

Press information

Zumtobel set to feature at Art Biennale 2017 in Venice

The Art Biennale sheds new light on art from a variety of different perspectives - and in a variety of different pavilions. As a long-term partner of the Art Biennale, Zumtobel is once again playing a supporting role in 2017 and sharing its technical expertise with Austrian space, lighting and installation artist Brigitte Kowanz, who is designing the new Austrian Pavilion.

Dornbirn, 9th May 2017 – As a prominent spatial light artist, [Brigitte Kowanz](#) has already implemented a series of joint projects with [Zumtobel](#), the leading international supplier of integrated light solutions. Now the Austrian artist has been given a very special honour at this year's Art Biennale in Venice: responsibility for the artistic design of the [Austrian Pavilion](#) with her colleague Erwin Wurm. While Wurm works on the Main Pavilion, Kowanz has focused her attention on the adjacent "White Cube", which has been newly built by architect Hermann Eisenköck. Already famed for using light to shape rooms, Kowanz will transform the "White Cube" into a "Light Space". As a long-standing partner of the internationally renowned light artist, who was awarded the Grand Austrian State Prize in 2009, Zumtobel will provide Kowanz with advice and support.

"The creative exchange with artists is very much a constructive inspiration for us," revealed Karin Zumtobel, Head of Culture & Arts Zumtobel Group. "New challenges offer new and exciting impulses for our portfolio. We are therefore delighted to be able to assist Brigitte Kowanz with her light installations."

The cooperation with eminent architects, designers and artists and a commitment to the promotion of arts and culture is firmly entrenched in the corporate culture of Zumtobel. Both the collaborations and the cultural alliances are usually long-term initiatives – just like the partnership with the Art Biennale, which includes the illumination of the "Giardini", the main showplace of the Biennale di Venezia. "The right lighting is vital – especially when it comes to such important installations – as the way that the architecture and the exhibits are experienced is shaped largely by the specific nature of the lighting," explained Karin Zumtobel when asked about the significance of the cooperation.

The [57th Biennale di Venezia 2017](#) will open in Venice on 13th May and is set to run until 26th November.

Photo captions:



Photo 1: Brigitte Kowanz, Shift, 2015, LEDs, mirror. Photographer: Tobias Klein. Copyright: The artist and Häusler Contemporary Munich | Zurich.



Photo 2: Zumtobel's artistic collaborations are mostly long-term initiatives – just like the partnership with the Art Biennale, which includes the illumination of the “Giardini”, the main showplace of the Biennale di Venezia. Left: Outside view 56TH INTERNATIONAL ART EXHIBITION: Glenn Ligon – A Small Band.

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About Zumtobel

As a leader in innovation, Zumtobel develops sustainable lighting solutions tailored to the needs of people in their respective applications. With a comprehensive portfolio of high-quality luminaires and intelligent lighting management systems, the Austrian company provides optimum indoor and exterior products for working and living spaces - the right light for every activity at any time of day. The applications office, education, presentation and retail, hotel and wellness, health, art and culture and industry are now perfectly complemented with portfolios for living and outdoor areas. Zumtobel is a brand of Zumtobel Group AG with its head office in Dornbirn, Vorarlberg (Austria).

Zumtobel. The Light.