



MEDIA RELEASE

Plankton Manifesto launch in Zurich: Katja Loher's greatness distilled in the sea's tiny creatures.

Zurich, June 8 2021 With the launch of the stunning Plankton Manifesto, Zurich is the prelude to a global initiative that will extend to many other locations around the world. In the period from June 8th to July 8th, the internationally renowned artist Katja Loher will invite outstanding personalities, ranging from scientists to other artists, onto the stage to highlight the essential importance of the marine life for the continued existence of mankind.

Having lived in New York for 15 years Swiss artist Katja Loher's nomad life stalled over night forcing her to move from the Corona epicenter to her motherland Switzerland – far from civilization on the very top of the mountain. This monumental contrast to her previous life - standing still - has allowed her to drill deep into her concepts and moving into the next step.

Universal themes

"Katja Loher's art has always fascinated me with its beauty and distinctiveness. She picks up themes with universal importance", says Philip Glass, artist and regarded as one of the most influential composer of the late 20th century. Katja Loher complements: "Beauty is omnipresent in my work, as an artistic statement of the essence of life sustaining processes supporting our planet. With my work, I address ecological urgencies and the future of humanity. The last decade I was putting the focus on the plight of bee, which now shifted to the plankton. While awareness to save the endangered marine world – the mother of all lives – is rising, it hasn't yet reached the point of collective action. Today is a wakeup call to not go back to normal and rather find a new way to live with the earth and all the creatures instead of against them.

Manifesting in collective action

In order to highlight this importance, the Plankton Manifesto focuses on the smallest, invisible and vulnerable creatures, as the key species of the marine food chain and responsible for more than 50 percent of the photosynthesis of the world. From the Amazon to the Plankton, lungs are the engine of life, as symbolized in the Manifesto's logo. "As artists, we don't have the political power but at this moment of our time the even more important role lies in sensitizing the world population what is really sustaining our future existence - nature and particularly the sea as the cradle of all life." Driven by her previous manifesto and work and at the same time impacted by this unprecedented situation of life, Katja developed this Plankton Manifesto which activates the attention to the viewer through its sheer beauty. "Instead of watching the results of the environmental damage and the destruction of nature, I rather want to exalt the beauty of nature in order to make people realize the stake of preserving the worth of our living foundation", the artist explains. This exhibition will show a range of Video-sculptures making it a unique multi-sensual experience and it sets up the stage for many other creatives and scientists to hold events, present their art and



LET'S DRIFT COLLECTIVELY

knowledge to the public. "Life is nothing but a dream, and as artists, we can create our life with love, and our dream becomes a masterpiece of art. I want to thank everyone who contributes to transform my intention to manifest collaborative dreams and rises awareness. My special thanks go to Good Grapefruit with their pro-bono contribution to the branding, graphic design and creation of the sustainably fabricated Plankton costume, further too Gian Maria Annovi, author of the Plankton Manifesto Poetry and Damiano Righetti for his scientific inputs. Not to forget the sponsors Campari and Falkenbräu, who take care of the refreshments", Katja Loher concludes.

Katja Loher is a globally renowned artist who has gained recognition among all kinds of art lovers, such as peers collectors, curators, gallerists. From the USA to Europe to China or Japan - her exhibitions have fascinated people for years.

The Plankton Manifesto shows:

June 6. – July 8. 2021

Zinnengasse 4, 8001 Zurich

LAUNCH June 8, 2021, 6-10pmm RSVP only

To register visit our webpage:

www.planktonmanifesto.com

More info and program:

www.planktonmanifesto.com

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Selection of Exhibition:

Upper House, Hong Kong, China (2019); Swiss Embassy, New Delhi, India (2018); Core Club, New York, USA (2017); NBMAA, New Britain, USA (2015), Telfair Museum, Savannah, USA (2015); The Figge Art Museum, Davenport, USA, (2015); Haus für Kunst Uri (Art Museum Uri), Altdorf, Switzerland (2013); The Field Museum, Chicago, USA (2012); MuBE, Museu Brasileiro da Escultura, São Paulo, Brazil (2012); MAXXI Museum, Rome, Italy (2010); Biennale Chongqing, China (2009); Siggraph Asia, Yokohama, Japan (2009); Art Digital, Centre of Contemporary Arts, Moscow, Russia (2005); United Nations Pavilion at the Expo Shanghai, China (2010); The State Hermitage Museum, St.Petersburg, Russia (2004)

Selection of Collections:

Kunstdepot Altdorf, Switzerland; La Roche Art Collection, Basel, Switzerland; PAMM, Pérez Art Museum, Miami, USA; Figge Museum, Davenport, USA; 21C Museum, Louisville, USA; Credit Suisse Collection, Geneva, Switzerland; Telfair Museum, Savannah, USA; AAL Arte Al Limite, Santiago de Chile, Chile, eN Arts Collection, Tokyo, Japan.

Art & Architecture Projects: Headquarter Swiss Grid, Switzerland; SLS Brickell, Miami, USA; Private Airport, Bogota.