

Light Art Communications - The fine art of projections

By Swiss Light Artist Gerry Hofstetter



Our passion: Light Art - Design - Communication - Events - Film productions



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LIGHT ART GRAND TOUR USA 50 US Monuments in the spotlight

Exploring history and friendship

by Light Artist Gerry Hofstetter

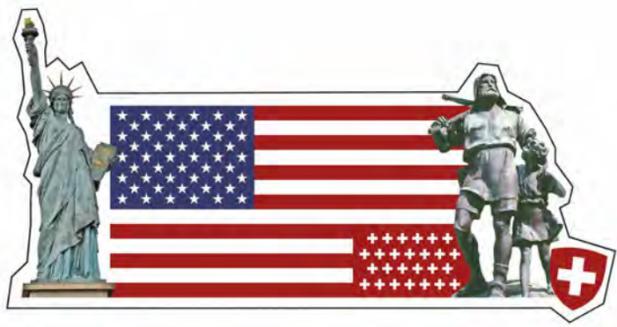


1st Tour - 2017

2017-2019 Grand Tour
2020 Art Exhibitions

Overview tour photos of the
first 8 States on the East Coast.

www.grandtour-usa.ch



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

The start of the tour has been made possible by the generous support of donators, friends and visionary partnership of companies and institutions in Switzerland and in the USA. We are deeply grateful for this.

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 2020 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 first tour was realised in 2017 with a team of 9 persons. From 12 September till 12 October we travelled through the first 8 States and made over 6'000 miles on the road with our Chevrolets and the Penske truck. We met incredible people and all visited monuments gave us a heartfull welcome. The amazing feedback of the public and the spectators touched our hearts. The press and the social media community loved the spirit of our tour and took it up.

We visited the following States and monuments:

- | | |
|-------------------------|--|
| 1 Pennsylvania | Washington Crossing at Washington Crossing |
| 2 Maryland | Thomas Viaduct at Elkridge |
| 3 South Carolina | USS Yorktown at Mount Pleasant, Patriots Point |
| 4 Delaware | Winterthur Museum, Garden and Library at Winterthur |
| 5 Virginia | George Washington's Mount Vernon at Mount Vernon |
| 6 North Carolina | Wright Brothers National Memorial at Kill Devil Hill |
| 7 New Hampshire | The Mount Washington Hotel at Bretton Woods |
| 8 New Jersey | Einstein Collection of Historical Society of Princeton at Updike Farmstead |

This making of magazine of the 1st tour in 2017 presents just a shimmer, what we experienced and discovered on our journey: A great America with a great history, great people and true friendship. We are looking forward for the 2nd tour in 2018.

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



Timetable LIGHT ART GRAND TOUR USA 2016 – 2020

2016 – Start

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.



2017 – 1st Tour

2018 – 2nd Tour

2019 – 3rd Tour

2020 – Production

2020 – Art Exhibitions

East Coast

East Coast and Midwest

Midwest, West Coast, Alaska and Hawaii

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

From 2020 onwards, art exhibitions in the USA and in Switzerland



Gerry Hofstetter
Light Artist
Est. 1962

Tour Producer

Gerry Hofstetter, globally working Light Artist, event designer and film producer
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Tour Co-Producer

Céline Hofstetter, Light Artist and daughter of Gerry Hofstetter.
Light Art communication, event design, film productions.
Hofstetter Inc., Hollywood, Los Angeles, USA 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



