

**Marcel Freymond, Christina Gähler, Yannick Lambelet, Marco Nicolas Heinzen,  
David Weishaar – «YOLO you only live once»**

Exhibition at Galerie da Mihi from 11 September to 8 November 2014

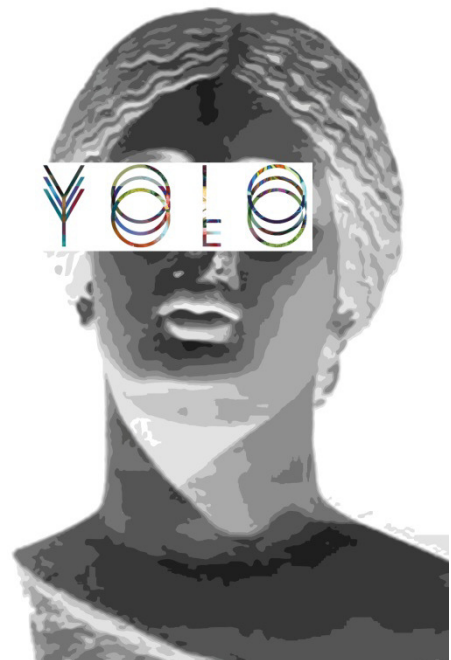
**Opening on Thursday, 11 September, 18:00 - 20:00**

18:30: Performance by Fatima Moumouni, Spokenword

**Galerie da Mihi has come up with something very special this fall and will be presenting with "YOLO" a group exhibition of five young, emerging Swiss artists who belong to a generation that is often called "digital natives" by the media; that is, born in 1980 and younger. We try to determine what could be their attitude towards life as well as their influences and impacts on the art world. Since we can only provide a small insight from the depth and range, we restrict ourselves to the medium of painting in this exhibition.**

The term "YOLO" (you only live once) comes from the language of young people and was named the Youth Word of the Year in 2012. If someone says YOLO, he/she means: everything is on the right track, everything is in balance or in grasp. YOLO has an even greater meaning, it is an attitude towards life, a desire to savour time. The meaning of YOLO has already rooted in the thinking of the Greek philosopher Epicurus, who represented the Hedo materialist doctrine during around. 300 BC, and it was aimed at maximising happiness in life and love for life. The Roman poet Horace then coined the epicureanly influenced expression "Carpe diem", who is thankful to the Baroque period for the echo which persists even today and is usually translated as "seize the day". Carpe diem has also been written by the YOLO generation on the flags. Although its was no Thirty Years War, which showed this generation the importance of the moment and the awareness of their own mortality, it was rather a social revolution that put everything ever seen before in the shade: the digital revolution.

We are talking about a generation that has been called by the U.S. educationalist Marc Prensky as "digital natives", because they have already absorbed all the technological blessings with breast milk. That is, the first generation, which is familiar with new media such as the Internet and uses it from childhood. Grown up with wikis, blogs and social network, they learn the semantics of the browser input (finding your way in the largest pool of information of all time) almost as a second mother language. For them, open source, Wikinomics and instant messaging are everyday used terms and correspond to their mentality. According to Prensky, they have a networked thinking, i.e. interdisciplinary, interactive, playful, dramatic, less systematic, but creative. They do not use media linearly, they rather jump to a website like a hyperlink from one point to another. Our brain doesn't function the same way? Perhaps this is an evolutionary step for mankind, a neuro-global revolution? With the advent of the Internet not only a new communication medium has entered our daily lives - it shows the ways as to how people define themselves and behave in a fundamentally revolutionised manner. The lifestyle of the YOLO generation is non-linear, non-deterministic and self-organised. For what others describe as virtual is a living reality for them. The digital realm is a social cultural area, where you actively participate. They do not care about national boundaries and restrictions on what you really need to call a huge step forward after a century of nationalism, fanaticism and wars. In this way, a global revolution takes place that is not only a technical one but also a social one.



Contrary to the initial assumption, their art is not dominated by computers and robots, but makes use of everyday life, in which the network has been

by Valentin Häberling and Marco Nicolas Heinzen

present for a long while. "In a world where technology covers all areas of life, explicit technological references are unnecessary and obsolete!", wrote the New York artist Marisa Olson. In conversation with artists, no obvious common denominator of this generation emerges. As a trend, a penchant for irony, outspoken multidisciplinary and the turning away from the subjective approach to the world are mentioned. The human being is no longer the measure of all things. In any case, it is clear that it is not a generation of pure nerds. Whoever wrote YOLO as a motto on the flags certainly expects more from life, sets stringent targets and is willing to take risks. According to an article of the Tagesanzeiger\*, it is believed that this generation was also shaped by pervasive economisation besides the digitisation of life.

