



Media release

Volvo Art Session 2015

Zurich Main Station set to be a Mecca for urban art for four days

Zurich, 6 May 2015 – Starting on 10 June 2015, the Volvo Art Session will transform Zurich Main Station into a vast urban art studio for four days. Various artists' collectives will stage a series of interactive artistic performances in which a Volvo XC90 will be given repeated make-overs. Passers-by, fans of urban art and petrolheads will witness each artistic form live as a unique integrated experience. This year's highlights are a speed painting show by internationally renowned artist Franck Bouroullec on the opening evening, and the launch of the new Volvo XC90. The Volvo Art Session will be opened by brand ambassador Melanie Winiger and a breathtaking Tron dance performance by Slovenian dance crew The Pastels.

The fifth Volvo Art Session, the live art project organized by Volvo Car Switzerland, will take place at Zurich Main Station from 10 to 13 June. The best Swiss urban art collectives will each have one day to present the new Volvo XC90, together with the background, as they see it. The direct encounter with the artists, their art and its creation will be both experience and inspiration. At the end of each performance, a unique, three-dimensional complete work of art will emerge, which will then be painted over the next day and completely transformed again by the next artist. Every ten seconds a state-of-the-art camera will take a photo, allowing visitors to the Volvo Art Session's website www.volvoartsession.com to enjoy the event as a time-lapse film.

Opening evening with Franck Bouroullec, Melanie Winiger and Tron Dance Show

This year's line-up of artists promises spectacular performances and a great deal of interactivity. The honour of opening the event goes to renowned French speed painter Franck Bouroullec. Bouroullec is a rock star in artistic circles and has already painted such big names as George Clooney, Beyoncé and Roger Federer. Another highlight of the evening will be a breathtaking Tron dance performance by the dance crew The Pastels. The opening evening will be presented by Volvo brand ambassador Melanie Winiger. On Thursday the baton passes to Ben & Julia, a twosome that uses an enormous range of different techniques to create works that are colourful and zany in equal measure. The next day, artist double act Nevercrew from Ticino joins forces with street artist Chromeo from Winterthur. And the event culminates on Saturday, when three local artists will perform at once: Harun "Shark" Dogan, Ata Bozaci and Pius Portmann. They have been leading figures on the Zurich urban art scene for many years.



A New Beginning – Swiss launch of the new Volvo XC90

As well as urban art, this year's Volvo Art Session will turn the spotlight on Scandinavian craftsmanship: The Volvo XC90, the Swedish carmaker's new flagship, will star in a glittering light and dance show on the opening evening. And on the following days everyone will be able to experience the Volvo XC90 live in a specially designed exhibition "cube".

In their different ways, the Volvo Art Session and the new XC90 are both expressions of Volvo's outstanding design skills and the pleasure it takes in innovation. The first vehicle for some years to have been developed by the company in-house, the seven-seater SUV is the centrepiece of the relaunch of the Volvo brand – and a token of the modern, creative interpretation of Scandinavian design. The combination of formal minimalism and exquisite attention to detail – outside as well as in – shows how deeply Volvo is rooted in the Scandinavian design tradition.

More information on the Volvo Art Session is available at volvoartsession.com

You can follow the Volvo Art Session live on Facebook: [facebook.com/volvoswitzerland](https://www.facebook.com/volvoswitzerland)

Time-lapse film of the Volvo Art Session 2014: <https://www.youtube.com/watch?v=Q2UJuD8EHTI>

Biographies of the artists and constantly updated visual material can be found at:

[dropbox.com/login](https://www.dropbox.com/login)

Account: volvoartsession@oppenheim-partner.ch

Password: volvoartsession2015

Media agency:

Daniel Leuenberger, Oppenheim & Partner GmbH, dl@oppenheim-partner.ch, +41 (0)44 515 65 00

Simon Krappl, Volvo Car Switzerland AG, simon.krappl@volvocars.com, +41 (0)44 874 21 21



PROGRAMME

Three virtuoso urban art collectives and one of the world's best-known speed painters will stage visionary artistic performances at Zurich Main Station for four days.

Opening evening with Franck Bouroullec: Wednesday 10 June, 18.30 – 21.00

Franck Bouroullec is one of the world's best-known speed painters. He creates imposing portraits at an almost manic pace – live and in front of an audience. He works on huge canvasses held in place by just one helper, and the special thing about his work is that Bouroullec always paints his portraits upside down, so the end result cannot be seen properly until he turns it the right way up. Bouroullec is a rock star in artistic circles – he has already painted such big names as George Clooney, Beyoncé and Roger Federer. World-famous brands have also recognized the Frenchman's talent and regularly book him for events. His biggest project so far has been a work in Vevey in honour of Charlie Chaplin, which he produced on two 43-metre high towers with a total surface area of 1,600 m².