Contact and media: www.grandtour-usa.ch

Pennsylvania

01



Entered the Union as No. 2 on 12th December 1787

Monument: Washington Crossing at Washington Crossing

Light Art: 16th Sept 2017 8:00 PM - 9:30 PM

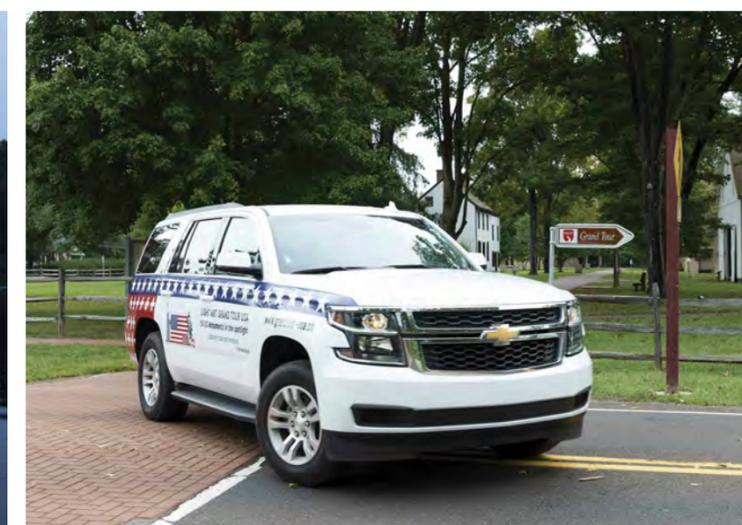
4th of July 1776, foundation of the USA. 25th December 1776, General George Washington crosses the Delaware River with a small army in boats and attacks the Hessian soldiers fighting for the British. Washington's victory was the „Turning point of the American Revolution“ and led to the independence of the new democratic nation, the USA.

www.washingtoncrossingpark.org

Links to Switzerland – 1st August, 1291, foundation of Switzerland, the world's first democracy. In 1307, William Tell, the Liberator of Switzerland, a legendary figure, revolts against Gessler, a tyrannical reeve of the occupying Austrian forces. While being transported to prison in the village of Küssnacht am Rigi, on the other side of Lake Lucerne, the boat drifts close to the shore, and Tell is able to jump out and escape. He runs across country to find Gessler and kills him with a crossbow. This was the „Turning point of the Swiss Revolution“. Boats and the resolve of men and women to fight for liberty were central to the birth of democracy and independence in the USA and Switzerland. This is why the USA and Switzerland are also called Sister Republics.







Maryland

02



Entered the Union as No. 7 on 28th April 1788

Monument: Thomas Viaduct at Elkridge

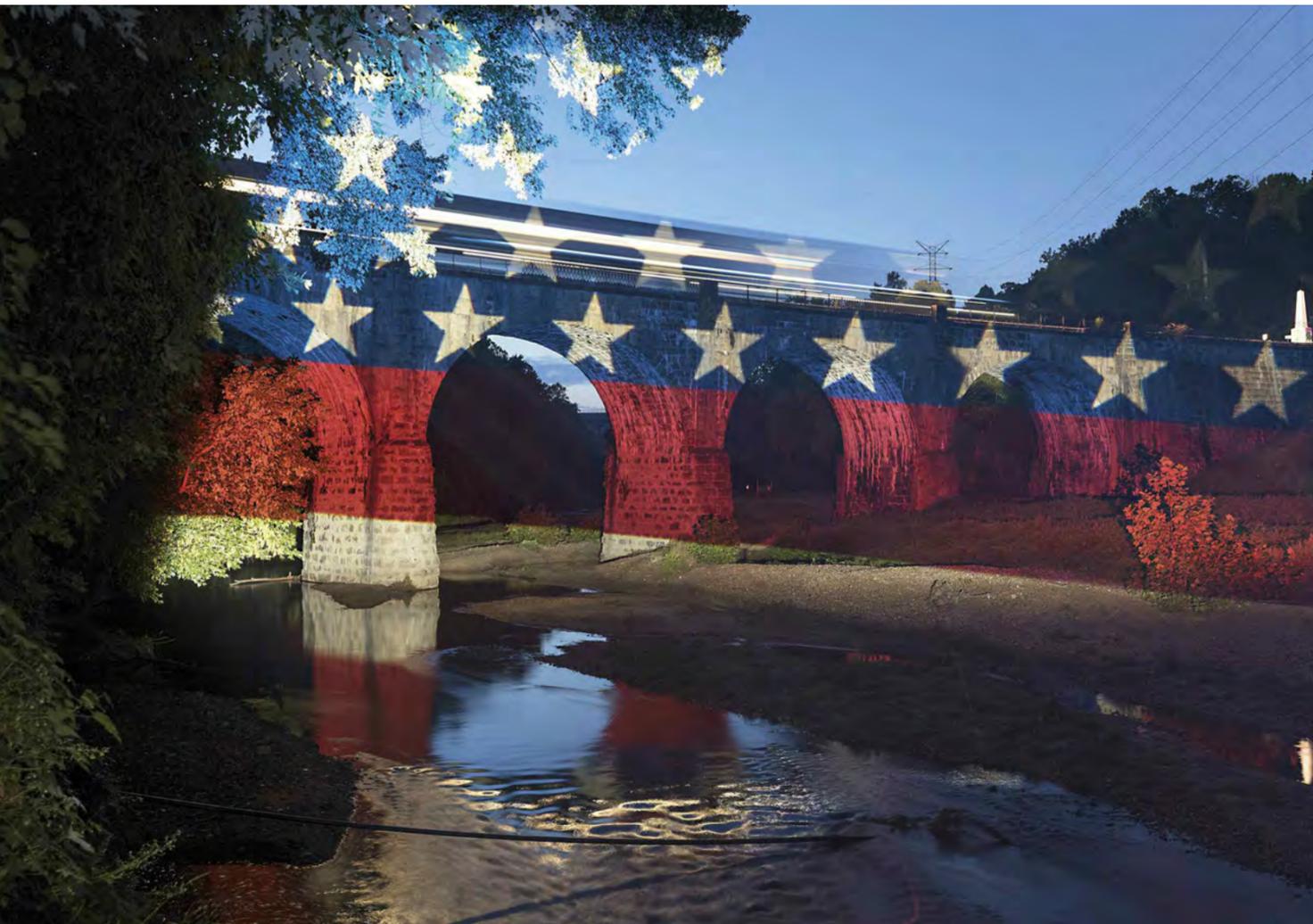
Light Art: 18th Sept 2017 7.30 PM - 9.00 PM

