

MEDIA RELEASE

Bank Julius Baer & Co. Ltd.

Julius Baer supports an art installation in Geneva embodying the United Nations' call for sustainable development

Bank Julius Baer in Geneva is supporting an art project that aims to raise awareness of sustainable development. Since 30 June 2021, two giant urban canvases have been exhibited on *Tempus*, the temporary infrastructure at the Palais des Nations in Geneva. The installation, created by Collectif 1m83 in collaboration with the United Nations Office in Geneva, aims to highlight the United Nations' call for the achievement of the Sustainable Development Goals.

Geneva/Zurich, 30 June 2021 – From 30 June until 2024, the art installation 'L'oiseau bleu', composed of two giant urban canvases, is being exhibited on the temporary Tempus infrastructure at the Palais des Nations in Geneva. This temporary facility was built to host international conferences during the renovation of the historic building.

Through its contribution, Bank Julius Baer in Geneva supports the initiative of the Collectif 1m83, developed in collaboration with the United Nations Office in Geneva (UNOG). The installation consists of five photographs by Japanese artist Yoshinori Mizutani (*1987) depicting brightly feathered birds that, at first motionless and solitary, fly away in small groups before darting in a cloud against the azure sky.

The work was chosen to symbolise the United Nations' 17th Sustainable Development Goal (SDG), which calls for stronger partnerships between governments, civil society and the private sector to achieve the SDGs across the globe. Designed for the contemplation of both Genevans and delegations from around the world, these two urban canvases invite passers-by to pause and reflect on these actions.

With its support, Bank Julius Baer is helping to raise awareness of the SDGs. As a founding signatory of the UN Principles for Responsible Banking, Julius Baer is committed to taking an active role in aligning the banking sector with the SDGs. "We are very pleased to be a partner in an exhibition that brings together values that are at the heart of our DNA," says Emmanuel Debons, Head of French-speaking Switzerland at Julius Baer. "The call through art to work together to make a positive impact on our society and our environment echoes our philosophy."

About Collectif 1m83:

Since 2018, Collectif 1m83 has been inviting contemporary photographers to exhibit their work in public spaces in an effort to show passers-by the interaction between nature, art and architecture. Each 'urban canvas' is inspired by the history of the place and its environment, fusing together, during the period of renovation, a building with a piece of art. Cultural mediation plays a central role in the proposed creations. Throughout the duration of the exhibition, 1m83 invites the public to meet and exchange ideas around important themes such as public art, the environment, heritage and architecture.

About the artist:

Yoshinori Mizutani (Japan, 1987) lives and works in Tokyo. He studied at the Tokyo College of Photography as well as at the Nihon University College of Economics. After completing the Tokyo Parrots series (2013) – from which these photos are taken – Mr. Mizutani gained recognition on the international scene, where he received numerous awards and was invited to present his works in various countries (Japan, China, Switzerland, England, Netherlands, France, Italy, South Korea, etc.).

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