

THE SWISS EMERGING ARTIST PRIZE 2020 IS AWARDED TO LORENZA LONGHI

Press release

Geneva, 8th December 2020



Societe Generale Private Banking Switzerland (SGPBS) is pleased to announce Lorenza Longhi as the winner of the Swiss Emerging Artist Prize 2020, the contemporary art prize rewarding the work of young local artists.

The jury, composed of Daniel Baumann, Andrea Bellini, Suzanne Cotter, Aurélie Deplus and Fanni Fetzler (*), awarded the title of winner of the Swiss Emerging Artist Prize 2020 to Lorenza Longhi. This prize grants a sum of CHF 20'000.

"We were particularly impressed by the rigor and clarity of her artistic practice, the complex cultural referencing, as well as her unique approach to space and architecture. Lorenza Longhi displays an originality and maturity of practice that we believe holds very exciting promise for the future" said the jury members.

Through her painting and installation practice, Lorenza Longhi explores the codes of our social environment. She overturns the norms of our consumerist society by using lost and found materials and handmade techniques to recreate the settings and advertisements that shape our daily lives.

"This prize is an invaluable opportunity to broaden my artistic practice, to realize new projects and to finalize projects that could not be completed until now. The Swiss Emerging Artist Prize will also allow me to explore new questions and solutions that are essential to me. Thank you to Societe Generale Private Banking Switzerland for its support and trust" said the artist following the announcement.

"I am very happy to see Lorenza Longhi named winner of the second edition of the Swiss Emerging Artist Prize. The purpose of this prize is to support the work of young talents who take a fresh look at the world and to help them realize their future projects. We are very happy to be able to accompany this young artist in her coming installations. I am looking forward to seeing the talents that the third edition of the prize will reveal" commented Franck Bonin, CEO of SGPBS.

This prize, awarded every 2 years, reflects Societe Generale Private Banking Switzerland's desire to make a long-term commitment to the local contemporary art scene. Created in 2018, the Swiss Emerging Artist Prize is intended to support and give visibility to the work of local emerging talents, up to 35 years of age, who demonstrate a coherent and original artistic approach in one or more of the following fields: painting, photography, sculpture, installation, drawing and video. Along with classical music, contemporary art is one of the two pillars of the Societe Generale group's cultural patronage policy.

SGPBS warmly thanks the fifteen talented artists who participated in this second edition of the Prize: Markus Aebersold and Chris Handberg, Mohamed Almusibli (finalist), Fragmentin, Nelly Haliti, Bernhard Hegglin, Miriam Laura Leonardi, Vanessa Lorenzo Toquero, Lorenza Longhi (winner), Lisa Lurati (finalist), Marie Matusz, Jessy Razafimandimby, Maya Rochat, Emanuel Rossetti (finalist), Mia Sanchez and Axelle Stiefel (finalist).

[Click here for more information on the Swiss Emerging Artist Prize.](#)

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Lorenza Longhi's artistic career

Lorenza Longhi obtained a bachelor's degree in Visual Arts from the Brera Academy Milan in 2014 and a master's from the Lausanne School of Art & Design (ECAL) in 2018.

Expositions :

- 2020 : Cosmopolitan Haze. Bungalow, Berlin. Curated by Francesco Tenaglia (upcoming)
- 2019 :
 - La Plage, Paris
 - Visual Hell, New Location. Fanta MLN, Milan
 - You're In Business? I'm In Business. Plymouth Rock, Zürich
- 2016 : Today Is Not That Great. Fanta-MLN, Milan

Lorenza Longhi's portfolio



1. 'Zzz...' Installation view, Ecole cantonal d'art Lausanne, 2018 © Calipso Mahieu

