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Press release

The Humanitarian Adventure

Geneva, 23 April 2013 - On 18, 19 and 20 May, the International Red Cross and Red Crescent Museum (IRCM) will be unveiling its new permanent exhibition « The Humanitarian Adventure ». Three open days to discover an exhibition that has been completely reworked by a trio of international architects - Shigeru Ban (Japan), Gringo Cardia (Brazil) and Diébédo Francis Kéré (Burkina Faso) - coordinated by the Swiss architects atelier oï.

A new museographic paradigm

Twenty-five years after it first opened, the Museum needed to reflect today's changing world, and particularly the changes affecting humanitarian action. Launched in 2006 by its Director, Roger Mayou, the ideas have now culminated in « The Humanitarian Adventure », a new permanent exhibition planned around three crucial topics: « Defending human dignity », « Restoring family links » and « Reducing natural risks ». Released from a perspective primarily guided by history, the new-style museography looks to the future and brings a message of hope.

Three international architects for the new scenography

A trio of architects from different cultural backgrounds was chosen in 2010 to design the scenography of the new exhibition: Shigeru Ban from Japan, Gringo Cardia from Brazil and Diébédo Francis Kéré from Burkina Faso. Their work was coordinated by atelier oï (La Neuveville, Switzerland), which was placed in charge of designing the common spaces and the new temporary exhibition room.

Two universities from French-speaking Switzerland join in the adventure

Two first-class academic partners were chosen by the Museum to take part in « The Humanitarian Adventure »: EPFL+ECAL Lab, which designed the immersive installation entitled « The Colours of Dignity », and the HEAD - Genève, whose students of cinema made a series of new montages using films from the Museum's collection.

« Flagships of Hope », a participative and entertaining campaign

So as to involve as many people as possible in its reopening, in early March the Museum launched a huge participative and entertaining communication campaign which, until 11 May, will travel to several towns in Switzerland and neighbouring France. Dubbed « Flagships of Hope », the roadshow presents an open invitation for people to write or draw their visions of hope on more than 3,000 flags. A selection of these flags will then be incorporated into the scenography created by trivial mass production for the reopening festivities.

Grand reopening on 18, 19 and 20 May 2013

From 18 to 20 May the Museum will fling wide its doors for a long weekend of festivities that will include a number of different events for young and old (concerts, spectacles, activities, etc.). An unrepeatable occasion full of surprises that will give the public an opportunity to discover the Museum's new look!

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