

# Timetable

## LIGHT ART GRAND TOUR USA 2016 – 2020

### 1st August 2016 Tell goes West – to the Big Apple

Art project for the tour start and for the Swiss National Day ceremony in New York, 1st August 2016, placing a copy of the liberator of Switzerland, William Tell Statue from Altdorf on Rat Island. The only one island in New York which is privately owned. The owners are two Swiss gentlemen. The island is located in the Bronx, 18 Miles away from the Liberty.



### 1st Tour – 2017

### 2nd Tour – 2018

### 3rd Tour – 2019

### 4th Tour – 2020

### Production 2020

### Art Exhibitions 2021

### East Coast

### Southeast, Midwest, West

### Northeast, Southeast, Southwest, Midwest

### West, Alaska, Hawaii

### Post-productions of film, book, 2021 calendar and art exhibitions

### From 2021 onwards, art exhibitions in the USA and in Switzerland



Gerry Hofstetter  
Light Artist  
Est. 1962



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HIGH IMPACT | HIGH PROFILE | SPECIAL EVENTS

### Tour Producer

Gerry Hofstetter, globally working Light Artist, event designer and film producer  
Hofstetter Marketing, Zumikon, Switzerland [www.hofstetter-marketing.com](http://www.hofstetter-marketing.com)  
Mobile: +41 79 400 77 27 Email: [g.hofstetter@hofstetter-marketing.com](mailto:g.hofstetter@hofstetter-marketing.com)

### Tour Co-Producer

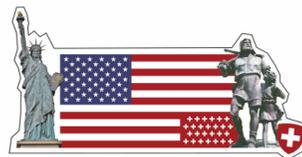
Céline Hofstetter, Photographer, Light Artist and daughter of Gerry Hofstetter.  
Light Art communication, event design, film productions.  
Hofstetter Inc., Hollywood, Los Angeles, USA [www.hofstetter.la](http://www.hofstetter.la)

### Tour Event Planner

Jenny Tran and team with her premier management firm for extraordinary events like  
Presidential inauguration and events of Washington's political and military communities.  
Hayes Group LLC, Vienna, Virginia, USA [www.hayespr.com](http://www.hayespr.com)

Contact and media: [www.grandtour-usa.ch](http://www.grandtour-usa.ch)

**Note:** LIGHT ART GRAND TOUR USA is a complex Light Art tour and depends on various factors such as weather, traffic, technical conditions, time and many other unknown circumstances and elements. Dates, times and places of the planned Light Art projections may be changed by the producer of the tour at any time without prior notice. The producer shall not be held liable by the public and/or any other parties for the information and dates shown in the flyer and/or website of the tour: [www.grandtour-usa.ch](http://www.grandtour-usa.ch). The producer will make every effort to keep the website updated.



LIGHT ART GRAND TOUR USA  
50 US Monuments in the spotlight  
Exploring history and friendship

Culture Partner



Destination Partner



Art Partner



Event Partner



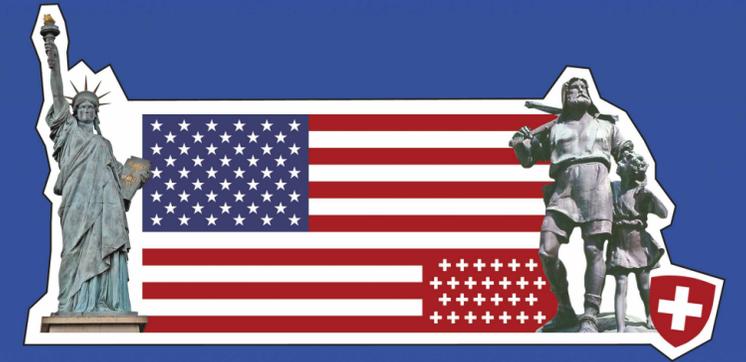
Supporter



Owners of Rat Island in New York – Roland & Christina Veit and Alex Schibli

GRAND TOUR of Switzerland [www.MySwitzerland.com/grandtour](http://www.MySwitzerland.com/grandtour)

The remote mountains of Switzerland, where living conditions are highly unusual, protected and guaranteed the freedom of this region by making it difficult for foreign powers to control it for long periods. This enabled the population to develop its own traditions and forms of government. This situation also favoured the neutrality that has been in force since 1515 and which has also served neighboring countries by forming a safety zone between the European states. Discover the history and variety of this country with its cultural and touristic highlights on the Grand Tour of Switzerland. From palm-lined lakeshores to sparkling glaciers, from medieval villages to buzzing cities – the Grand Tour of Switzerland packs in an incredible number of sights on a road trip. The concentration of attractions is unrivalled worldwide.



## LIGHT ART GRAND TOUR USA 50 US Monuments in the spotlight

Exploring history and friendship

by Light Artist Gerry Hofstetter



### 2nd Tour – 2018

## 2017–2020 Grand Tour from 2021 Art Exhibitions

[www.grandtour-usa.ch](http://www.grandtour-usa.ch)

**Golden Gate Bridge**, San Francisco, USA  
Opened 1937. Consulting engineer and  
co-designer of this bridge was  
Othmar Ammann from Switzerland.