The world's oldest multi-arched stone railroad bridge. It belongs to CSX Transportation. Without trains, the USA would not have become a Union so quickly.

en.wikipedia.org/wiki/Thomas_Viaduct

Links to Switzerland - Mountain railroads and bridges are essential in a country measuring 220 miles by 136 miles with more than 7,000 valleys. Welcome to Switzerland, the land of spectacular mountain railroads.

A lot of famous bridges in the USA are constructed or designed by Swiss engineers and architects.





South Carolina

03



Entered the Union as No. 8 on 23rd May 1788

Monument: USS Yorktown at Mount Pleasant, Patriots Point

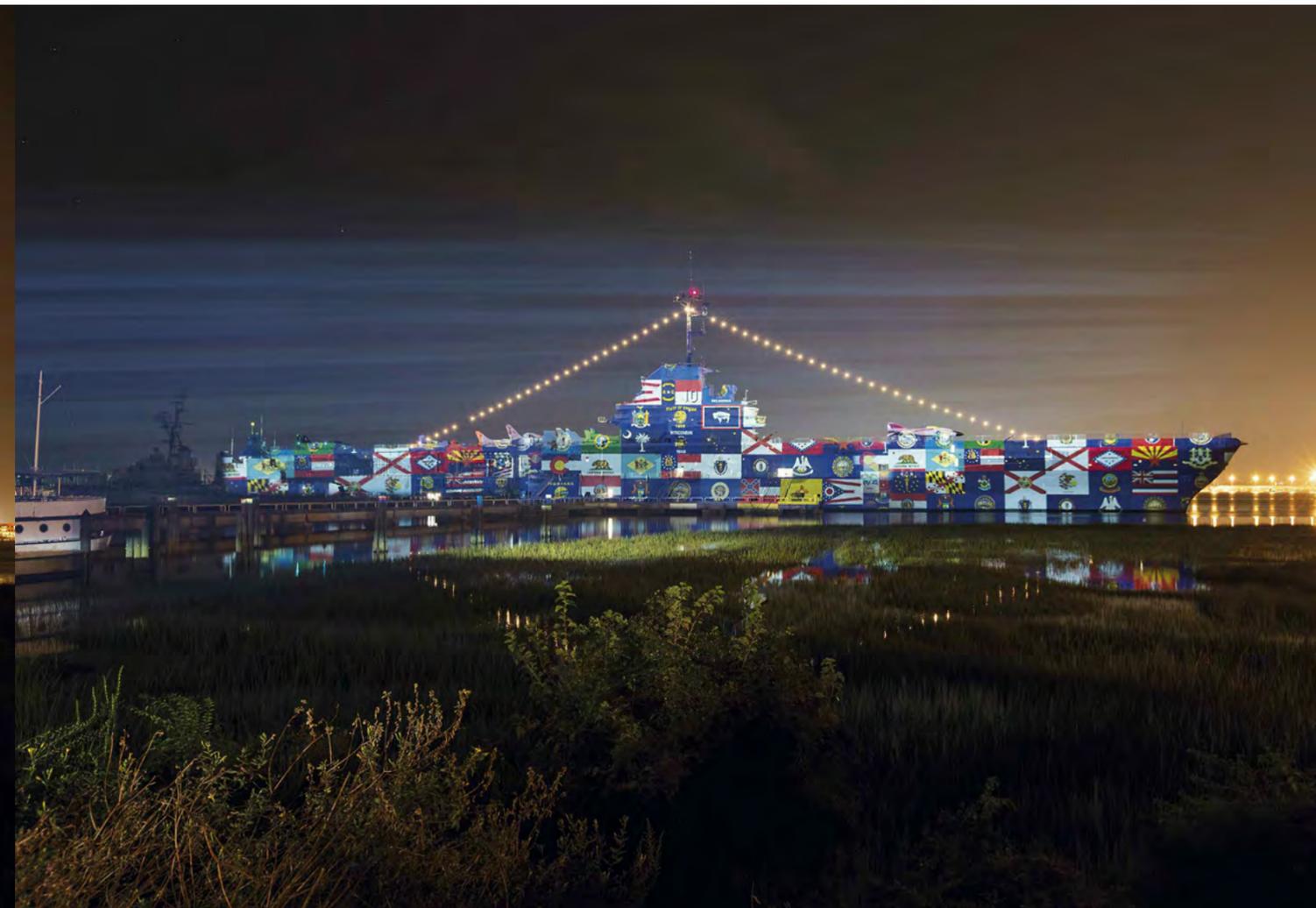
Light Art: 21st Sept 2017 8:00 PM – 10:30 PM &
28th Sept 7:30 PM – 10:00 PM

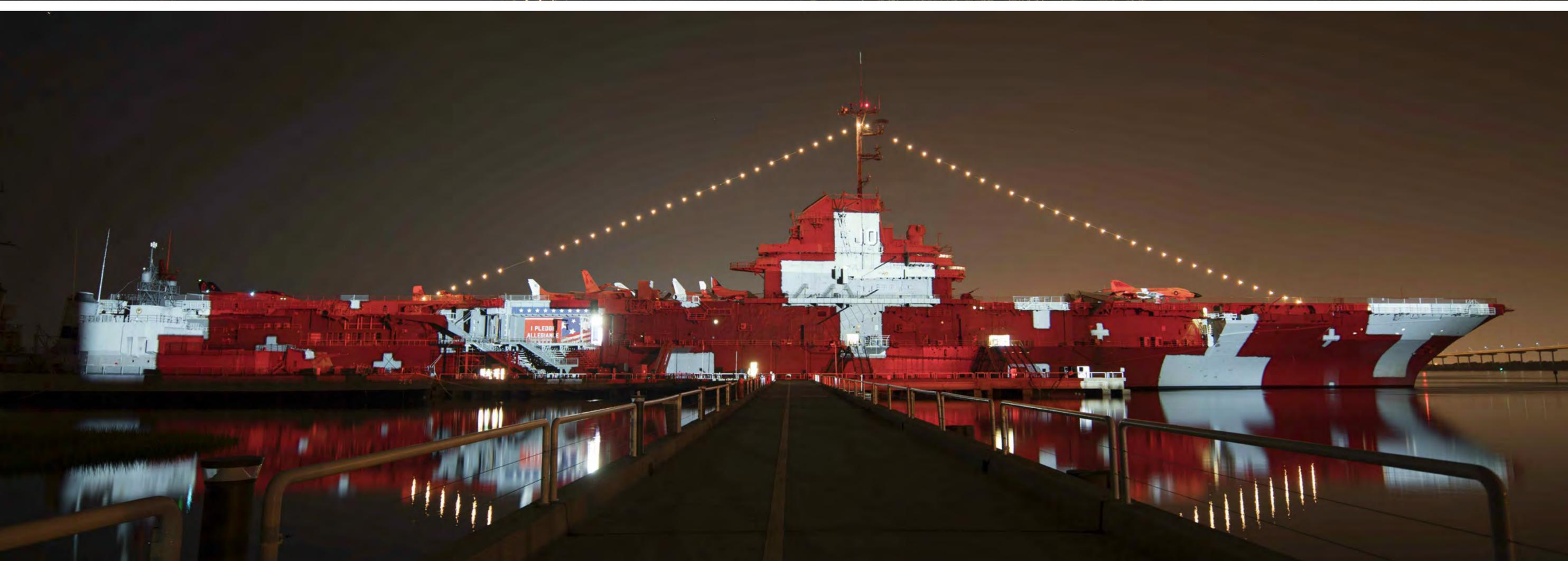
A U.S. Navy aircraft carrier reflects the nation's strong resolve to defend democracy.

