history of the project, to be released by Editions Infolio in October, as well as by an exhibition of the artists invited to compete in the four project phases (2006-2012), which will take place in the Forum Faubourg in Geneva from 16 to 27 October 2012. In parallel, an international conference entitled « Des artistes et des espaces publics » (Artists and Public Spaces) will be held on 19 and 20 October 2012 in Geneva's Salle du Faubourg, intended to prolong reflection on the link between the artist and his work in the public space.

Inauguration : Friday 19 October, 18h30 – Plaine de Plainpalais, Avenue du Mail, 1205 Geneva, Switzerland

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