



The Quartier des Bains

When art and culture meet
at night.

Nestling in a quiet artistic quarter of Geneva, the *Quartier des Bains* has become a noteworthy, rapidly emerging event among thousands of local Genevois and expatriates. This three-times-a-year event explodes with enthusiastic art lovers, due in part to its diverse and talented pool of local and international artists who showcase their work. Above all, many look forward to the unique transformation that occurs in this particular quarter. The neighbourhood of Plainpalais becomes a lively and magical space, filling the city's streets with art lovers, students, serious collectors, young urban professionals and local neighbours eagerly waiting to enter all thirteen of the galleries to celebrate an evening of art, culture and glamour.

An opportunity to meet the artists

Being able to visit the museums, as well as the private and public galleries (usually open only for prospective buyers), is truly an art lover's dream. This event is also free of charge, including access to four prominent art institutions that are highly regarded in Switzerland: Centre d'Art Contemporain, Mamco, Centre de la Photographie and Médiathèque FMAC.

Finding these galleries, some may argue, is not an easy task. With adrenaline running high and the clock ticking, the small pocket-sized information booklets are the best way to navigate your way around the city to browse the fascinating exhibitions. There are a few "must-see" events this summer offering a programme of exciting new exhibits. Famous artists such as Marc Quinn will be shown at Patricia Low Contemporary, the Indian artist Sharmila Sarmant at Pierre Huber, a collective photographic exhibition at 5 rue de la Muse, with among others Mike Kelley, Rhona Bitner and Gilbert & George, and "breakthrough" as well as renowned Swiss artists.



The Quartier des Bains attracts art lovers of all ages

Many artists also share the same enthusiasm as their admirers, because after many tiresome months of working quietly in their studios behind closed doors, Quartier des Bains is their opportunity to shine. Painters, sculptures, photographers, avant-garde and installation artists are chosen to display their work as independent artists in selected galleries, and can share this moment collectively with their peers.

Sandra Mudronja, head of communications for this event, says: "This event is so rare. It offers a different experience to the artist and to the visitors every year because we can exhibit our creations in a more intimate environment. Admirers have an opportunity to speak to their favourite artist, getting an up-close-and-personal experience of real artists at their best, instead of viewing their artwork hung on the wall. What is so interesting is that you can feel the excitement in the air. It's contagious."

Entertainment as well as art

Running its 10th successful year, Quartier des Bains has become the most popular after-work venue in the late summer season, as it continues to offer so much entertainment including the "crawl". When patrons wish, they can take a break from the line-up of busy crowds at galleries and sit on the patios of popular spots such as Tiffany,

Café des Bains or Le Réservoir. For this event the bars extend their hours until early morning sunrise.

This is an eventful evening with live music, fashionistas, flashing lights and the exchange of softly spoken words of awe, as all share their thoughts about the contemporary art displays. It is also a celebration, one that aims to encourage and acknowledge the importance of contemporary art in Geneva. See you there!

Info: The event is situated in the streets of Geneva between Rue des Bains and Avenue du Mail. The next event will be on 15 September. See the website for timings and more details.
www.quartierdesbains.ch



Laura Leone Romanin

is Canadian-Italian, living in Geneva, and has been published in books, magazines and journals for various

international publications. In addition to her passions of writing and art, she is a member of the International Women's Writing Guild [IWWG], member of Geneva's Writer's Group and an activist with the PETA. organization.