



Gerry Hofstetter
Light Artist

Light artist Gerry Hofstetter and his works of art

Gerry Hofstetter, born in 1962, lives and works in Zumikon, in the canton of Zurich. He is married and has two daughters. Since 1999, the former head of investment banking and helicopter pilot has been transforming buildings, monuments, landscapes and mountains throughout the world into temporary works of art by means of his spectacular light art projections. In addition, since 1995 the Swiss artist has been running his own internationally active marketing, event and design company.

Gerry Hofstetter's art does not just appeal to people's sense of aesthetics and predilection for the dramatic. His light images frequently also harbour messages, such as when in 2005 he illuminated the Matterhorn from several heavy-lift helicopters in order to draw attention to the issue of glacial retreat in the Alps. Or his light art expeditions in the Antarctic in 2003 and 2005; in a project in support of the United Nations International Year of Water 2003, he illuminated icebergs from a Russian expedition boat, creating temporary memorials to alert mankind to the increasing problem of global warming. It was also here that the world-famous picture came about showing a polar bear, which normally lives in the Arctic at the North Pole, projected onto the Antarctic at the South Pole, where penguins have their habitat.

Another such project involved an expedition in October 2006 to Egypt, where, in collaboration with the authorities, he lit up the White Desert, the Pyramids of Gizeh, the Sphinx and the Egyptian National Museum as a contribution to the UNO International Year of the Desert and Desertification. In 2007, 2008 and 2009, his expeditions took him to the Arctic, where his temporary art sculptures were directed at raising public awareness of the receding ice masses, the habitat of polar bears.

As an artist, with his illuminations Gerry Hofstetter aims wherever possible to encourage the beholder to contemplate on the lit-up monument and to motivate him or her to actively consider how our planet can develop in an environmentally-friendly, sustainable manner. He also organises light festivals in regions, cities and villages all over the world on behalf of government bodies, public authorities, organisations and companies. He also organises light festivals in regions, cities and villages all over the world on behalf of government bodies, public authorities, organisations and companies.

At these events, he enchants the public with his stunning light projections on buildings and monuments. With his commercial lighting projects, as a marketing professional he understands how to artistically combine the required message with a particular theme, sometimes even presenting them in a light-hearted, tongue-in-cheek manner.

Gerry Hofstetter's light art expeditions are partly financed by sponsors, cultural partners and patrons. He receives commissions from government organisations, institutions, foundations, museums, companies and private individuals. During his assignments and expeditions, he is always accompanied by a team of photographers and film makers. In order to achieve the best possible lighting effect, he often rigs up his projection equipment on boats, trains, overland vehicles or even helicopters. Gerry Hofstetter travels all over the world and implements light art projects of all sizes and in all budget ranges. In his opinion, the success of a partnership with him depends on two main factors: that the collaboration with the client is an enjoyable experience and that his light art creations effectively communicate the desired message or play a major role in enhancing the event - whether a festival, party, anniversary, public holiday or company event.



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