

MUSEUM FRIEDER BURDA BADEN-BADEN

PRESS RELEASE

MUSEUM FRIEDER BURDA ANNOUNCES PARTICIPATORY ART PROJECT: JULIAN CHARRIÈRE'S *CALLS FOR ACTION* AS PART OF 20TH ANNIVERSARY EXHIBITION *I FEEL THE EARTH WHISPER*

From mid-June, Museum Frieder Burda in Baden-Baden launches Julian Charrière's *Calls for Action* as an immersive, participatory art installation, featuring two real-time windows into endangered forest ecoregions activated by an interactive phone station. The installation is part of the museum's 20th anniversary exhibition *I Feel the Earth Whisper* with Bianca Bondi, Julian Charrière, Sam Falls and Ernesto Neto, which runs from 15 June until 3 November 2024. Curated by Patricia Kamp and Jérôme Sans.



Julian Charrière, Western Andean Cloud Forest, Ecuador, 2024 © Julian Charrière; VG-Bild Kunst, Bonn 2024

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Julian Charrière's *Calls for Action* brings together participatory art and land conservation, opening a live feed between the museum in Baden-Baden's Black Forest and a Coastal Forest along with a Western Andean Cloud Forest in Ecuador. Supporting the protection of these vital ecosystems, the project highlights the interconnectivity of our planet and the environmental issues which threaten it.

The immersive and participatory installation at Museum Frieder Burda brings visitors face-to-face with these two threatened ecosystems by live streaming them on two large screens. Encouraging interaction and kinship, a phone station will be installed within the exhibition space, which invites visitors to pick up the line and engage in a two-way conversation with the Coastal Forest in Ecuador, a biome from which we are not only physically but also emotionally removed. This unique feature fosters a renewed planetary connection across vast distances and invites us to cultivate a deeper understanding and appreciation of nature and our planet. By listening to the rainforest, the audience is encouraged to speak out on its behalf and become advocates for the preservation and protection of Earth's critical carbon sinks and biodiversity hotspots.

Through this collective experience, Julian Charrière seeks to create new planetary bonds beyond the boundaries of our immediate surroundings, showing how art can be a tool for connecting with environmental issues beyond our everyday lives. In the process it brings to the foreground urgent concerns regarding deforestation, environmental stewardship, and sustainable forest management.

Integral to *Calls for Action* is the option for the public to join directly in the conservation efforts initiated by Museum Frieder Burda and the artist. The possibility of the portal between Baden-Baden and the Coastal Forest in Ecuador is made possible through a generous contribution by the museum and Studio Julian Charrière, ensuring the permanent conservation of the ecosystem on view. To learn more and participate in *Calls for Action* please scan the QR-code inside the museum.

Joining forces: Museum Frieder Burda is excited to present Julian Charrière's second chapter of *Calls for Action* – a participatory art project initiated by Globus and Fondation Beyeler – which aims to support conservation and long-term protection of forests. In Basel, Switzerland, Fondation Beyeler and Globus present the live feed of the Western Andean Cloud Forest in Ecuador on a large screen suspended on the façade of the Globus department store above the historical Marktplatz as part of 'Globus Public Art Project' (8 June–6 October 2024).

About the exhibition in Museum Frieder Burda

Amidst a world rapidly changing under the weight of climate change, the exhibition *I Feel the Earth Whisper* at Museum Frieder Burda invites us to contemplate the fragile beauty of the natural world and our profound interconnectedness with it. Through the installations of Bianca Bondi, Julian Charrière, Sam Falls and Ernesto Neto – including sculpture, painting, video and photography – the show curated by Patricia Kamp and Jérôme Sans, invites us to reflect upon our relationship with the forests and unique ecosystems of the planet, and to rekindle our historically rooted role as guardians of these vibrant living spaces. Exceptionally united for the first time, the artists' works not only draw our gaze outward to the natural landscapes but also invite the living world inside, creating immersive spaces that allow us to experience the interconnected realms of the human and the more-than-human. By weaving together threads of

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mythology, cosmology, and ecology, the exhibition encourages its guests to listen to and feel the voices and vibrations of the Earth anew.

Further information about Julian Charrière's *Calls for Action*

Inherent in Julian Charrière's *Calls for Action* is not only creating emotional links to specific regions, but also to make direct donations in support of conservation efforts, in this case for a Coastal Forest in Ecuador. Ranked as a biodiversity hotspot, it is one of 25 sites around the world that has at least 1,500 species of vascular plants that exist nowhere else on Earth, but which has already lost 70% of its primary vegetation. One of the wettest regions on the planet, it has a high rate of endemic species that occur nowhere else. Habitat to a number of endangered species, it is home to Great Green Macaws, Brown-headed Spider Monkeys, Black-breasted Pufflegs, White-lipped Peccaries, Harpy Eagles, Banded Ground Cuckoos, Geoffroy's Tamarins, Tapirs, and Pumas. Beyond being crucial for biodiversity, carbon sequestration and hydrological cycles, cloud forests such as these represent a vital component of mitigating climate change and maintaining the health of our planet.