In discussions on the localisation of the current art, art critics associate them with a "speculative realism" and a "new materialism". In particular the post-modern age is meant here for which the construct of the world, i.e. perception, was basically the mind. The YOLO artists see this quite different: They want to find an approach to the world, which is more oriented towards natural sciences. It is a philosophy of desubjectification of the world, but at the same time characterised by a high awareness of justice and the environment. On the contrary, life is highly valued in the market society.

The exhibition at da Mihi Gallery shows a selection of this extremely heterogeneous group of young artists. In all their versatility, these works testify to a remarkable self-awareness and clear ideas.

We hope you enjoy the exhibition "YOLO - You only live once" and look forward to your visit. Be inspired by the works of a new generation of artists - a generation that will define our world tomorrow. Discover your own view at YOLO.

Attached you will find the biographies of the artists.

*da Mihi Gallery is open from Mon - Fri 10:00 to 19:00, Thu 10:00 to 21:00 and Saturday 09:00 to 17:00.  
For consultations and introductions, we request you to get prior appointments.  
The gallery owner is present on Sat 11.00 - 17.00.*

\*[www.tagesanzeiger.ch/leben/Was-die-Generation-Internet-ihren-Eltern-voraus-hat/story/21246426](http://www.tagesanzeiger.ch/leben/Was-die-Generation-Internet-ihren-Eltern-voraus-hat/story/21246426)

# Biography Marcel Freymond

Born 1983 in Bern, Switzerland

Lives and works in Zurich and Biel, Switzerland

## Education

2013 Master in Fine Arts, Basel, CH

2005 Fachklasse Graphic Design, Schule für Gestaltung Biel, CH

## Solo exhibitions (selection)

2013 Cliché, Galleria 44, mit Tatjana Erpen, Genua, I  
Ja Genua, Galerie Idea Flxa, mit J. Willi / O. Rossel, Basel, CH

2012 Tout tout tout le monde, Galerie Selz, mit G. Pellaton, Perrefitte, CH  
L'émergence du livre, Galerie Mayhaus / René Steiner, mit H. Helle, Erlach, CH

2011 Roland und seine Frucht Gang, Lokal Int, mit O. Rossel, Biel, CH  
Offspace Hinterhof, mit O. Rossel, Basel, CH  
Marcel Freymond, Lokal Int, Biel, CH

## Collective Exhibitions (selection)

2012/13 Cantonale Bern Jura, CentrePasquArt, Biel, CH  
Cantonale Bern Jura, Kunstmuseum, Thun, CH

2011 Swiss Art Awards, Basel, CH  
Anderfuhren, CentrePasquArt, Biel, CH

## Publications

2012 "L'émergence du livre", Marcel Freymond & Heinz Helle, Edition Haus am Gern  
"Roland und seine Frucht Gang", Marcel Freymond und Olivier Rossel, Edition Fästing Plokare

2008 "Jah et son frère blanc", Marcel Freymond und Gil Pellaton, Edition Fästing Plokare

