



Within the scope of the Reação em Cadeia project

FIDELIDADE ARTE HOSTS AN EXHIBITION BY SILVIA BÄCHLI

Curated by Bruno Marchand, the exhibition "Side Facing the Wind" will be open to the public in Lisbon between September 10 and November 26.

Lisbon, September 07, 2021 - Fidelidade Arte and Culturgest open the exhibition "*Side Facing the Wind*", by Swiss artist Silvia Bächli, on September 9. The exhibition, which is part of the Reação em Cadeia (portuguese for Chain Reaction) project and is curated by Bruno Marchand, will be open to the public until November 26 at Espaço Fidelidade Arte, in Lisbon, with free admission.

The work of Silvia Bächli (Baden, Switzerland, 1956) resembles a visual inventory of the subtle experiences of everyday life. Working almost exclusively in the field of drawing, the artist has been exploring, since the mid-1980s, a very narrow set of graphic resources - essentially stroke and colour - through which she seeks to fix impressions and sensations that we experience every day.

As the title of the exhibition - "*Side Facing the Wind*" - indicates, the peculiar experience of our body affected by a crosswind can be the trigger for a set of works that make visible the ineffable essence of this phenomenon. Bächli's drawings are essays: images that make approximations, necessarily incomplete and partial, to the intangible world.

The exhibition "*Side Facing the Wind*" is the eighth moment of the cycle *Reação em Cadeia*, a collaboration between Fidelidade Arte and Culturgest, which involves the participating artists in the choice of the artists who succeed them. Each year there will be interventions by three artists at Fidelidade Arte, in Lisbon, and later at Culturgest Porto, which will experience different declinations in each space, namely with the presence of different works, resulting from the adaptation of the projects to the different nature of the two galleries.

At the end of each year, a book will be published that will compile the memory of the three projects presented, with extensive documentation on their development. The Swiss artist was chosen by her predecessor, the Mexican Rodrigo Hernández, whose exhibition "*Moon Foulard*" constituted the seventh edition of the cycle Chain Reaction.

The cycle began in 2019 with a program that, in keeping with this logic of succession, featured the following artists:

- #1 Ângela Ferreira (Mozambique, 1958)
- #2 Jimmie Durham (USA, 1940)
- #3 Elisa Strinna (Italy, 1982)

2020

- #4 Evan Roth (USA, 1978)
- #5 Alicia Kopf (Spain, 1982)
- #6 Las Palmas (Portugal)

2021

- #7 Rodrigo Hernández (Mexico, 1983)
- #8 Silvia Bächli (Switzerland, 1956)

Next Artist / Ângelo de Sousa / December 2021

Fidelidade Arte

Largo do Chiado, 8 - 1249-125 Lisbon

Exhibition hours: Weekdays, from 11am to 7pm.

Free entry, but with maximum capacity in the gallery, in accordance with the recommendations of the Directorate-General for Health.

About Fidelidade

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal, with a total market share of 25.5% in 2019, and is present in Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay and Chile.

With 2.3 million customers in Portugal and more than 7 million worldwide, Fidelidade conducts its activity with a "Customer Centric Approach" strategy and, through a distribution network and channels of high size and capillarity, guarantees consumers an integrated and personalized experience, regardless of the channel used.

Fidelidade is guided by values that have always defined it: experience, innovation, overcoming expectations and proximity, and this year it has already been re-elected Consumer Choice in the category of "Insurers", "Trusted Brand" and Most Reputed Insurer in Portugal.

Supporting the development and construction of a sustainable society is an essential part of its Social Responsibility policy, which is embodied in the Fidelidade Comunidade (Fidelidade Community) Programme, which distinguishes entities working in the areas of ageing, health prevention and inclusion of people with disabilities.

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