## Photos of TOUR 2017



## LIGHT ART GRAND TOUR USA 50 US Monuments in the spotlight

Exploring history and friendship

50 US Monuments in the spotlight – one per state – exploring US history and the common roots of the United States of America and Switzerland.

The pioneering spirit of the LIGHT ART GRAND TOUR by Swiss Light Artist Gerry Hofstetter and his daughter Céline, remains a characteristic of American society today. The monuments featured in this extraordinary tour explore the history of particular locations. Each is an important piece in the jigsaw puzzle of the United States of America and its founding, and plays a role in fostering friendships with other countries, including tiny Switzerland. The USA and Switzerland share many common roots and political structures. Both are democracies with a federal system of government; the USA comprises 50 federal states and Switzerland has 26 states known as cantons. Both established their freedom and national independence by fighting off foreign forces, the USA on 4th July 1776 and Switzerland on 1st August 1291. Both are very internationally minded and their people live in peace.

The first year of the tour will focus on the first states to join the Union, followed in the second and third years by the remaining states, from East to West, along the route taken by the pioneers who rolled back America's frontiers. A Light Art performance will be organised for each selected monument or landmark. The fourth year will be devoted to the post-production of a film, book, 2021 calendar and art exhibitions. From 2021 onwards, art exhibitions will be presented in the USA and Switzerland.

The ultimate goal of our tour is to help citizens of the USA understand how both countries share the same core values of freedom, liberty and democracy. The tour's logo reflects this history.

The Light Art Grand Tour USA started in 2017, first touring through 8 states. The incredible success of our journey is in thanks to the partnership of the participating monuments, partners, friends and supporters. As we begin our second tour we are looking forward to the new friendships that we will be forming.

Gerry Hofstetter, Céline Hofstetter & team,  
and the participating monuments, partners and friends

## TOUR 2018 2nd Tour

**01**  **Florida**  
Entered the Union as No. 27 on 3rd March 1845

**Monument:** Rocket Garden, Kennedy Space Center  
**Light Art:** 22nd Sept 2018 – not public

60 Years NASA and 50 Years first flight to the moon. Interviews and sessions with Astronauts.  
[www.kennedyspacecenter.com](http://www.kennedyspacecenter.com)

**Link to Switzerland** – Switzerland's contribution to NASA and space science was always strong. The first landing on the moon was on 20th July 1969 with Apollo 11. The first item placed on the moon, even before the US flag, was a flag to measure the solar wind - which was called the "Swiss Flag". This experiment originated in Switzerland from the ETH Zurich and the University of Bern. It was the only foreign country experiment on board of this historical US mission for mankind. Many other items and innovations from Switzerland have been used as well, for example the watches, coffee, food, vitamins, glou, velcro strips and objectives for measuring distance. Three NASA astronauts have Swiss roots: Walter Marty "Wally" Schirra Jr., John Leonard "Jack" Swigert Jr. and Joe Henry Engle.

**02**  **North Carolina**  
Entered the Union as No. 12 on 21st November 1789

**Monument:** Wright Brothers National Memorial, Kill Devil Hill  
**Light Art:** 29th Sept 2018 7:30 PM – 9:00 PM, public event  
**Public Event:** 29th Sept 2018 - 9:00 AM – 9:00 PM re-opening of the new Visitor Center

17th December 1903, World's first controlled powered airplane flight by the Wright Brothers at Kill Devil Hill, the world's first airport. [www.nps.gov/wrbr](http://www.nps.gov/wrbr)

**Link to Switzerland** – Susan, Orville and Wilbur Wright's mother was of Swiss ancestry. The Wright Brothers used a swiss stopwatch for the world's first flight and all other following flights over the next years. The watch was produced by the world's most famous stopwatch manufacturer GALLET, based in La Chaux-de-Fonds, Switzerland. The stopwatch used by the Wright Brothers is displayed at the Smithsonian National Air and Space Museum in Washington DC, USA. 10th March 1910, the first motorized flight in Switzerland took place in the Swiss Alps on the frozen lake of St. Moritz with a Wright Flyer III.

**03**  **Iowa**  
Entered the Union as No. 29 on 28th December 1846

**Monument:** Old Capitol, Iowa City  
**Light Art:** 4th Oct 2018 6:45 PM – 8:30 PM, public event

Iowa City is a very creative city and the world's third UNESCO City of Literature. The University of Iowa is recognized as one of the nation's top public Universities. The University also includes one of the leading medical schools and one of the largest university-owned teaching hospitals in the USA.  
<https://oldcap.uiowa.edu>

**Link to Switzerland** – Like Iowa, Switzerland is very creative and innovative. It also has a worldwide reputation for elite public universities and a nation leading medical and health care industry.

