

Portrait – Gerry Hofstetter (1962 - ?)

Swiss artist Gerry Hofstetter lives and works in Zumikon near Zurich. Since 1999, the former banker (Chief Investment Banking) has been transforming buildings, monuments, landscapes, and mountains around the world into temporary art objects with his light art projections. He also produces films with his internationally active marketing, event, and design agency.



His art appeals not only to the aesthetic and sensational sensibilities of the audience. His light images always conceal messages. One example is his contribution to the UN Year of Water in 2003, when he illuminated icebergs in Antarctica as part of his “Light Art Expedition,” bathing them in a completely new light to draw attention to the value and threat to our water resources and the retreat of glaciers. Another example is the global solidarity campaign in 2020, during which he worked with Zermatt to project the flag of a country particularly affected by the COVID-19 pandemic onto the Matterhorn every evening during the five-week lockdown. During this time, he lived at the foot of the Matterhorn.

Gerry Hofstetter is the creator of the world's largest work of art. He recognized a reclining tiger in the north face of the Eiger in the Bernese Oberland in Switzerland. In February 2022, at the start of the Chinese Year of the Tiger and coinciding with the opening of the Winter Olympics in Beijing, China, he projected a reclining tiger measuring over 5.3 km / 3.3 miles onto the mountain. The hidden message was: if we can protect the tiger with genuine passion, then we can also protect everything on our planet.

As a former competitive athlete, his diverse educations also benefit him in the realization of his illuminations. Thanks to his military experience as a captain in the Special Forces in the mountains and as an instructor for foreign special forces, he and his team independently carry out light art expeditions to the most remote places in the world to draw attention to the beauty of our planet. He illuminates buildings or monuments from ships, trains, and trucks to show them in the best light. As a trained helicopter pilot, he also creates lighting installations from the air, from helicopters.

The temporary and “ephemeral” light artworks from his expeditions, which are mostly created in remote locations, are photographed and filmed so that they can be presented to a wide audience. A limited selection of the images is released for the art market. As a filmmaker, he captures his lighting installations and light art expeditions around the globe in movies that are shown in his own cinema. He is also frequently engaged as a keynote speaker.

As an artist, he is keen to motivate viewers to think about the sustainable development of our planet and the climate and to engage with the illuminated monument. In commercial lighting projects, he knows how to artfully combine the message with the client's wishes, sometimes presenting it with a wink. Light is hope, and color is joy of life.

Contact

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