

Electronic.Art-Foundation Fact Sheet

Vision and Mission: Turning Electricity into Art

The electronic-art.foundation (EAF) is an association under the Foundation des Fondateurs umbrella, whose advisory boards aim to promote and create projects in the field of electronic art.

The EAF fosters outstanding artists who push innovation to the limits within digital and media art, whereby electronics is infused by other art forms such as architecture or music. The foundation serves as a platform to promote the recognition of this art form among a wider audience, enabling new artistic work to be developed, presented and, above all, experienced.

It is also the EAF's ambition to function as an interdisciplinary hub that fosters innovation in the field of electronic art and the fast pace of global digitalization. Through collaborations between recognized artists and scientific research institutes, such as ETH Zurich or CERN Geneva, EAF plays a key part in the continued development of electronic art. For artists and scientists alike it offers a residence and scholarship program that provides spaces for artistic freedom to thrive.

Realization: electronic-art.spaces at Large International Events

Once an artist's project has been chosen by EAF and its artistic advisory board, the House of Electronic Art Basel (HeK), the EAF coordinates communication and the realization of the temporary electronic-art.space outside the respective museum and in the form of an off-space or travelling cube to showcase the work.

The foundation realizes these projects within the framework of existing large-scale international location partners, such as the Locarno Festival, WEF Davos or Paris Photo – with the goal of realizing one to maximum three electronic-art.spaces a year.

Transparent Financing: The Circle Model

The all-in costs to realize an electronic-art.space amount to roughly CHF 100'000.-, including content, transportation, logistics, communication and coordination.

The projects are mainly funded by local donors. To this end the EAF has created a system based on different membership circles, with contributions ranging from CHF 5'000 to CHF 150'000. What is particular about this modes is that two thirds of the funds go toward the creation and realization of the project itself, while one third can be used at the circle member's discretion within a defined range of benefits – including highly exclusive electronic-art.circle networking events with special international guests and/or promotional events for his or her own business or organization.

Lean Organization: Existing Infrastructures

The EAF is an independent association founded by Walter Hügli in 2015 and is operated under the Foundation des Fondateurs umbrella.

The foundation relies only on existing and highly efficient infrastructures in order to keep fixed costs low and to provide the highest quality in everything it does. In order to guarantee this, the EAF is assisted by the artistic advisory board of the House of Electronic Art Basel (HeK), by the Atelier Arts-Sciences Grenoble as well as the Messerli group for logistics. In all administrative matters, the EAF relies on the Foundation des Fondateurs umbrella, which takes care of all payment, accounting and donator tax aspects.

Funding: Preparing for 2018 and Beyond

After having successfully enabled the creation of the first electronic-art.space during the 70th Locarno Festival in the summer of 2017, the EAF is currently raising funds to enable further electronic-art.spaces as well as an interdisciplinary art and science hub for 2018 and the following years.