## Awards/Nominations

2010 Prix Anderfuhren de Reconnaissance 2010, Biel

2009 Atelierstipendium Atelier Suisse, Brüssel

2008 Prix Kunstverein der Stadt Biel



# Christina Gähler

Born 1988 in Wettingen, Switzerland  
Lives and works in Zofingen, Switzerland

## Education

2013 Master of Arts in Contemporary Arts Practice, HKB Bern, CH

2011 Bachelor in Fine Arts, HKB Bern, CH

2008 Studiengang Bildende Kunst, F & F Schule für Kunst und Mediendesign, Zürich, CH

2006 Gestalterischer Vorkurs, F & F Schule für Kunst und Mediendesign, Zürich, CH



## Solo exhibition

2009 ZhArt, Hive, Zürich, CH

## Collective Exhibitions

2014 YOLO, Galerie da Mihi, Bern

2013 Cantonale Bern Jura, La Nef, Le Noirmont, CH

Omnibus, Stalla Libra Art Space, Sedrun, CH

show me show me show me, MA Diplomausstellung, Centre PasquArt Biel, CH

2012 KUNSTpause, Zug, CH

DIE FOLGEN VON VENEDIG, MA CAP, Progr Bern, CH

2011 BA Diplomausstellung, Kunsthaus Langenthal, CH

Jugendart, Bank Soba, Olten, CH

2010 Kunst passiert, Massenproduktion, Coq d'or, Olten, CH

2009 Jugendart, Olten, CH

# Marco Nicolas Heinzen

Born 1983 in Brig, Switzerland

Lives and works in Zürich and Brig, Switzerland

## Education

2011 Master Of Fine Arts, ZHdK Zürich, CH

2008 Diplom Jazzgitarre / Musikpädagogik, Jazzschule HSLU/MHS Luzern, CH

## Solo exhibitions

- 2014 Eventually you will be dead but today you are not, Galerie Schützenlaube, Visp, CH  
Space Dogs and Alien Spy Cats, Box43, Zürich, CH
- 2012 Von Hunden, Katzen und anderem Getier, Lokal-Int, Biel, CH
- 2011 The Return of Eternal Beauty (In the Search of Arcadia), Box43, Zürich, CH



## Collective Exhibitions

- 2014 YOLO, Galerie da Mihi, Bern  
Continuum, Sweet Art Gallery, Naples, Florida, USA
- 2013 Jungkunst, Katharina Sulzer Areal, Winterthur, CH  
Pimp my Painting, Message Salon, Zürich  
Punctum Contra Punctum: American Edition, Sidney and Berne Davis Art Center, Ft. Myers, Florida, USA  
Punctum Contra Punctum II, National Museum of Georgia, Blue Gallery (National Gallery), Tiflis, Georgien  
Hypnosis, Performance for Klinch Editions, "I Never Read" Art Book Fair, Art Basel, CH  
Kurioses & Pop, Chri Frautschi feat. Marco Nicolas Heinzen u.w., PJZ Zürich, CH  
Incognito, Museum of Art Naples, Naples, Florida, USA  
Transform 2, Marco Nicolas Heinzen (Performance, Gitarre, Vocals), Transform Bern, CH
- 2012 Kunstkonsum, Lokal-Int, Biel, CH  
Catch of the Year, Dienstgebäude, Zürich, CH  
Gang Bang, Box43, Zürich, CH  
Punctum Contra Punctum, National Museum Georgia, Tiflis, Georgien  
Objekte. Figuration, Box43, Zürich, CH  
Cherry Xox, Box43, Zürich, CH  
The Return of Planet Nybiru (2012 Trancestep Edit), Box43, Zürich, CH
- 2011 Bergschwund, Box43, Zürich, CH  
Maximalism, Artspace Lessing, Zürich, CH  
Master Of Fine Arts, Degree Show 2011, Shedhalle / Rote Fabrik Zürich, CH
- 2010 Regionales Konzert – The Village Cry, Kunsthalle Basel, CH  
Intervention – Master Symposium, Schaulager, Basel, CH  
Basement Project, Fundament 008, Museum Bäregasse Zürich, CH  
Almeria to Béziers to Newquay, Darsa Comfort, Zürich, CH  
Der Lauf der Dinge, Jungkunst im Schloss Leuk, CH
- 2009 If the shoe fits - wear it, Projektraum 238, Master of Fine Arts, Zürich, CH  
Alternative Bachelordiplomausstellung, Güterbahnhof, ZHdK Zürich, CH

