

L'OFFICIEL^{SUISE}

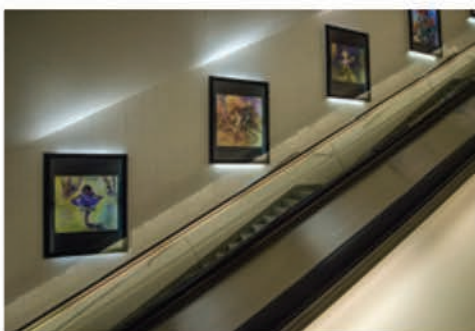
L'OFFICIEL ST. MORITZ

December 2016 - January 2017

LA VIE

ST. MORITZ
DESIGN GALLERY

PETER VANN



Mountainscape by Peter Vann

Art is an important feature of this lifestyle, and St. Moritz would not be quite what it is without its array of world-class galleries along Via Maistra and Via Serlas – nestled in between Chanel and Gucci. About a dozen of high end galleries can be found here, including outposts of such major establishments as Gmurzynska and Robilant + Voena, which moved to St. Moritz because here they can generate sales comparable to a whole year in just the short summer and winter seasons. The Vito Schnabel Gallery, owned by the son of New York artist Julian Schnabel, is the latest settler. In 2015, it moved into the former premises of Bruno Bischofberger, a Zurich art dealer who had been a resident in the resort since 2009.

But why is so much art-world activity centred around a place originally known for its winter sports and unique landscape? It goes without saying that art openings usually

attract more interesting people than ski slopes. Galleries add allure to a resort and attract the famous and the glamorous, but are they really frequented by strategic buyers – collectors and patrons of the arts – or mainly by casual customers picking up an artwork with the rest of their shopping? St. Moritz certainly caters to a colourful mix of buyers; including some who are only about to realize that art has a value beyond the material. As Stefan Hildebrandt, who owns one of the resort's most ambitious galleries, notes: 'We don't just get wealthy people here, but also intelligent visitors from all over the world; people who achieve exceptional things as entrepreneurs, creators, leaders. This is a place where cleverness and cultural awareness go along with almost inexhaustible wealth.' Culture, wealth and a certain lifestyle are reliably merged in St. Moritz.

LA VIE

KARSTEN GREVE

VITO SCHNABEL
GALLERY



Pierrette Bloch



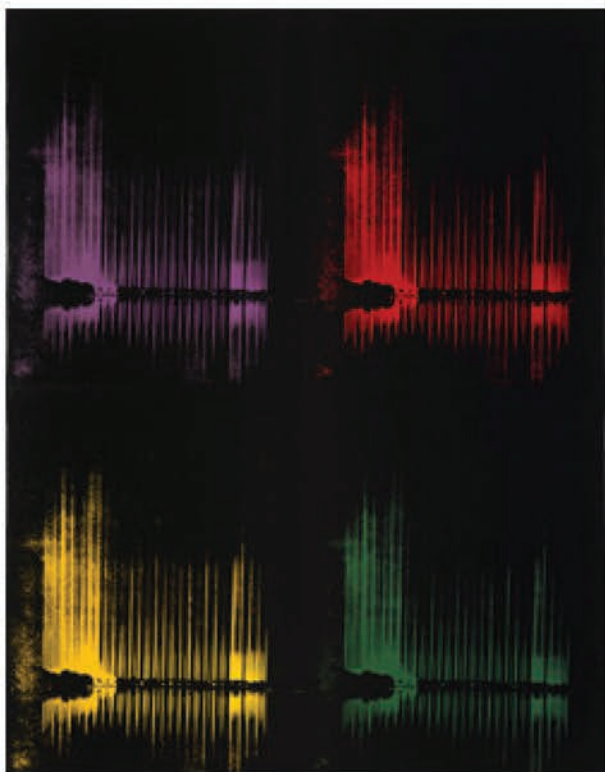
McDermott & McGough

Andrea Caratsch (Via Serlas). But does this indicate that St. Moritz relies on what's already established? To a certain extent it certainly does, as having a wide range of works on offer not just brings competition but also mutual growth.

