

Picture books: illustrated & staged

Exhibition

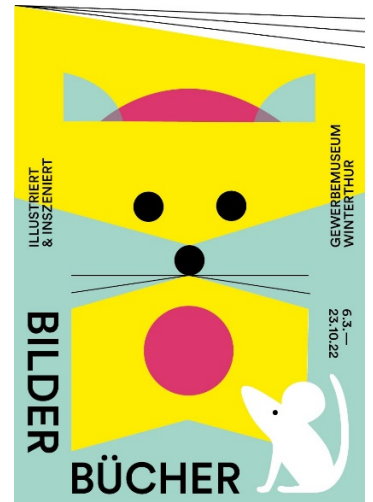
6 March to 23 October 2022
Gewerbemuseum Winterthur / Switzerland

Media conference with introduction

Friday, 4 March 2022, 11 a.m.

Exhibition launch

Saturday, 5 March 2022, 4 p.m.



Exhibition poster: illustration: It's Raining Elephants; graphic design: Stillhart Konzept

Picture books: exquisitely illustrated tales full of humour and poetry that captivate adults and children alike. “Picture books: illustrated & staged”, an exhibition curated by picture book expert Hans ten Doornkaat, presents a rich selection of contemporary works from Switzerland and abroad, putting the spotlight on a medium that oscillates between storytelling, illustration and visual design. It also provides a glimpse into the studios of several Swiss illustrators, some of whom can be observed at work during live events. The exhibition is accompanied by a varied programme of events.

Simple tales full of wit and poetry are brought to life as we eagerly turn the pages of picture books, whose illustrations transport us to other worlds. As vehicles for meaning, picture books speak to the reader (or storyteller) in a very direct way. Their illustrations allow us to enjoy the delight of discovery as well as the comfort of familiarity. At the same time, there is always something new to be found in picture books. The longer we look at them, the more multilayered and complex their content becomes – yet they still form a coherent whole. How do picture books achieve this?

The exhibition explores the types of visual narrative found in contemporary picture books, with particular attention to their singular immediacy. It brings stories vividly to life for children and adults alike, and investigates the creative process of picture book production. From jaunty colours to minimalist grey tones, from polished digital images to rough sketches, and from unusual pop-up formats to pages featuring cut-outs, the design possibilities seem endless. The show also visits the studios of Swiss illustrators and takes a look over their shoulders at live events.

Narrative techniques ...

What does where a book folds have to do with the story? What use is made of the space available for images? What associations are evoked by colours and shapes as the pages are turned? Picture books are more than just illustrated texts: a book's pictures and physical qualities generate new levels of meaning, forming a language in themselves. Stories – whether they are humorous, critical of society or fantastical (or all three) – may even be told without any words at all, using several image levels. Only a picture book can do this! The exhibition explores these multiple possibilities.

... and illustrations

Illustrations bring stories to life on the pages of a book. From jaunty colours to minimalist grey tones, from polished digital images to rough sketches, and from unusual pop-up formats to pages with holes punched through, illustrators apparently have endless design options from which to choose.

Materiality ...

Combining words with pictures can have a remarkable impact in many different media, but with a picture book the focus is on the physical nature of the book itself. Fold-out pages evade the usual book format, paper engineering creates complex pop-up effects, and a hole punched through the entire book can have a different effect on each succeeding page.

... and the making of picture books

What steps do illustrators follow in order to produce a finished picture book? The exhibition considers picture books in the context of the design process and offers a glimpse into the studios of Swiss illustrators.

Meta picture books ...

Nowadays, picture books even use their own fictionality as a theme. Inventing and developing the story becomes part of the action itself, as a type of metaconstruction. Characters enter into discussion with the author or contemplate the (im)possibility of rewriting their own stories. Similarly, the role of the observer may come under the spotlight – such as when a book has to be held upside down to prevent the characters falling out. This playful exploration of the status quo brings expectations to consciousness, only to baffle them. It is no coincidence that meta picture books succeed in testing the physical and aesthetic boundaries of the medium in so many ways.

... and reading aloud

Storytelling as a performance is also an integral aspect of the picture book. Like performative or authorial readings, which make use of the voice and of reading techniques to explore the narrative, reading (aloud) together is not only a social and unifying experience but also a meaningful cultural act.