Facebook (interaktiv – multimediales Theater), Forum Wallis, LaPoste Visp, CH

2008 Sonic Boom – Speed Overdose, ZHdK – Master of Fine Arts, Zürich, CH

2007 A car is a car is a car, Forum Wallis, Martigny Sierre Leuk Visp, CH  
Bogen West, Badenfahrt, Baden, CH

2006 Travelling. Moving. Staying, Forum Wallis, Brig, CH

### **Projects**

2011 - 2014 Leitung und Kuratation von Box43, Zürich, CH

2009 Hotel Happy Love, dreimonatiger Betrieb eines Künstlerhotels, Zürich, CH

### **Works in public or private ownership**

Schreiber & Sheppard Collection, Zürich, CH

Privatsammlung A. Germann, Zürich, CH

Collection of the Museum of Art, Naples, Florida, USA

Private Collection Richard L. Tooke, Naples, Florida, USA

Private Collection St. Amand, Forth Myers, Florida, USA

Private Collection Lagemann, Miami, Florida, USA

Private Collection Guerrero, Miami, Florida, USA

Privatsammlung Juen, Imscht, Österreich

Privatsammlung Heinzen, Düsseldorf, Deutschland

Privatsammlung Heinzen, Zürich, CH

# Yannick Lambelet

Born 1986 in Yverdon-les Bains, Switzerland

Lives and works in La Chaux-de-Fonds and Lausanne, Switzerland

## Education

2011 Master European Art Ensemble in Visual Arts, Universität für Kunst und Design, Lausanne

2009 Bachelor in Visual Arts, Universität für Kunst und Design, Lausanne

## Solo exhibitions

2014 Unicorn pop porn, Box43, Zürich, CH

2013 Google images is a new religion, le Cabanon, Lausanne, CH

2012 Take a sugar and come in the car, Galerie à Rebours, Paris, F  
Buy me I'll bite you, Likal Int, Biel, CH  
Mermaid Motel, Studio AIR, Ekenäs, FI



## Collective Exhibitions

- 2014 YOLO, Galerie da Mihi, Bern  
Cadavres exquis à la plage, VENTILATOR 24, Berlin, D  
NordArt 2014, Kunstwerk-Carlshütte, Büdelsdorf, D  
Outer place, SIM Gallery, Reykjavik, IS
- 2013 71<sup>ème</sup> Biennale d'art contemporain, Musée des Beaux-Arts, La Chaux-de-Fonds, CH  
Montreux Art Galleries, Galerie Laurent Marthaler, Montreux, CH  
ARTUNG! KONTROLLE, usine électrique, La Chaux-de-Fonds, CH
- 2012 Neuchâtel, Cité des Arts, Paris, F  
Galleri Kirk, Aalborg, DK  
International Billboard Painting Festival, Viborg, DK  
Billboard Painters Exhibition, Galleri NB, Viborg, DK
- 2011 Verber, Broom Social Club, Genf, CH  
Diplôme Master, écal, Lausanne, CH
- 2010 HELL.O T.HERE, la Dépendance, Renens, CH  
We love caviar and zoophilism, Cabaret Mayo, Yverdon, CH  
EYES OF MARCH ou crève, Collectrices, Lausanne, CH  
TRIS-VONNA MICHELL, Galerie 1m3, Lausanne, CH
- 2009 Diplôme Bachelor, écal, Lausanne, CH
- 2008 Accrochage (Vaud 08), Musée cantonale des Beaux-Arts, Lausanne, CH

## Publications

- 2013 71<sup>ème</sup> Biennale d'art contemporain, SAMBA, La Chaux-de-Fonds, CH  
ARTUNG! KONTROLLE Hors-Série # 1, Self Made Mag, La Chaux-de-Fonds, CH
- 2012 Lausanne Contemporain Vol. 2, Collectif, FLAC, Lausanne, CH



# David Weishaar

Born 1987 in Strasbourg, France

Lives and works in Lausanne, Switzerland

## Education

2013 Master Of Arts in Fine Arts, ECAL Haute école d'arts et de design, Lausanne, CH

2011 Bachelor Of Arts in Fine Arts, ECAL Haute école d'arts et de design, Lausanne, CH

2009 Bachelor Of Arts, History and Fine Arts,, UDS Strasbourg, F

## Collective Exhibitions

2014 YOLO, Galerie da Mihi, Bern

2014 Cadavre exquis à la plage, invited artist by Axel Pahlavi, Projekt raum Ventilator 24, Berlin, D

2014 I really lov u, invited artist by Jaz Ayling, Saint-Valentin-Espace d'Art, Lausanne, CH

2013 Rires Et Bâillements, Collective Arte Della Tavola, La Maison du Vallon, Lausanne, CH

Monade Nomade, Collective Arte Della Tavola, Les Docks, Lausanne, CH

Colon Cannibal, Collective Arte Della Tavola, DémArt, Lausanne, CH

Murmurial, invited artist by french artist Mélodie Mousset, Curtat Tunnel, Lausanne, CH

Steidl, invited for an artistic intervention by Steidl publishing house, Oblo Cinema, Lausanne, CH

2012 Neo-Maso, Sylvie Fleury's atelier, Genf, CH

Le Retranchement, invited artist by Valentin Carron, Manoir, Martigny, CH

2011 Enzo Cucchi, Elac Gallery, Renens, CH

