

selina zürcher
selected works
2024 - 2019

beer tales

2024

Beer bottles, 24 front and back labels, beer crates, vinyl foil

Variable dimensions

beer tales is a fictional beer brand project created by Selina Zürrer. For the exhibition at the Hotel Tiger, beer bottles were labelled with 24 different labels that are individually designed.

The labels are divided into four thematic categories: BA (Beer Ads), BH (Beer History), AW (Alewives) and CW (Caliban and the Witch), each with six distinctive motifs. The front of each show a dry point print made by Zürrer, while the back contains an explanation of the subject depicted.

The full and chilled bottles of beer are offered at the usual Offspace price. Empty crates are placed near the bar for the collection of empty bottles.

By appropriating the beer brand, *beer tales* sheds light on the historical significance of women in the brewing trade, an area in which they dominated for centuries until social changes and the mechanisms of emerging capitalism displaced them and beer was considered typically male for a long time. The project also alludes to the myth that the western image of witches is strongly characterized by English alewives who were accused of witchcraft.



Exhibition views
SOUP SHOW, Hotel Tiger, Zurich, CH



Don't worry darlings, you didn't burn the beer!

2023
Mixed media installation
62 dry point prints, 5.5 × 8.5 cm
on dorée paper, 7 × 9.5 cm
6 Timișoreana beer crates

In *Don't worry darling, you didn't burn the beer!*, Selina Zürrer interweaves the history of the Timișoara beer brand *Timișoreana* with the history of the beer brewing, which was for a long time in female hands, and its connection to the persecution of witches in Europe. The work consists of a total of 62 dry point prints, which Zürrer produced in Timișoara using the *Open Press*, an open-source 3D printable mini printing press. As printing plates, she used small Plexiglas plates onto which she transferred motifs from Silvia Federici's book *Caliban and the Witch*, her own photos taken in Timișoara from her smartphone and illustrations of English alewives found on the internet. The work was created during a stay in Timișoara in the context of the Art Encounters Biennale 2023.

Exhibition views
Art Encounters Biennial 2023, Closing Weekend,
Mansarda, Arts and Design Faculty, Timișoara, RO





GIFT CARD

2023

Dry point prints, 5.4 × 8.5 cm

on dorée paper, 7 × 9.5 cm

Edition of 50 numbered and signed + 3AP

For an exhibition in the Christmas season with the title *GIFT*, Selina Zürrer created the work *GIFT CARD*. It consists of a dry point print which shows the words *GIFT CARD*. The used printing plate was a discarded plastic card in credit card format, also often used for rechargeable gift cards.

The prints were produced by Zürrer using a small 3D-printed printing press (*Open Press*), whose open source print file can be downloaded from the Internet. The 50 prints are presented as a stack in the exhibition space, and visitors of the exhibition can take the numbered and signed prints home for free.

In a later exhibition and auction, one of the three artist proofs was auctioned.

With the work *GIFT CARD*, Zürrer opens up various spaces for thoughts on the subject of value, both within and outside the art world, and sheds light on the gesture of gift-giving in our contemporary society.



Exhibition view
GIFT, 3.D33, Toni-Areal, Zurich, CH
Photo by Anna Sophie Knobloch