Insights great and small into numerous picture books, from

Jürg Amann and Käthi Bhend / Anita Bättig and Samuel Schuhmacher / Sara Ball / Istvan Banyai / Agnese Baruzzi / Adrienne Barman / Marion Bataille / Jutta Bauer / Aaron Becker / Rotraut Susanne Berner / Maïke Biederstaedt / Koen van Biesen / Blexbolex / Dieter Böge and Bernd Mölck-Tassel / Anouck Boisrobert and Louis Rigaud / Daniel Bosshart / Vincent Bourgeau and Cédric Ramadier / Hannah Brückner / Eric Carle / Bernardo P. Carvalho and Isabel Minhós Martins / Olivia Cosneau und Bernard Duisit / Katy Couprie and Antonin Louchard / Reza Dalvand / Rébecca Dautremer / Gabby Dawnay und Lesley Barnes / Julia Donaldson and Axel Scheffler / Judith Drews / Vera Eggermann and Ueli Kleeb / Peter van den Ende / Heike Faller / Daniel Fehr and Luigi Olivadoti resp. Maurizio A.C. Quarello / Jean-Marc Fiess / Hans Fischer / Diane and Christyan Fox / Annegert Fuchshuber / Sarah Gasser / Doro Göbel and Peter Knorr / Emily Gravett / Armin Greder / Françoise de Guibert und Godeleine de Rosamel / Peter Gut / John Hare / Nikolaus Heidelbach / Kristina Heldmann / Robert Henderson / Isol / It's Raining Elephants / Heinz Janisch and Gerhard Haderer / Tove Jansson / Oliver Jeffers and Sam Winston / Jean Jullien / Matto Kämpf and Yves Noyau / Samira Kentrić / Raphaël Kolly / Edward Lear and Klaus Ensikat / Barbara Lehmann / Suzy Lee / Leo Lionni / Gérard Lo Monaco / David McKee / Anete Melece / Elsa Mroziewicz / Jörg Mühle / Thomas Müller / Bruno Munari / Chris Naylor-Ballesteros / Cee Neudert and Lena Winkel / B. J. Novak / Květa Pacovská / Lorenz Pauli and Miriam Zedelius / Clotilde Perrin / Andrea Peter / Celestino Piatti / Isabel Pin / Miro Pofnerl / Hubert Poirot-Bourdain / Nicolai Popov / Petra Postert and Jens Rasmus / Tom Reed / Daan Remmerts de Vries and Ingrid Schubert and Dieter Schubert / Béatrice Rodriguez / Markus Roost / Maeva Rubli and Anisa Alrefaei Roomieh / Claudia Rueda / Sabine Rufener / Rainer Sacher / Zéa

Schaad / Kathrin Schärer / Johanna Schaible / Peter Schössow / Binette Schroeder / Jordan Scott / Walid Serageldine / Sydney Smith / Grégoire Solotareff and Alain Le Saux / Anna Sommer / Julia Spiers / Anton Stankowski / Gideon Sterer and Mariachiara Dí Giorgio / Shaun Tan / Christian Tielmann and Daniel Napp / Thé Tjong-Khing / Olga Tokarczuk und Joanna Concejo / Øyvind Torseter / Tomi Ungerer / Frank Viva / Johannes Vogt and Felicitas Horstschäfer / Friedrich Karl Waechter / David Wiesner / Mo Willems / Claudia Wirth / Giovanna Zoboli / Yusuke Yonezu / ZO-O / Germano Zullo and Albertine / and many others.

Events

The varied events on offer include workshops for adults and families, as well as guided tours with short presentations by experts on themes such as digital formats and gender stereotypes in picture books. The Swiss illustrators Anna Sommer, Johanna Schaible, Anete Melece and Adrienne Barman will be present in the museum on certain days, when the public can watch them as they draw. In addition, the museum will be hosting two recitals and launching a new blog in which illustrators from Winterthur comment on the exhibition.

Publication

A book entitled "Das Medium Bilderbuch" ["The Medium of the Picture Book"] by Hans ten Doornkaat is being published to accompany the exhibition. In German, approx. 256 pages, approx. 200 illustrations, soft cover with flaps, Triest Verlag Zurich/St. Gallen.

Available from April 2022 in bookshops and in the museum shop of the Gewerbemuseum Winterthur. CHF 39.–

Thanks to

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Opening times / Admission prices

Tues to Sun 10 a.m. to 5 p.m. / Thurs 10 a.m. to 8 p.m. / Closed Mon

Special public holiday opening times: www.gewerbemuseum.ch

Entire museum CHF 12 (concessions CHF 8) MATERIAL ARCHIV CHF 5 (concessions CHF 3)

Children & young people up to the age of 16 & school classes: free admission

Information for media professionals

Media briefing

Friday, 4 March 2022 at 11 a.m.

With an introduction (in German) by Hans ten Doornkaat, Guest Curator, and Susanna Kumschick, Director Gewerbemuseum Winterthur, plus a joint tour of the exhibition.

Please let Media Relations know if you wish to attend.

Media Relations

Luzia Davi, gewerbemuseum.medien@win.ch, telephone +41 (0)52 267 51 36 (direct line: 68 83)

Press pack

A comprehensive press pack will be distributed at the media briefing and can also be ordered from Media Relations. It will be sent out shortly before the exhibition launch.

Media images (selection)

High resolution JPG files may be downloaded at www.gewerbemuseum.ch (→ Information for media professionals). Further media images will be released at the exhibition launch. Please use the media images only in connection with reporting on the “Bilderbücher: illustriert & inszeniert” exhibition at the Gewerbemuseum Winterthur, and only during the exhibition period, citing the copyright information and crediting the photographers. Thank you!



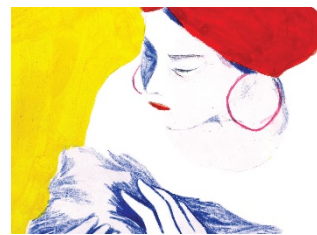
Anete Melece: Der Kiosk. © Atlantis Verlag, 2020. 300dpi / c. 17 x 12 cm



Johanna Schaible: Es war einmal und wird noch lange sein. © Carl Hanser Verlag, 2021. 300dpi, A5



Daniel Fehr: Wie man ein Buch liest? © Verlagshaus Jacoby & Stuart, 2018. 300dpi, c. 17 x 12 cm



Maeva Rubli, Anisa Alrefaei Roomieh: bei mir, bei dir. © Edition Moderne, 2021. 300dpi, A5



Isabel Minhós Martins (text) and Bernardo P. Carvalho (illustrations): Hier kommt keiner durch! © Klett Kinderbuch Verlag, 2017. 300dpi, c. 26 x 15 cm



David Wiesner: Strandgut. © Aladin Verlag, 2007. 300dpi, c. 17 x 7 cm