And **VITO SCHNABEL**? At only 30 years of age, he is the owner of the newest gallery in St. Moritz (Via Maistra). Vito, who previously worked as a curator, has presented a diverse array of shows, from performance art by Laurie Anderson to Sterling Ruby's installations. But first and foremost, he adds a touch of New York flair to a relatively well-established local scene. 'It's not just that Vito Schnabel has opened a gallery. It's his first gallery in Europe, and he chose to open it here', says Ariane Ehrat, the town's director of tourism. She has made a special gesture to demonstrate how proud the town is to have Schnabel: he will be offered his own private ski instructor

whenever he feels inclined to try out the best slopes. Whether he will really manage to shake up the local art scene remains to be seen.

But what's going on in the west of Switzerland, in the country's most illustrious holiday resort? The art scene of Gstaad in the Bernese Oberland has evolved quite rapidly, and it's more contemporary and fashionable. International art takes a back seat to the luminaries of the Swiss art world, such as Thomas Hirschhorn, Urs Fischer, Sylvie Fleury, Olaf Breuning and Pamela Rosenkranz. Basel-based patron of the arts Maja Oeri set up the **LUMA & FOUNDATION** in 2010 to support experimental projects and collaborate with international institutions such as New York's Moma and the Tate Modern. *Elevation 1049*, an art happening encompassing music, performance and installation art curated by New Yorkers **NEVILLE WAKEFIELD**



Andy Warhol

and **OLYMPIA SCARRY**, will be held here in Gstaad – at 1049 meters above sea level – in the spring of 2017. During *Elevation's* former iteration in 2014, Olaf Breuning used the white snow as a naturally neutral backdrop for multicoloured pigment powders. Snow Drawing was an ephemeral work with a lasting impact.

Gstaad has a history as an exclusive resort equal to St. Moritz, but it appears more down to earth than its glamorous Engadine rival. Its visitors are looking for tranquility as well as culture. Gstaad is known for its still flourishing and popular arts and crafts scene: the **LES ARTS GSTAAD** cultural centre, uniting concerts and art exhibitions under one roof, is undoubtedly a major factor in the town's fame, but there are also quite a few renowned galleries. But these have – perhaps deliberately – a different focus from those in St. Moritz.



Gallery owner
VITO SCHNABEL
talks about
what he expects
this season.

By SARAH STUTTE

L'OFFICIEL: What is to be expected from the VITO SCHNABEL GALLERY in St. Moritz for this season?

Vito Schnabel: The first show will be an exhibition of new paintings by Jeff Elrod, opening on December 28. Following that we will have a group show curated by Bob Colacello, who was one of Warhol's closest aides and who ran the Factory for many years. He was also the editor of Interview Magazine from 1975 to 1983. Bob's exhibition will feature paintings that blur the lines between abstraction and figuration in contemporary art. Artists include Jacqueline Humphries, Rashid Johnson, Jeff Koons, Adam McEwen, and Andy Warhol, among others.

How has it been going so far?

We had an exciting first year of exhibitions at the gallery: the season opened with a show of new works by Urs Fischer, including a candle portrait of Bruno and Yoyo Bischofberger as well as paintings, followed by an exhibition of new plate paintings by Julian Schnabel, and closed with a show of works by Ron Gorchov. We also installed two of Sterling Ruby's *STOVE* sculptures at the Kulm Hotel, which are located directly across the street from the gallery.

What about St. Moritz in particular?

The Engadin valley has a very rich history of artists working in the region including Alberto Giacometti, Jean-Michel Basquiat, Andy Warhol, and my father. It's been amazing to be able to show works by some of these artists in the gallery, as well as bring new artists to the region. Every artist whom I have brought to St. Moritz has found it to be incredibly special. It's a very charming and beautiful place.

I've also been lucky to meet a lot of new people in the area who are interested in art, and who have welcomed me into the community.

How do you personally find living in St. Moritz for a couple of months in winter?

It has been great being in St. Moritz as it allows me to spend more time in Europe. I'm able to see more artists, and visit exhibitions that I normally might not be able to. Many friends and clients have been happy to come to see me, and everyone is always amazed by the town and the landscape.

Favorite Hotel: **The Kulm Hotel**

Favorite Restaurant: **Dal Mulin and Clavadatsch**

www.vitoschnabel.com