Genova che non mi lascia

2023

Video in loop with audio

14.24 min

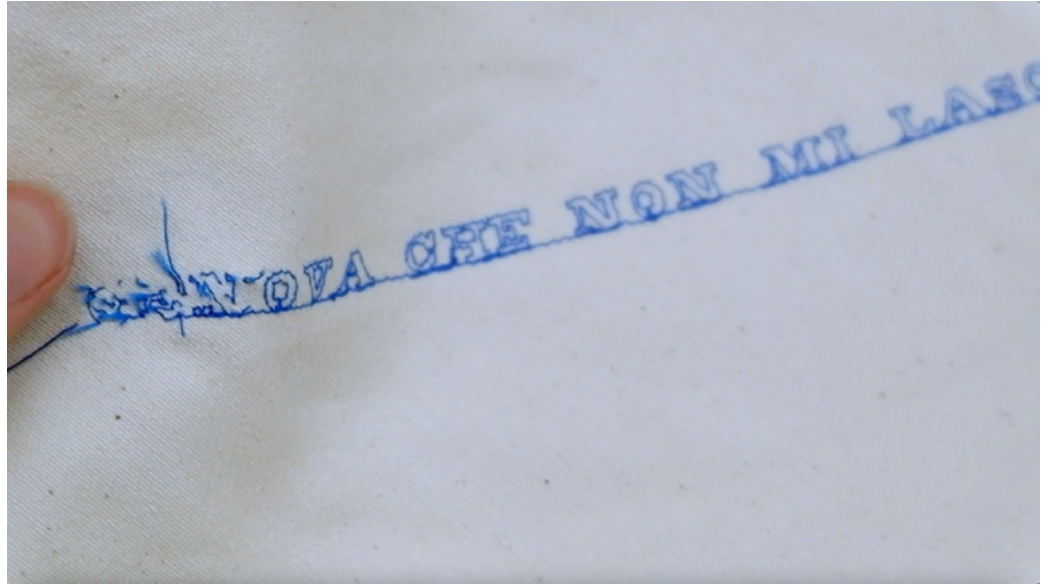
<https://vimeo.com/905739031>

Password: Portfolio

In *Genova che non mi lascia*, one can observe Zürrer's hands trying to unravel a piece of lettering.

The words *Genova che non mi lascia* were embroidered onto a white piece of twill fabric using a sewing machine. The lengthy unravelling process is accompanied by the sound of tearing threads, as well as exasperated moaning and occasional throat-clearing. After around a quarter of an hour, Zürrer gives up and *mi lascia* remains stitched into the fabric.

The video symbolizes Zürrer's relationship with the Italian port city of Genoa.



Video stills

The Knitting Club

2023

Zine, 64 pages, A4, edition of 50

Digital print on glossy paper

In collaboration with Elisa Féraud, Francisca Patrocínio, Anais Strübin

The Knitting Club is a project developed by Anais Strübin, Elisa Féraud, Francisca Patrocínio and Selina Zürrer, focusing on knitting practices.

Through a series of discussions, workshops, and shared experiences, they explored various aspects of knitting, from its historical significance to contemporary interpretations.

Drawing from their diverse interests and approaches to knitting practices, each member of the club contributed with research material, their own perspectives and references.

As part of the project, they developed a zine that compiles their collective explorations. Featuring a blend of visual research, knitting material and experiments, speculative conversations, and personal reflections on knitting techniques. With a focus on image-based content, the publication aimed to capture the multifaceted nature of knitting and its intersection with art, design, and social discourse.



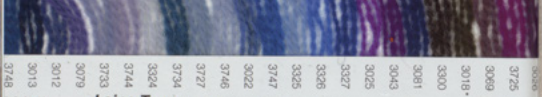


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Laine Tuna art. 1.12 (laine KL/929, fil double)
env. 3100 m/kg, en écheveaux de 100 g
Instruction de tissage voir page 1.12 c



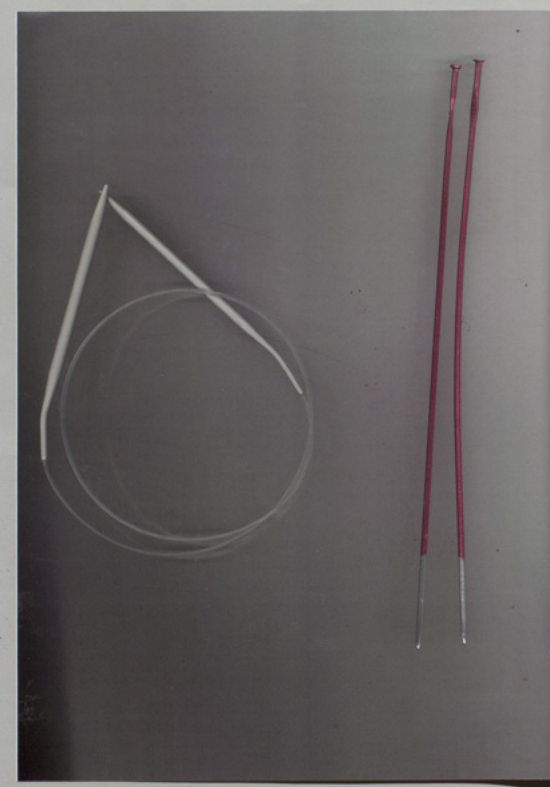
Laine Tuna art. 1.12 (laine KL/929, fil double)
env. 3100 m/kg, en écheveaux de 100 g
Instruction de tissage voir page 1.12 c



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env. 3100 m/kg, en écheveaux de 100 g
Instruction de tissage voir page 1.12 c



Laine Tuna art. 1.12 (laine KL/929, fil double)
env. 3100 m/kg, en écheveaux de 100 g
Instruction de tissage voir page 1.12 c



ooookey lets go

2023

Interactive mixed-media installation

Information sign with QR code, Raspberry Pi with camera and PIR sensor, display, MacBook, photo printer, photo paper, signed paper envelopes

Variable dimensions

In *ooookey let's go*, Zürrer references so-called *on ride camera* systems from rollercoasters and amusement parks.

