

The Collection, an exhibition celebrating the Art Works of the ELA Gallery Art Shows, September 2007 – September 2015

→ After eight exciting years of shows at the ELA Gallery, Gusta van Dobbenburgh is stepping down as curator of the art exhibits in order to dedicate more time to her growing coaching practice and other busy opportunities in her life. A moment of reflection.

THE IDEA

The ELA cafeteria was built in the year 2000. From the beginning it was clear that the space would not only serve as a pleasant social hub for its visitors. Through the conviction and efforts of the late Patrick Léonard it was also built and equipped to be used as an art gallery, inviting the EPFL community to enjoy their breaks and afternoon tea in a room filled with artistic creation and inspiration.

The idea came from the century-old philosophy that academic institutions always offered exposure to artistic expression. Art served as a headrest to scientific and scholarly life, at the same time bolstering a catalyst between purely academic and creative energy in a visual way.

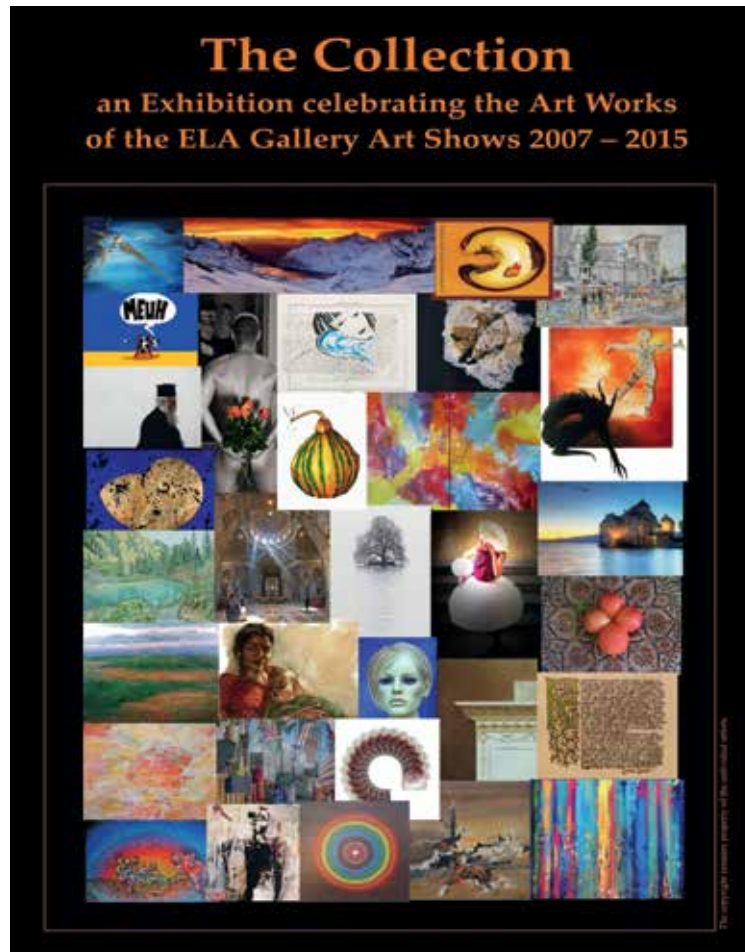
Science has always relied on creativity and in turn the presence of artistic creation has continuously served the innovative, inventive mind.

INTEREST IN ART ON EPFL CAMPUS

It is marvelous that in 2015 the general interest in art on EPFL campus is growing fast, stimulated by various groups and committees that work hard to make art accessible to the international campus community. The Rolex Center has seen ongoing art shows and performances. Exhibits especially organized for EPFL personnel have been enthusiastically received. The new experimental pavilion being built as we speak, serving to connect science and art is a point in case.

THE SHOWS

The past eight years the ELA Gallery has hosted many showings by professors, students, staff members and local and foreign guests whose expositions have offered us a discovery of their artistic talent. The variety of techniques they used is amazing; oil, acrylic, gouache, engraving, photography, water color, silk screen print, (Indian) ink, mixed media, paper collage and graphite pencil, in a mix of figurative and abstract expression. The



backgrounds for the art work varies from paper to board, metal, canvas, water color paper (hot, medium and cold pressed), wood and silk. In exchange for the opportunity to exhibit every artist donated a substantial piece of their work. Thanks to this arrangement the Collection became as diverse and colorful as it possibly could.

ART IS WORKING HARD

Contrary to what people think exhibits are never hang-and-go scenarios but always complete productions.

Art requires a lot of energy and its creators need to take care of many practical details for every show and reception. To name a few: a 'livre d'or', portfolio, business cards, updated website, meeting

the deadline to send out invitations, self-adhesive 'red dots' for sold pieces, carefully orchestrated transport of professionally wrapped art, impeccable wiring for secure hanging, labels, price lists and so on.

Bringing together family, friends, art supporters and (other) potential clients to an opening reception is also and always vital. They can turn the event into a success.

PRODUCTION BEHIND THE SCENES

The ELA art space easily allows 20 – 25 pieces per show. Sometimes it takes an artist two years to put a collection together. Planning far ahead is therefore always very important.

Every show goes through its own production process, from

identifying and inviting an artist to funding the exhibit, the design, production and spreading of the invitations and posters, the interview followed by a page long article in the *Flash*, the lay out at the editorial office, a catered reception and the 'fléchage,' the signs throughout campus that guide the visitors to the gallery on the day of the opening event.

RECOGNITION

The years at ELA have been a joy. But they would never have been possible without the continued support of Jean-Philippe Thiran and staff, Michel Guye, Samia Wechsler and staff, Christiane Gogniat and Suzanne Setz, my family, friends, and all the artists who exhibited with us from September 2007 to September 2015. They had the courage to share their soul with the world. Thanks to all, it was a wonderful experience. May the arts continue to flourish.

Enjoy the show! ☺

Gusta van Dobbenburgh
Curator

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↳ Show: April 20 – September 14

↳ Grand Vernissage: Thursday, April 23 18h – 20h

↳ Location: ELA Gallery Room 010

↳ Information: <http://astie.ch> or call 0216911188