



12.21.12 Doomsday (or End of the World)

What is this about?

Once again, the phenomenon of the End of the World. This time triggered by the Mayan Calendar and its predictions. Suspicions and fears surround this (date? book?) and the people battered by the current economic crisis. Premonitions are interpreted in bizarre ways and advice of all kinds should help survive the seemingly unstoppable catastrophe.

How does it work?

The subdivision into various chapters and themes illustrate artistic points of views, in ironic ways, helpful in the worst case scenario. Each chapter is designed by different artists. The complete work of art, convincing in quality of both form and content, can be a compact companion whilst commuting or just to have at home on the coffee table, or simply as wallpaper on our computer or I-phone. But most importantly it will commemorate at a later date this momentous day.

Why?

Reason enough for a hand full of creative people from a wealthy land to think about how, why, if it would be..? Because all the elements of this work have been put together for the enjoyment of reading and contemplation. Thinking about all of this is perfectly permissible, because the messages are profound or, on the other hand, lightweight.

What on earth?

This question can not really be answered. And yet it can; because the project in question uses in combination, traditional and new media milestones of today's visual and reading habits; reading or just perusing images, on the road with an App or the Internet. The messages are interactive and available anytime on demand. Painting, graphic-design and texts combined in traditional print format as a books well as a printable version on the internet or as App. A further development of cross-media application for urban people

What does it cost?

Format, closed: 12.3 x 15.8 cm / open: 24.6 x 15.8 cm

Print & production of 500 items according to attached quotes: CHF 7,000

Programming and upkeep of website: CHF 3,000

Generation of an App: CHF 500

Advertising and book release: CHF 1,000

Exhibition of original works at Paradox Zurich Projects: CHF 500

Total expenses: 12,000 CHF

Short biographies of participating artists**Marianne Mettler**

Audio-visual, video & conceptual artist. Studied painting and sculpture in Cambridge. Masters in stage and set design at the Academy of Music and Performing Arts in Vienna. Further studies in film and 3D. Developed art and design concepts for the international market in cooperation with partner Tibor Foeldes. Swiss Art Award winner and organiser of the Swiss contribution to the Quadrennial in Prague.

Tibor Foeldes

Studied architecture and film-architecture in Pressburg, Prague and Budapest. Freelance set and production designer. Active throughout Europe as location scout and location manager. Numerous awards for photographic works, including the Art Prize of the City of Budapest.

The artist-couple live in Zurich and work worldwide.

Paul Woods and Maya Malfatti Woods

Conceptual artist from London and graphic designer from Zurich. Currently living and working in Zurich. Various art and cultural projects in Zurich, Berlin and the UK. Founding of "Paradox Zurich Projects" in 2011 and the "Design-Partners" showroom and studio in 2012.

Anaïs Dukakis (Cornelia Kessler)

Freelance artist and poet. Lives in Männedorf. Various exhibitions at home and abroad.

Marco Monachesi

Artist and graphic designer. Lives in Männedorf. Designer in various mediums - or to put it in music terms - crossover artist. Work with texts, photography, canvas, colour, wood and metal, but also with everyday objects. Tools include computers, paint brushes, motor-saws and cameras. Unmistakable works are created from the combination of medium, form, material and elements. Various solo and group exhibitions of acrylic paintings, collages, video projections and installations.

Markus Lumpert

Writer and pr consultant, journalist and SAWI graduate. Lives in Männedorf.