A Raspberry Pi with camera and infrared motion sensor is installed as close as possible to the entrance to the exhibition space. The camera is triggered by the motion sensor and the photos are automatically transferred to a MacBook in the exhibition room.

Connected to the MacBook is a monitor on which the nine most recent photos are displayed and numbered. The logo of the exhibition space is placed above the photos. Visitors can purchase their photo for CHF 10 and receive a paper envelope signed by Zürrer with the logo of the exhibition space. Inside the building, outside the exhibition space, there is an information sign with a camera surveillance symbol and QR code; the QR code leads to a short text with legal information on how to handle the photos.

The logo is adapted to the respective exhibition location at different exhibition venues.

In *ooookey let's go*, visitors can purchase a work of art that turns out to be a marketing strategy disguised as a souvenir.

Exhibition view
Grosse Regionale, *ALTEFABRIK, Rapperswil, CH



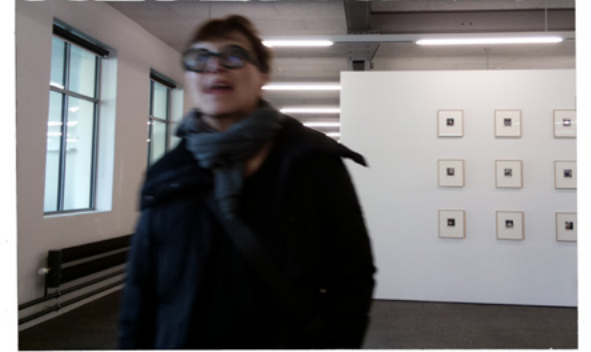
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gênes archive

2020 - ongoing

Mixed media installation

White cotton kitchen thread, cotton threads unravelled from jeans, Indigo-dyed cotton kitchen thread, stretchers, shutter shelf, archive boxes, folders

Variable dimensions

Gênes Archive currently consists of 4 different weavings stretched on frames, as well as an archive shelf with folders and boxes.

The weavings were each woven on either different looms, from different materials or in different bindings and are part of Zürrer's practical research:

First fabric from left: white cotton kitchen thread woven on a comb loom in plain weave.

Second fabric from left: warp threads taken from a pair of jeans, knotted together, woven on a comb loom in plain weave.

Third fabric from left: white cotton kitchen thread woven on a 4-shaft table loom in twill weave.

Fourth fabric from left: indigo dyed cotton kitchen thread and white cotton kitchen thread woven on a self-made prehistoric 4-shaft weighted loom in twill weave.

The folders and archive boxes contain Zürrer's theoretical research, documentation of the practical research and objects collected during the research. The labels on the folders are currently the only clues to the subject matter of the project.

More background information will be provided by a video that will make the contents of the archive visible.

The *Gênes Archive* will interweave the history of weaving and jeans, whose ancestors were already made in Genoa during the Renaissance, with the history of the Genoese dockers and their present-day strikes against arms transshipments in their port and other anti-military and anti-fascist activities, and thus place them in new contexts.

Installation view





stuck on repeat

2021

Video in loop with audio

9.13 min

<https://vimeo.com/682224934>

Password: Portfolio

The video shows 11 recordings of a water swirl created by a hydroelectric station and were filmed between 2019 and 2021 by Selina Zürrer. The swirl almost always contains various objects such as balls, PET bottles or driftwood. The objects are caught in the water, in a seemingly endless loop of drifting and diving up and down.