**04**  **Minnesota**  
Entered the Union as No. 32 on 11th May 1858

**Monument:** Mill City Museum, Minneapolis  
**Light Art:** 6th Oct 2018 7:30 PM – 8:30 PM, public event

Mill City Museum is a Minnesota Historical Society museum built in the ruins of the National Landmark Washburn "A" Mill. [www.mnhs.org/millicity](http://www.mnhs.org/millicity)

**Link to Switzerland** – Bühler Inc. based in Uzwil, Switzerland, started as a grain mill factory 1860. The organization is the world leader of mill production. 1/3 of all mills on our planet are from Switzerland. Without Bühler - no Cornflakes.

**05**  **Nebraska**  
Entered the Union as No. 37 on 1st March 1867

**Monument:** Scotts Bluff National Monument, Gering  
**Light Art:** During the Tour

Scotts Bluff has served as a landmark for people from Native Americans to emigrants on the Oregon, California, Mormon and Pony Express Trails to modern travelers. [www.nps.gov/scbl](http://www.nps.gov/scbl)

**Link to Switzerland** – Karl Bodmer, a painter and artist from Zurich, Switzerland, was asked by the German Prince Maximilian zu Wied-Neuwied to join him from 1832 - 1834 on a scientific expedition to the Upper Missouri. The illustrations that Karl Bodmer created for the Prince's travel journal rank as masterpieces in the representation of the Northern American continent and it's indigenous people. He is best known in the United States as a painter who captured the American West of the 19th century. This kind of expedition was globally the last one. Photography was invented and painters were no longer needed. The pictures used for the projections are owned by the city of Zurich and are displayed at the NONAM North American Native Museum of the city. [www.nonam.ch](http://www.nonam.ch)  
More pictures and illustrations of this US culture treasure created by the Swiss Karl Bodmer are presented in the Joslyn Art Museum in Omaha, Nebraska.

**06**  **Kansas**  
Entered the Union as No. 34 on 29th January 1861

**Monument:** Monument Rocks and Prairie, Gove County  
**Light Art:** 13th Oct 2018 7:00 PM – 9:00 PM

Monument Rocks (also Chalk Pyramids) are rich in fossils and were the first landmark chosen by the "US Department of the Interior" as a National Natural Landmark. The Prairie is the land of the cowboys.  
[www.kansastravel.org/monumentrocks.htm](http://www.kansastravel.org/monumentrocks.htm)

**Link to Switzerland** – In the southern area of Switzerland, the Canton (State) of Tessin which is the Italian-speaking part, the UNESCO mountain "Monte San Giorgio" is one of the richest places in the world regarding fossils. The famous Swiss photographer, Hannes Schmid from Zurich, invented the "Marlboro Man" who brought the spirit of the Cowboy's to the cities. Some of his other recognized works have been exhibited at various galleries and museums. Next exhibition of Hannes Schmid is "American Myth" from 8 Sept – 14 Oct 2018 at the Mitchell Algus Gallery in New York. [www.hanneschmid.ch](http://www.hanneschmid.ch) & [www.mitchellalgusgallery.com](http://www.mitchellalgusgallery.com)

**07**  **California**  
Entered the Union as No. 31 on 9th September 1850

**Monument:** Sutter's Fort, Sacramento  
**Light Art:** 25th Oct 2018 7:00 PM – 8:30 PM, public event

Captain John August Sutter from Switzerland emigrated to California and bought a large area of no man's land in the valley of today's Sacramento in 1839. He called his colony "Nueva Helvetia" (the Latin name of New Switzerland) and built his Fort on his purchased land. Sutter's Fort became the gate to California for all the pioneers. In January 1848, an employee of Sutter found gold at the Sutter's Mill. This was the beginning of the Californian Gold Rush and people from all over the world came to his land in search for gold. At the end of this disaster, his son had to sell the Fort and the land. On this New Helvetia (New Switzerland), Sacramento was built later. His son was one of the founders of Sacramento. [www.parks.ca.gov/suttersfort](http://www.parks.ca.gov/suttersfort)

**Link to Switzerland** – The tragic story of Sutter's life and the loss of his enormous wealth was written down in the novel "LOR" (Gold) by the Swiss author Blaise Cendrars in 1925. Blaise Cendrars was born in the city of La Chaux-de-Fonds, Switzerland. La Chaux-de-Fonds was also the birth place of Louis Chevrolet, the founder of Chevrolet Cars. This happened 1911 in Detroit.

**08**  **20 – 26 October 2018**  
**ZÜRICH MEETS SAN FRANCISCO**  
**A FESTIVAL OF TWO CITIES**

From Culinary Inspirations and Lean Design to Digital Democracy and Urban Tech

Celebrating 15 years sister cities. Several buildings and monuments in San Francisco will be transformed with light art during this festival week. [www.zurichmeetssanfrancisco.org](http://www.zurichmeetssanfrancisco.org)