2. Untitled, 2019. Installation View, The Replacements

3. Installation View, You're In Business? I'm In Business. Plymouth Rock, Zürich

(*) Biographies of the jury

Daniel Baumann

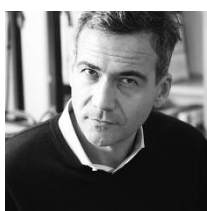
Director of the Kunsthalle Zurich



Daniel Baumann has been director of the Kunsthalle Zurich since 2015. In 1996, he became curator at the Adolf Wölfli Foundation in Bern and between 2003 and 2010 he directed Kunsttangent, a public art project in Basel. In 2004, Daniel Baumann established an ongoing exhibition series in Tbilisi, Georgia, and in 2008 he co-founded the independent art space New Jersey also in Basel. In 2013 he co-curated the Carnegie International in Pittsburgh. Since arriving at the Kunsthalle Zurich, Daniel Baumann has curated exhibitions with artists such as Andro Wekua, Phyllida Barlow, Albert Oehlen and Rob Pruitt.

Andrea Bellini

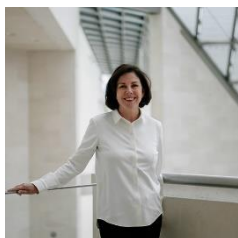
Director of the Centre d'Art Contemporain Genève



Andrea Bellini is the director of the Centre d'Art Contemporain Genève and artistic director of the Biennale of Moving Images since 2012. Prior to this, he was the co-director of Castello di Rivoli, the director of the art fair Artissima, the curatorial advisor at MoMA PS1 and the editor in chief of Flash Art International in New York. He has curated more than 100 major group and solo exhibitions, many of which have travelled internationally. Only to cite some of Bellini's most prominent projects, Andrea has curated solo exhibitions of Marina Abramović, Roberto Cuoghi, John McCracken, Nicole Miller, Philippe Parreno or Thomas Schütte. He has lectured internationally at academic and art institutions, and has directed various publications, such as monographs of Roberto Cuoghi, Pablo Bronstein, Robert Overby, Ernie Gehr, or Giorgio Griffa.

Suzanne Cotter

Director of Mudam Luxembourg - Musée d'Art Moderne Grand-Duc Jean



Suzanne Cotter is the Director of Mudam Luxembourg - Musée d'Art Moderne Grand-Duc Jean. She was Director of the Serralves Museum of Contemporary Art in Portugal from 2013 until 2017. Prior to this, Suzanne Cotter held leading curatorial positions at the Solomon R. Guggenheim Foundation, New York, where she was notably responsible for the development of the artistic programme for the future Guggenheim Abu Dhabi. Previously she held various curatorial positions in the United Kingdom, including at the Modern Art Oxford, the Hayward Gallery, the Whitechapel Art Gallery and the Serpentine Gallery. She has curated over 100 exhibitions and contributes regularly to catalogues as well as lecturing around the world. Suzanne Cotter was made Chevalier de l'Ordre des Arts et des Lettres by the French Ministry of Culture and Communication in 2005.

Aurélie Deplus

Art Patronage Manager and Head of Public Relations of Societe Generale



Aurélie Deplus is Head of the contemporary art collection and sponsorship projects for the Societe Generale Group since December 2013 and Head of Public Relations since September 2017. Aurelie holds both a master's degree in business and financial analysis, and an MA in Art History as well. Previously, Aurelie Deplus was in charge of communication for the Corporate and Investment Banking at Societe Generale, a position she held since January 2008. She joined Societe Generale in 2001 as M&A and Corporate Financial Analyst. She began her career in 1993 as a financial analyst at HSBC, then moved to Credit Lyonnais and Close Brothers/Christie's Education.

Fanni Fetzer

Director of the Kunstmuseum Luzern



Fanni Fetzer has served as the director of the Kunstmuseum Luzern since 2011. From 1998 to 2004 she was editor at the cultural review Du before joining the Kunstmuseum Thun. From 2006 to 2011, she directed the Kunsthaus Langenthal. In 2009 she won the Art Mediation Award from the Federal Art Commission. Fanni Fetzer has curated exhibitions with renowned Swiss and international artists such as Laure Prouvost, Taryn Simon, Thomas Schütte and Candida Höfer. Fanni Fetzer has contributed to numerous art catalogues and reviews.

Societe Generale

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