Video stills

maneuvering intermezzo

2020

Interactive wall installation

Car parking sensor system, nail clamps, cable ties, cable, power supply unit

Variable dimensions

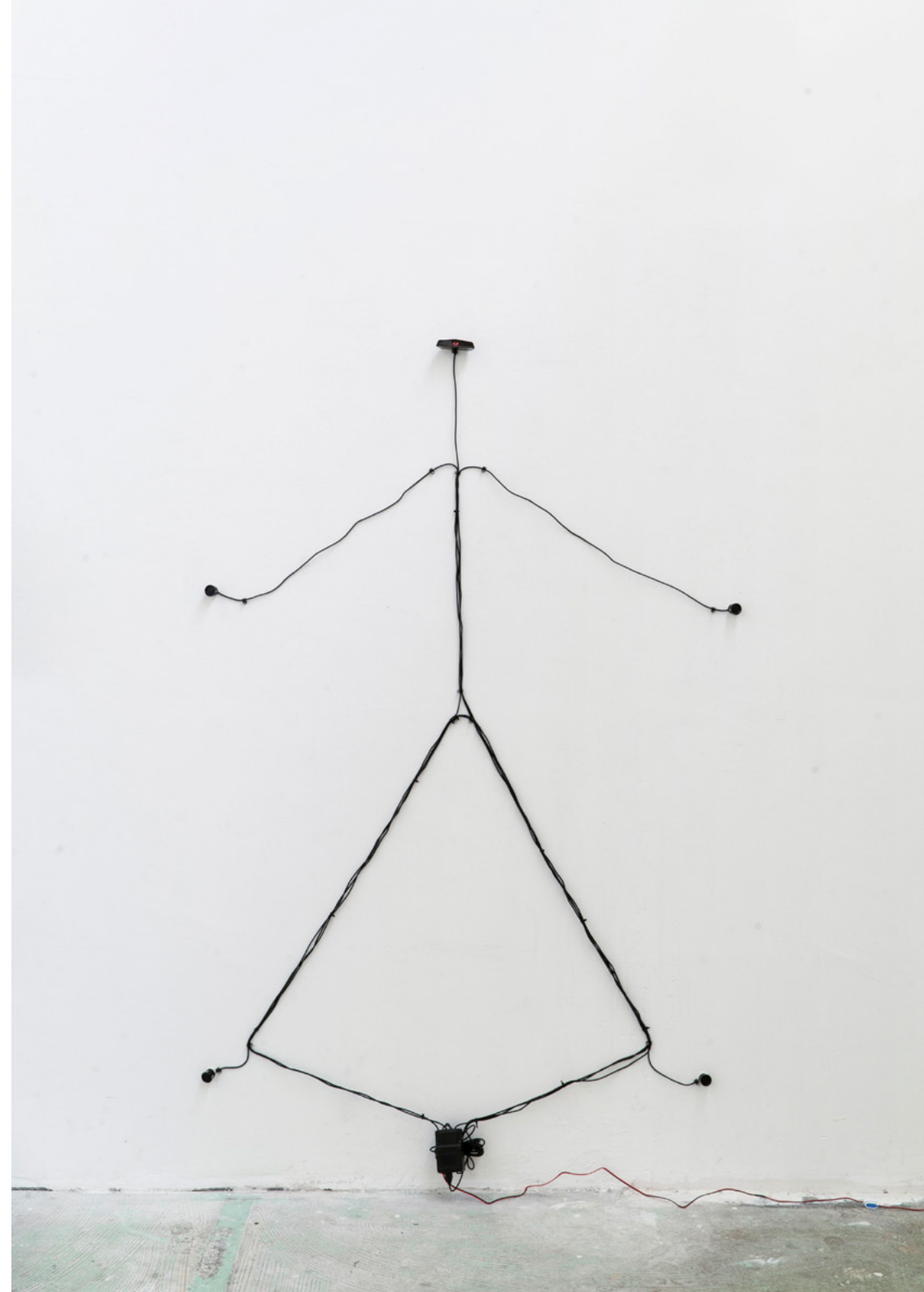
Documentation video: <https://vimeo.com/433622107>

Password: Portfolio

In the installation *maneuvering intermezzo*, a parking aid sensor system designed to be mounted on the back of cars is attached to the wall in the shape of a stick figure.

When people approach the installation, the parking system's alarm signals sound from a distance of two metres. The closer the person is to the sensor, the shorter the pauses between the individual beeps. The visitors create an acoustic intermezzo by approaching the stick figure.

Exhibition view
common ground, Toxi, Zurich, CH
Photo by Mercedes Borgunska



The Polychrome Antiquity Choir

2019

Video in loop on screen with audio

8.04 min

<https://vimeo.com/349633019>

Password: Portfolio

URL polychrome antiquity website in vinyl foil

Website: www.polychromeantiquity.com

In *The Polychrome Antiquity Choir*, five people perform the results of a survey as an antique-looking choir. In the survey conducted by Selina Zürrer, people were asked about the topic of the antique polychromy. The performers present the questions from the survey together with their results.

