

MASI Lugano

Museo d'arte
della Svizzera italiana,
Lugano

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Beni Bischof Intensity Intensifies

05 December 2020 – 10 January 2021
Museo d'arte della Svizzera italiana, Lugano
MASI | LAC

Curated by Francesca Benini

PRESS RELEASE

Lugano, 26 November 2020

From 5 December 2020 to 10 January 2021, MASI Lugano stages an exhibition by Swiss artist Beni Bischof. In his videoworks – including *Intensity Intensifies*, made especially for the exhibition – the artist edits the flood of images of everyday life and popular culture in an eccentric and quirky new way.

Bischof's universe of images is inspired by the banality of day-to-day life, which the artist translates into a very distinct visual language, following a media strategy akin to practices used in advertising. Using word plays, irony and ambiguous symbolism, Bischof brings the visitor face-to-face with paradoxical works, born of spontaneous thoughts on topical political and social themes, and presented in bizarre and comical ways.

The starting point for his perspicacious, amusing and sometimes disturbing work, are public imagination and popular models of representation, which the artist re-elaborates via shifts in meaning and the manipulation of themes. Bischof constantly creates new contrasts by moving between more traditional media, such as painting, sculpture and drawing, and artistic forms that allow another kind of experimentation, such as video and installations. In his works, text, images and objects drawn from everyday life and popular culture are reformulated in an eccentric and quirky new way, following a logic that relies on spontaneity and intuition that ends up revealing the contradictions from which many of our perceived certainties seem to stem from.

The videos presented here are compositions of images drawn not only from the world of fashion, advertising, and trashy, glossy and gossip magazines, but also from the film industry, the world of television and above all the internet – an endless source of textual and visual quotations.

On occasion of the exhibition at MASI, the artist has created a new video work titled *Intensity Intensifies*, in which he has composed a series of *gifs* recently created on social media. Accompanied by an unconventional and at times cynical sense of humour, Bischof's works expose a cross-section of contemporary society and, without fear of seeming inappropriate, prompt us to reflect

on the apparent or actual superficiality and senselessness of the mechanisms associated with consumer society and the boredom that daily routine sometimes entails.

Biography

The works of Swiss artist Beni Bischof (b. 1976) have been displayed in many solo and group exhibitions, and have received several awards, including this year Landis & Gyr fellowship, the recent Jurypreis Skulpturen–Biennale Weiertal in Winterthur (2019); the Manor Award St Gallen (2015). And the Swiss Art Awards (2009, 2010). Among his noteworthy exhibitions are the solo show at the Museum Boijmans Van Beuningen, Rotterdam (2016) and the group shows at MUDAC, Lausanne (2018); the Museum of Contemporary Art Detroit, US (2018); Hamburger Bahnhof – Museum für Gegenwart, Berlin (2016); and the Kunst Halle, St. Gallen (2010).

Bischof's production also includes the self-published art magazine *Lasermagazin* (since 2005) and the publication of the artist's book *Psychobuch* in 2014, *Bambi* in 2017, *Texte 1, 2, 3, 4* (Edition Patrick Frey, 2015, 2016, 2018, 2020) and *Rambo* (Nieves Publishing, 2016).

MASI Lugano

Founded in 2015, after just a few years the Museo d'arte della Svizzera italiana (MASI Lugano) has become one of the most visited art museums in Switzerland. It forms a cultural bridge between the north and south of the Alps. Through its two locations – the LAC cultural centre and the historic Palazzo Reali – it offers a rich programme with temporary exhibitions and changing collection presentations as well as a comprehensive, multilingual educational programme for visitors of all ages. The offer is complemented by the close collaboration with the Collezione Giancarlo e Danna Olgiati, which is part of the MASI network, entirely dedicated to contemporary art. MASI is one of the Swiss museums to be directly supported by the Swiss Federal Office of Culture and is also one of the "Art Museums of Switzerland", the group of museums selected by Switzerland Tourism to promote the country's cultural image worldwide.

Current Exhibitions

La Collezione

MASI | Palazzo Reali (permanent collection)

Vincenzo Vicari Photographer

Ticino in the tide of change

Until 10 January 2021

MASI | Palazzo Reali

PAM Paolo Mazzuchelli

Tra le ciglia

Until 28 March 2021

MASI | LAC

Hans Josephsohn

Until 21 February 2021

MASI | LAC

What's New?

Until 13 December 2020
Collezione Giancarlo e Danna Olgiati

Upcoming Exhibitions

that's the only way i can come
By nora turato
05 December 2020 – 24 January 2021
MASI | LAC

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Exhibition Venues

MASI | LAC
Piazza Bernardino Luini 6
CH – 6900 Lugano

MASI | Palazzo Reali
Via Canova 10
CH – 6900 Lugano

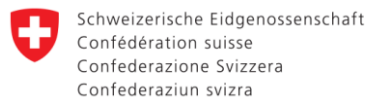
Main Partner



Founders



Institutional Partners



Dipartimento federale dell'interno DFI
Ufficio federale della cultura UFC



Press images

01.

Beni Bischof

Videostill *Disturb Reality*

2015

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02.

Beni Bischof

Videostill *Disturb Reality*

2015

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03.

Beni Bischof

Videostill *Disturb Reality*

2015

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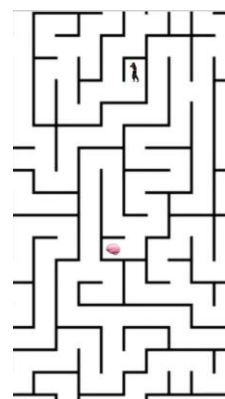
04.

Beni Bischof

Videostill *Intensity Intensifies*

2020

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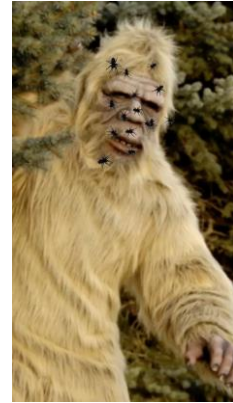
05.

Beni Bischof

Videostill *Intensity Intensifies*

2020

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06.

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Videostill *Intensity Intensifies*

2020

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07.

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Videostill *Intensity Intensifies*

2020

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08.
Beni Bischof
Videostill *Intensity Intensifies*
2020
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