



**On 23 May 2023, the Kunstmuseum Bern is presenting a Switzerland-wide premiere: as Kunstmuseum Bern INFINITE it is opening itself up to virtual space, and launching a unique fundraising project. INFINITE is putting digital art works on sale, to help finance the new building project 'Zukunft Kunstmuseum Bern'. At the same time INFINITE is part of the future Kunstmuseum Bern, which will make new artistic experiences, encounters and education possible at Hodlerstrasse and in virtual space. US artist Sasha Stiles is kicking the programme off by creating a homage to Johannes Itten.**

Kunstmuseum Bern INFINITE is a virtual extension of the Museum and opens up new spaces for art and new meeting-places ([kunstmuseumbern-infinite.ch](https://kunstmuseumbern-infinite.ch)). At the same time the Kunstmuseum Bern is dedicating homages to works in its collection: the first to the Emmental-born painter and art theorist Johannes Itten. US artist and poet Sasha Stiles has transferred his work *Horizontal-Vertical* (1915) to the digital world and translated it into a 12-part generative poem entitled *A EYE, AFTER JOHANNES ITTEN*. The work of Johannes Itten is presented as an algorithmic study of colour and code.

*'Johannes Itten's painting, constructed from abstract bars, was particularly well suited to being appropriated by Sasha Stiles, since it follows apparently logical compositional rules that were easily translatable into algorithms. Also the twelve-tone music of which Itten was such a fan is systematically readable,'* according to Nina Zimmer, Director, Kunstmuseum Bern.

Visitors to Kunstmuseum Bern INFINITE have the chance to experience art works in digital space and explore virtual spaces. The homage to Johannes Itten is only the start; in future, additional works from the collection of the Kunstmuseum Bern are to be digitally interpreted and presented. With the purchase of these NFTs, visitors support not only the artists involved, but also the Kunstmuseum Bern's planned building project.

*"With Kunstmuseum Bern INFINITE we are breaking new ground in fundraising. With the sale of the NFTs, we want to tap additional private sources of funding for our building project 'Zukunft Kunstmuseum Bern'. It offers visitors a unique opportunity to experience art in a digital space and at the same time contribute to the future of the Kunstmuseum Bern."* Quote from Thomas Soraperra, Managing Director, Kunstmuseum Bern.

Kunstmuseum Bern INFINITE is an innovative example of ways in which cultural institutions can make use of virtual space. The combination of analogue and digital art in Kunstmuseum Bern INFINITE opens up new perspectives for artists and art educators. The use of NFTs as a funding method is also an innovative approach towards generating funds for the maintenance and modernisation of the Kunstmuseum Bern and promoting its future development in the digital age.

#### **Opening**

The presentation of the project will be held on **Tuesday, 23 May at 6.00 pm in the Kunstmuseum Bern**. Admission is free.

#### **Further information**

[kunstmuseumbern-infinite.ch](https://kunstmuseumbern-infinite.ch)

The website is available in German and English.

#### **With the support of**

The project is supported by the Cultural Foundation of the Bern Building Insurance. The GVB Cultural Foundation supports projects in the areas of culture, education, society and science that are closely related to the Canton of Berne – and have an innovative character.

#### **About the Kunstmuseum Bern's new building project**

[zukunft.kunstmuseumbern.ch](https://zukunft.kunstmuseumbern.ch)

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**01**  
Johannes Itten (11.11.1888 –  
25.03.1967)  
*Horizontal-Vertical*, 1915  
Oil on canvas  
73.7 x 55 cm  
Photo: Bildkultur Markus Mühlheim  
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**02**  
*Kunstmuseum Bern INFINITE*  
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