After each question, five quotations from the survey are also presented individually by each performer. The video reflects the different opinions of the respondents and raises questions about what the idea of a polychromatic antiquity would change and how it might change the way we look at the past and present.

Together with the video, a URL made of vinyl foil is shown. The URL refers to the website www.polychromeantiquity.com created in 2018 by Zürrer.

The website offers further information on the topic of polychromatic antiquity, as well as a webshop where T-shirts and other merchandise can be purchased.

www.polychromeantiquity.com



Exhibition view
Kunststipendien der Stadt Zürich, Helmhaus, Zurich, CH
Photo by Zoe Tempest



**Do you know that antique statues and architecture used to be colourful?
And if yes, wherefrom?**

CV

Selina Zürcher (*1992)
lives and works in Zurich, CH

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education

2022 – 2024
Master Fine Arts, Zurich University of the Arts, Zurich, CH

2013 – 2015
Bachelor of Arts in Fine Arts, in Specialization in Media Arts,
Diploma with Honours, Zurich University of the Arts, Zurich, CH

2012
Basisjaar, Gerrit Rietveld Academie, Amsterdam, NL

selected solo exhibitions

2020 *corona works*, Kabinett Visarte, Zurich, CH
2018 *the polychrome antiquity campaign*, Kunstkasten, Winterthur, CH
2017 *info press*, Sihlhalle, Zurich, CH

selected group exhibitions + screenings

2024 SOUP SHOW, Hotel Tiger, Zurich, CH
On site, Walter Haymann-Stiftung, Zurich, CH

2023 Grosse Regionale, *ALTEFABRIK, Rapperswil, CH
Diskurs, Auktion, Sihlquai 253, Zurich, CH
GIFT, 3.D33, Toni-Areal, Zurich, CH
Einsichten 2023 Visarte Zürich, Photobastei, Zurich CH
Art Encounters Biennial 2023, Closing Weekend, Mansarda, Timișoara, RO
Exploite me!, JKON, Kunstmuseum Olten, CH
scusi not scusi, warenlift, Zurich, CH

2022 Best of 2022 Visarte Zürich, Photobastei, Zurich, CH
Testing Grounds, HKB, Bern, CH

2021 Best of 2021 Visarte Zürich, OnCurating Project Space, Zurich, CH
Common ground, Toxi, Zurich, CH

2020 *Jeder Schnitt etwas Bestimmtes...*, Kunstmuseum Olten, CH
Best of Visarte Zürich 2020, Haus Eber, Zurich, CH

2019 Grosse Regionale, Kunst(Zeug)Haus Rapperswil, CH
Kunststipendien der Stadt Zürich, Helmhaus, Zurich, CH

2018 Assoziation, Kunst: Szene Zürich 2018, University of Zurich, CH

2017 SELFIE MANIA, Alte Fabrik, Rapperswil, CH
Offline - UP & COMING, Weinbergstrasse 48, Zurich, CH
Video Summe, Videopool, Kaskadenkondensator, Basel, CH
Veto für Kunst und Film, Screening & Talk, Royal Kino, Baden, CH
Time and Space, CICA Museum, Gimpo-si, KR

2016 *STELLA and Friends in the 24hrs Project*, in collaboration with STELLA,
Tart, Zurich, CH
Hotel Europa, Concordia, Enschede, NL

2015 International Exhibition by Volumes, Independent Art Publishing Fair,
Kunstraum Walcheturm, Zurich, CH
Diplomausstellung 2015 ZHdK, Zurich, CH
Can Hope Be Dissapointed? Bunker, Zurich, CH

residencies + grants

2023 Art & Activism Summer School by IfCAR ZHdK, Istituto Svizzero, Rome, IT
2021 Work grant Covid-19 of the city of Zurich, CH
2020 6 month residency grant of the city of Zurich in Genoa, IT
2017 General residency at the Frans Masereel Centrum, Kasterlee, BE

curatorial projects + teaching

2023 – 2024 Co-curation of the exhibitions *ETAPPEN ETC* and *SYNTHESE* for the
Walter Haymann-Stiftung, Zürich, CH

2020 Guest teacher in the seminar „Weisse Wüste“, F+F, Schule für Kunst und Design
lead by Talaya Schmid, Katrin Murbach & Roland Roos

collections

Kunstmuseum Olten