



## Moroccan-Swiss Art Collaborations at the 6th edition of Marrakech Biennale

KE'CH *swap2016* – Laboratoire de la mondialité.

The Swiss- and Moroccan-based KE'CH Collective launches their first exhibition «*swap2016* – Laboratoire de la mondialité» at the Marrakech Biennale featuring a dozen Moroccan and Swiss Artists in a cross-cultural laboratory. The *swap2016* shows 10 pieces of artistic analysis of the dialogue on European and North African identity in the «Laboratoire de la mondialité». The exhibition includes Berber rugs by the duo Embroiderers of Actuality (Aglaia Haritz from Bellinzona and Abdelaziz Zerrou from Casablanca), which have been woven with threads of female conversation. Swiss Photographer Marie Sutter and Moroccan Photographer and gallery owner Laila Hida get in touch as Instagram-Penpals. Anna-Sabina Zürcher (prize winner of Kunst Zürich Förderpreis 2015) and Rita Alaoui present fragments of their Anthology. And many more.

KE'CH Collective (<http://www.kech-collective.com>) was founded in 2015 by cultural activators from Morocco and Switzerland. Its mission is to empower creatives and encourage cross-cultural exchange and interaction in order to preserve and highlight diversity. Through swap laboratories, the collective provides a platform for contemporary art, design and thought. KE'CH is a play with letters using the abbreviated names of the respective locations; KECH for Marrakech and CH for Switzerland.

### Laboratoire de la Mondialité

*Je peux changer, en échangeant avec l'autre, sans me perdre pourtant, ni me dénaturer. – Edouard Glissant*

KE'CH Collective presents **swap2016** where artists from Morocco and Switzerland exhibit their collective artistic analysis on European and North African identity within a *Laboratoire de la Mondialité*. While some of the artists have collaborated in the past, others have been introduced for the first time and matched according to their biography and working methods.

The dialogue manifests into an in-situ residency within the walls of the medina of Marrakech. Through cross-cultural collaboration, artists experience an interchange as referenced by Edouard Glissant's *mondialité*, defined as the worldwide change and exchange that recognises and preserves diversity.

To go full circle, we will continue in Switzerland with **swap2017** to achieve a well-rounded dialogue among the artists, their art works, our cultures and communities.



### **Artists:**

Alia Ali  
Aniko M.E.Boehler and Mo Baala  
Embroiderers of Actuality  
Flavia Horat  
Ghizlane Sahli and Serio & Sead  
Goran Galic / Gian-Reto Gredig  
Laila Hida and Marie Sutter  
Rita Alaoui and Anna-Sabina Zürrer  
Zainab Andalibe & Nicolas Kozerawski

### **swap.shop**

Find inspiration, meet the makers or have a bite at the Café. Shop for gems at the swapShop! You will find a selection of Moroccan and Swiss design labels, Harakat Sisters, Nasire, Max & Jan, Lup31 and more as well as especially designed products from KE'CH Collective.

### **Salon.inspiration**

#### **SPECIAL EVENTS**

The program will be updated regularly.  
For details check: [www.kech-collective.ch](http://www.kech-collective.ch) and  
[www.facebook.com/kechcollective](http://www.facebook.com/kechcollective)

### **WORKSHOPS**

#### **CROSS-CULTURAL**

#### **ANTHOLOGIES AND ARCHIVES**

KE'CH Collective developed a cross-cultural Anthology of the everyday life. The product is a set of cards used playfully for discussions on perception, semantics, symbols and signs to explore opportunities and limits of cross-cultural communication.

#### **THE ART OF MAKING ...**

In an intimate setting young locals demonstrate a traditional craft, emphasising on cultural artefacts that adapt through their use in everyday life, conceiving what we call the cultural DNA of a place. In Marrakech several Arts are being featured in this series: Storytelling, Tea, Tadellact, Gnawa, Safran, etc.

### **Opening heures**

26h of February until 8 of May 2016  
TUE-SUN from 11 AM until 7 PM  
VERNISSAGE 25th of February 2016 from 5 PM

**Press:** [info@kech-collective.com](mailto:info@kech-collective.com)

**Program:** [www.kech-collective.com](http://www.kech-collective.com), [www.facebook.com/kechcollective](http://www.facebook.com/kechcollective)



**LOCATION:** 187, Rue Riad Laarouss,  
Place Riad Laarouss, 40000 Marrakech  
**CONTACT LOCATION:** +212 625 50 30 67 (Mohamed)

**Thanks to our Partners!**

- Pro Helvetia
- BE Marrakech
- Bank
- Swisslos Kulturförderung Kanton Obwalden
- Chateau Mercier / Villa Ruffieux