

Reprocessing Reality – Swiss Roots Opening Party at New York’s PS 1

“Swiss Roots” for the young and upcoming on April 9, 2006 -- a Sunday afternoon party with dance, Swiss DJs, and performers. “Swiss Roots” opens the contemporary art show, “Reprocessing Reality,” at PS1, New York’s MoMA affiliate in Queens.

Art lovers and music addicts of all ages will enjoy an astonishing artistic vibe from Switzerland. In addition to the visual *mélange*, *Reprocessing Reality* will feature “Scratch 'n Sniff,” a DJ duo consisting of Serena “Swiss Miss” Jost and Jelly Roll, serving up original sounds and homemade samples cut with grooves created by the duo and their own pool of musicians and composers. While spinning wicked backbeats, Swiss Miss and Jelly Roll simultaneously bake chocolate chip cookies, seducing the senses with sweet smells and ambient sound – the perfect mix on an audible and edible level.

Reprocessing Reality

What is reality and is there a truth beyond the images we create to visualize it? These and similar questions constitute the thematic horizon of the exhibition. *Reprocessing Reality*, organized by Swiss curator Claudia Spinelli, sets up a trans-disciplinary dialogue between documentary film and the visual arts. Through their observations, filmmakers and artists position themselves with respect to current affairs and social issues. In doing so, they adopt new approaches: cineastes expand space, and artists experiment with cinematic forms. *Reprocessing Reality* deals with the media, people and stories. The exhibition brings together important, internationally renowned contemporary artists, such as Robert Frank, Willie Doherty, Ingrid Wildi, Anri Sala, Christoph Büchel, and R Markowitsch.

Swiss Roots opening: Sunday, April 9, 2-6pm

Show dates: April 6 to May 29, 2006

**P.S.1 Contemporary Art Center, A Museum of Modern Art Affiliate,
22-25 Jackson Avenue, Long Island City, NY 11101**

Free admission.

For more details see

www.ps1.org

www.reprocessingreality.ch

www.serenamusic.com

www.djscratchhandsniff.com