

MEDIA RELEASE

11.07. 19.10.2025**spot on Sereina Steinemann**

In cooperation with Kommission Bildende Kunst Stadt Luzern

The works by Sereina Steinemann (*1984) show us what we are surrounded by: things, everyday life, normality. This in itself is nothing extraordinary in the field of art. Still lifes have been a painting genre since time immemorial, and Pop Art focussed boldly on everyday objects. However, Sereina Steinemann presents neither symbolically charged arrangements nor smooth, cool consumer items. Instead she encounters the 'ordinary' with a loving and appreciative gaze, allowing the things to stand for themselves.

With the series *Qualität ist unsere Stärke* (Quality is our Strength), Sereina Steinemann explores the language of advertising in both formal and thematic terms. Detached from concrete products, the drawings reflect promises of success as well as appealing for self-optimisation and self-love – *More Extra Less Ordinary!* In doing so, the artist plays with the size of letters, the edges of the sheet and the amount of ink in the acrylic marker; the latter runs out during the writing process so that the letters become paler.

Even when they refer to contemporary mass-produced articles and advertising slogans, Sereina Steinemann's works tell us more about craftsmanship than about industrial production. And when the artist transfers a blog commentary to canvas, the manner in which she paints it grounds the digital communication in the analogue world, in the tangible features of canvas and paint, in manual work with a brush. Thanks to the unpretentious, simple way of painting mass-produced items such as a Coop City plastic bag or a Coca Cola bottle, they take on a very individual charm, and paint runs out of the seam of a pair of Louis Vuitton trousers. By painting the logo of the crisp company Zweifel (which literally means "doubt"), she addresses her own artistic uncertainties. It is this apparently contradictory combination of attentiveness and missing virtuosity and that makes Sereina Steinemann's works so touching.

In some series Sereina Steinemann works with Walt Disney's "Funny Pocket Books". For example, she arranges scenes thematically into comics of her own, which she then reproduces with a photocopying machine. For the series of drawings entitled *Schaffen* (Making) and *Unwägbarkeiten* (Imponderables), she chose fragments from the Disney cosmos so as to suggest a story: tools speak about artistic creation, and explosions or spurting water about adventures.

For our exhibition, Sereina Steinemann has produced a series of sculptural works for the first time. These are inspired by rather old-fashioned figurative advertising media, such as the outsized croissant placed outside a bakery during opening hours, or the huge ice-cream in front of the gelateria. Sereina Steinemann's keys are also mobile and not always in the same place in the exhibition room. Perhaps they are even put away over night when the museum is closed?

Sereina Steinemann has been awarded the *spot on* publication prize by the City of Lucerne. Volume 21 of that publication series provides extensive insight into her work.

curated by Eveline Suter

DATES

Media Preview

Thursday, 10.07., 10.15 am

Opening

Thursday, 10.07., ab from 6 pm

Greeting and introduction

Fanni Fetzter, Director Kunstmuseum Luzern

Michel Rebosura, President Kommission Bildende Kunst Stadt Luzern

Eveline Suter, Curator

Schlüssel und mehr

Sunday, 07.09., 11 pm

Reading of the author Geissler, followed by a talk with the artist Sereina Steinemann, moderated by Eveline Suter, curator, in German

Schools

Various offers for all levels

Publication

Sereina Steinemann. Works, with texts by Lucy Duggan, Heike Geissler, Daniel Morgenthaler, Eveline Suter, d/e, ed. by Stadt Luzern and Kunstmuseum Luzern, Mousse Publishing, ISBN 978-88-6749-686-0, CHF 30.–, for members KGL CHF 25.–

spot on

Every year, the City of Lucerne publishes a monograph. Upon application, the Commission for Visual Arts selects one young artist and supports their artistic work with a publication.



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