«24 Stops» along the Rehberger-Weg

The Rehberger-Weg, which is around five kilometers long, links two countries, two municipalities, two cultural institutions – and countless stories. The path runs between Weil am Rhein and Riehen, between the Fondation Beyeler and the Vitra Campus. From June 2016 on, the «24 Stops»- 24 waymarkers and objects by the German artist Tobias Rehberger - will be opened.

Guided by «24 Stops», 24 waymarkers created by the artist Tobias Rehberger, walkers can explore a uniquely diverse natural and cultural landscape. The Rehberger-Weg and its waymarkers therefore provide an opportunity to get to know both the history and stories of the surroundings and its inhabitants and to tell them again, as well as encouraging an excursion into nature. The Fondation Beyeler, the municipality of Riehen, Vitra, and the town of Weil am Rhein are jointly responsible for the idea's development and implementation. The Swiss watch company Swatch is generously supporting the project as the Presenting Partner and is funding the artist's creation of the objects that demarcate the path. The first 12 waymarkers were installed in September 2015. From June 2016 on, «24 Stops» will be completed with all 24 waymarkers in place.

For the opening in June, an app on the «24 Stops» has been developed, which enables a multimedia-based experience along the way using videos, audio tracks and images. The app will be available on Android and iOS. For the summer only, the Customs House on the German-Swiss border is being turned into the temporary Installation *Cuckoolus Nest* by Tobias Rehberger. It will also be unveiled on June 12.

The idea of a cross-border path was initiated in the context of IBA Basel 2020. IBA Basel is a labelling process that seeks to promote close ties within the region but also broaden the region's wider impact through the realization of significant, outstanding projects. In May 2016 «24 Stops» was awarded the IBA label.

The course of the Rehberger-Weg

On the Swiss side, the Rehberger-Weg runs from the idyllic Berower Park, where the Fondation Beyeler is located, to the Naturbad in Riehen, which was designed by the architects Herzog & de Meuron. On the German side, it runs through the vineyards on the Tüllinger Hügel to the Vitra Campus in Weil am Rhein. Walking along the Rehberger-Weg and viewing the «24 Stops» takes about one and a half hours. The start and end of the path are easily accessible by public transport and can be reached in less than twenty minutes from the centre of Basel, from Lörrach (D) and from St. Louis (F). Details can be found online: www.24stops.info.

Tobias Rehberger

Tobias Rehberger was born in Esslingen in 1966. Today he lives and works in Frankfurt am Main. He ranks as one of Germany's most important contemporary artists – a reputation cemented by his prize-winning redesign of the Bar Caffetteria in the gardens of the 53rd Venice Biennale. His œuvre is characterized by the use of a wide range of media and the combination of disciplines such as painting, sculpture, design, graphics and architecture. His space-encompassing installations and the objects he creates for specific interior or exterior locations are often not only aesthetic but also functional. Rehberger adapts modernist artworks and design classics as well as mundane objects, transposing their alienated form or unaccustomed materiality to a new context.

Swatch & Art

Swatch, launched in 1983 by Nicolas G. Hayek, is renowned for its creative partnerships and strong support for art, artists and young talents across the broad spectrum of contemporary art. For more than 30 years, Swatch has invited painters, photographers, filmmakers, sculptors, fashion designers and others from a wide range of disciplines to create art on "the world's smallest canvas". By taking its amazing Swatch watches to millions around the world, the Swiss watchmaker has built what may be the world's largest art gallery on the wrist. Convinced that artists can make the world a better place, today Swatch runs The Swatch Art Peace Hotel in Shanghai, where artists from around the world are provided accommodation and studio space to create in total freedom.

Fondation Beyeler

The Fondation Beyeler is a museum of modern and contemporary art founded in 1997 by the art collectors and gallery owners Ernst and Hildy Beyeler. The collection includes over 300 post-Impressionist, Classical Modern, and contemporary works as well as ethnographic art from Africa, Alaska, and Oceania. The museum building in the idyllic Berower Park was designed by the Italian architect Renzo Piano. Over 5 million people from all over the world have visited the Fondation Beyeler since it opened. With between 300,000 and 400,000 visitors a year, it is the most visited art museum in Switzerland.
www.fondationbeyeler.ch

Vitra Campus

The Vitra Campus in Weil am Rhein is a unique ensemble of contemporary architecture, bringing together the commercial and cultural strengths of the furniture manufacturer in one location. The production site has become a central point of contact for design and architecture enthusiasts from around the world. With the Campus and the Museum, Vitra presents the past and present of design in the context of architecture, art and everyday culture.
www.vitra.com / www.design-museum.de

24 Stops
Rehberger-Weg

www.24stops.info
#rehbergerweg

More information:

Barbara Friedli
Head of Corporate & Brand Communications
Vitra International AG
Klünenfeldstrasse 22
CH-4127 Birsfelden
T: +1 61 377 1747
E: press@vitra.com

Elena DelCarlo, M.A.
Head of PR / Media Relations
Fondation Beyeler
Beyeler Museums AG
Baselstrasse 77
CH-4125 Riehen/Basel
T: + 41 61 645 97 21
E: presse@fondationbeyeler.ch

Presenting Partner

Eine länderübergreifende
Kooperation von

swatch🇨🇭   FONDATION **BEYELER**   Gemeinde Riehen   **vitra.**   WEIL AM RHEIN