The conservation efforts of *Calls for Action* are facilitated with the support of *Art into Acres*, an artist-run, non-profit environmental initiative, and *Re:wild*, a global organization supporting environmental causes around the world, and in local collaboration with Fundación de Conservación Jocotoco, an Ecuadorian nongovernmental organization (NGO) protecting areas of critical importance for the conservation of threatened species in the region. It represents the beginning of a larger effort by the artist to bring awareness to the threats faced by rainforests around the world, run on an environmentally minded solar panel system, promoting a renewed closeness to the life and liveliness that inhabits these ecosystems.

Calls for Action is both a playful and critical intervention, showing the importance of emotional connection to environmental action. Though rainforests act as important carbon sinks and home to vibrant biodiverse communities of life, few people in the Global North have had the opportunity to experience them first-hand. I wanted to create an opportunity for the public to intimately engage with an ecosystem distant to Basel, and to hear their own voices within it. It is a reminder that our presence is felt even in places we imagine are remote. Everything is connected, and there is no place that does not feel the consequences of human action, as well as inaction. Calls for Action is an encounter with this reality, but also with the possibility that if we act with intention, if we put out voices together, we can support and regrow that which might otherwise have been silently lost.

– Julian Charrière

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Julian Charrière (b. 1987) is a French-Swiss artist based in Berlin. A seminal voice in Contemporary Art today, Charrière has been exhibited in esteemed institutions and museums around the globe. Marshalling performance, sculpture and photography, his projects often stem from remote fieldwork in liminal locations, such as volcanoes, ice fields and radioactive sites. By encountering places where acute geophysical identities have formed, Charrière speculates on alternative histories, often looking at materials through the lens of deep time. Exploring how our ideas of nature have changed from the Romantic movement into the Anthropocene, his projects deconstruct the cultural traditions which govern how we perceive and represent the natural world.

Museum Frieder Burda

The Museum Frieder Burda in Baden-Baden, with its award-winning architecture by Richard Meier, opened in October 2004. Situated within the picturesque park *Lichtentaler Allee*, a UNESCO World Heritage site in Baden-Baden, the Museum Frieder Burda's light-filled spaces create a harmonious symbiosis between art, architecture, and nature.

Since its opening, the Museum Frieder Burda has hosted numerous high-profile exhibitions featuring renowned artists such as Gerhard Richter, Sigmar Polke, Katharina Grosse, Andreas Gursky, Rodney Graham, Joan Miró, Margaret and Christine Wertheim, Nicolas Party, and James Turrell.

As we commemorate the museum's jubilee year, we also honor the visionary spirit and enduring legacy of its founder, Frieder Burda, whose belief in the transformative and unifying power of art for all continues to inspire and guide the museum's mission. The exhibition *I Feel the Earth Whisper* with Bianca Bondi, Julian Charrière, Sam Falls and Ernesto Neto, along with its accompanying programs acknowledges Frieder Burda's legacy and emphasizes the museum's ongoing commitment to excellence in contemporary art and the pursuit to inspire and engage visitors, fostering a deeper appreciation for contemporary art and its role in society.

Partners & Supporters of Julian Charrière's *Calls for Action*

Art into Acres

Art into Acres an artist-founded, non-profit initiative that supports large-scale land conservation with a focus on biodiversity and Indigenous Peoples-led efforts. Alongside the support of artists, galleries and institutions, and in collaboration with matching fund partners, Art into Acres has supported the permanent conservation of millions of hectares of tropical and boreal forest to date. Projects are locally-led and based on community-voiced interests.

Re:wild

Re:wild is a global organization supporting environmental causes around the world. Founded by a group of renowned conservation scientists together with Leonardo DiCaprio and combining more than 35 years of conservation impact, Re:wild is a force multiplier that brings together Indigenous peoples, local communities, influential leaders, nongovernmental organizations, governments, companies, and the public to protect and rewild at the scale and speed we need.

Fundación de Conservación Jocotoco

Jocotoco protects irreplaceable regions that are essential to maintain life on earth owing to their uniqueness and high concentration of biodiversity. On just 40,000 ha, Jocotoco protects 11% of all bird species in the world. Dozens of plants, reptiles, and amphibians have found their sole refuge in Jocotoco's reserves, occurring nowhere else. Jocotoco treasures its deep connection to nature. What makes Jocotoco different from other organizations are the 'boots on the ground,' 80% of its 124 staff live around the reserves.

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Press images and further material are available at www.museum-frieder-burda.de

Further Information

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Opening Hours

Tuesday – Sunday, 10 a.m. – 6 p.m.

Open on all public holidays.