Ben & Julia: Thursday 11 June, 8.00 – 20.00

Together, Julia Gaudard and Benoit Créac'h form the artistic duo Ben & Julia. They met in 2006 in Paris and moved to Berlin together three years later, where they set up their "Ben & Julia Studio". The creative couple use a huge variety of techniques for their work, including sculpture, painting, photography, film and 2D and 3D animations. Their works are usually extremely colourful and always a little bit zany – just like the artists themselves. Their most famous work is a huge multimedia installation called "Kaluk, The Five Eared King Dog", which was shown at the "Pictoplasma Festival" in Berlin and "La Gaité Lyrique Museum" in Paris. In addition to live appearances at well-known fairs such as "Art Basel Scope" and "MTV Swatch Art Battles", Ben & Julia also produce music videos and do commercial work for brands such as Diesel. During the Volvo Art Session they will be assisted by composer Pierre Créac'h and sound designer Nicolas Gilbert.



Nevercrew and Chromeo: Friday 12 June, 8.00 – 20.00

Pablo Togni and Christian Rebecchi have been working together since 1996 as the artistic duo Nevercrew. They combine the experience and spirit of their earlier graffiti wall paintings with modern street art and graphics. They have also been experimenting with two- and three-dimensional media since 2008. Their works often deal with confrontation such as the relationship between people and nature or exploring the economic and social systems. Nevercrew receive bookings from places as far flung as Rome, San Francisco and Cairo. They are regular exhibitors at Swiss festivals and events such as "Grafik14", "#openzurich" and the "Urban Art Festival" in Winterthur. Nevercrew received great acclaim at the first Volvo Art Session four years ago, and return this year together with Chromeo.

David Kümin, known on the scene as Chromeo, is a local heavyweight in the Swiss street art movement. He mainly works on a site-specific basis in the urban context, or in derelict properties. His works are stylistically impressive, but to him the content of his work is no less important than the skill used to produce it. As curator of the "Urban Art Festival" which took place in 2014 in Winterthur, he also succeeded in bringing street art to a wide audience and at the same time reinforcing its credibility. He regularly exhibits at "Scope Art Basel" and numerous other fairs.

Shark, Ata Bozaci and Pius Portmann: Saturday 13 June, 8.00 – 20.00

Harun "Shark" Dogan is seen as a pioneer of the European hip hop/street art scene. He has a particular passion for all types of printing techniques – a skill that he developed at the beginning of his artistic career. In 1991 he launched "Make't'Better", the world's first colour graffiti magazine. Essentially, Shark epitomizes true innovative spirit and a particularly well developed head for business. Following the establishment of the street art fashion brand "Wrecked Industries", which later became the first 360-degree music label model, Shark has concentrated since 2003 on graffiti and graphic design with www.icon-lab.com. Since 2009 he has managed the graphic design agency "Rawcut Design Studio", which expanded to Turkey in 2013. He is also the co-founder and curator of Grafik, the Swiss Exhibition for Graphics and New Media.

Ata Bozaci is an incredibly multifaceted artist who skilfully dabbles with all manner of techniques. From drawings to gigantic murals, traditional painting on canvas and graphic design, all the way to modular sculpture – there is no technique that he hasn't mastered. For his newest project, "Fifteen seconds of fame", he has used digital techniques to turn Facebook profile pictures into iconic portraits. Ata Bozaci accepts bookings across the world and has worked on projects from Morocco to Australia.

Pius Portmann uses the most diverse materials in his work, like acrylic, spray paint and ink. He combines all styles and media in the constant quest for the unique. He describes his style as "Fine Art Meets Street Flow". He primarily works as an artist in Switzerland and Germany. Pius Portmann has already exhibited at the Volvo Art Session in 2011 – and returns this time accompanied by his two friends Shark and Ata Bozaci.



About the new Volvo XC90

The first vehicle for some years to have been developed by the company in-house, the new Volvo XC90 is the centrepiece of the relaunch of the Volvo brand. Apart from the child seat, the XC90 has nothing in common with its brand siblings. This seven-seater SUV is the first vehicle to have rolled off the new, scalable product platform. This utilizes the modular principle to enable proportions to be altered at will, so that – for example – an SUV and a saloon can both be created on the same platform.

On the outside, the new elegant, timeless Scandinavian design immediately stands out. With its redesigned radiator grille featuring the Volvo Iron Mark and "Thor's Hammer" LED daylight running lights, to name just two, the changes are pleasing to the eye.

The new XC90 is being launched with a choice of engines: a T6 petrol engine (320 hp) with all-wheel drive, supercharger, turbocharger and 400 Nm, or the D5 twin turbo diesel (225 hp) with 470 Nm. The engine range will also be expanded with smaller diesel (D4) and petrol (T5) versions, as well as a plug-in hybrid with twin engine technology (T8). An 8-speed automatic gearbox gently transfers the power to the asphalt.

Inside, the generous space, comfortable seats and natural materials such as wood and leather ensure a pleasant, relaxing Scandinavian feel. One particular highlight is the large touch screen in the central console, which can be used to control every aspect of the vehicle's operation. The only traditional buttons to survive are those that are prescribed by law. The premium experience in the new Volvo XC90 is rounded off by the optional Bowers & Wilkins sound system, with no fewer than 19 speakers.