www.patriotspoint.org

Links to Switzerland – It was the U.S. Navy Lt. Don Walsh who navigated the research submarine „Trieste” on 23rd January 1960 to the deepest point on earth – 35,813 feet down, on the floor of the Mariana Trench in the North Pacific Ocean. The second man on board was a Swiss oceanographer, Jacques Piccard, the creator of „Trieste”. One of Piccard's submarine is on display at the Swiss Museum of Transport in Lucerne.

USS Yorktown and many other ships of the US Navy were equipped with the 20mm Oerlikon Anti Aircraft Gun from Switzerland.







Delaware

04



Entered the Union as No. 1 on 7th December 1787

Monument: Winterthur Museum, Garden and Library at Winterthur

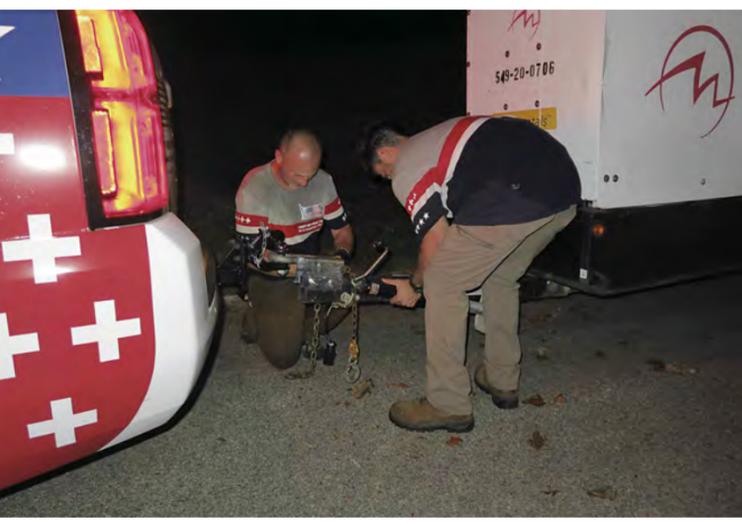
Light Art: 25th Sept 2017 8.00 PM - 10.00 PM

The most important collections of Americana in the USA - American decorative arts related to American history.

www.winterthur.org

Links to Switzerland - Named for the Swiss city of Winterthur, the ancestral home of Jacques Antoine Bidermann (Swiss Banker from Winterthur Switzerland), a son-in-law of Eleuthère Irénée du Pont, the founder of the du Pont family and fortune in the USA. Winterthur in Switzerland was one of the few places in the world that produced famous locomotives, also used during the settlement of the USA.





Virginia

05



Entered the Union as No. 10 on 25th June 1788

Monument: George Washington's Mount Vernon at Mount Vernon

Light Art: 27th Sept 2017 7:45 PM - 9:30 PM

One of the most iconic homes in America. The Estate of a Virginia gentleman, planter, leader, General and first President of the United Nation of America, George Washington.

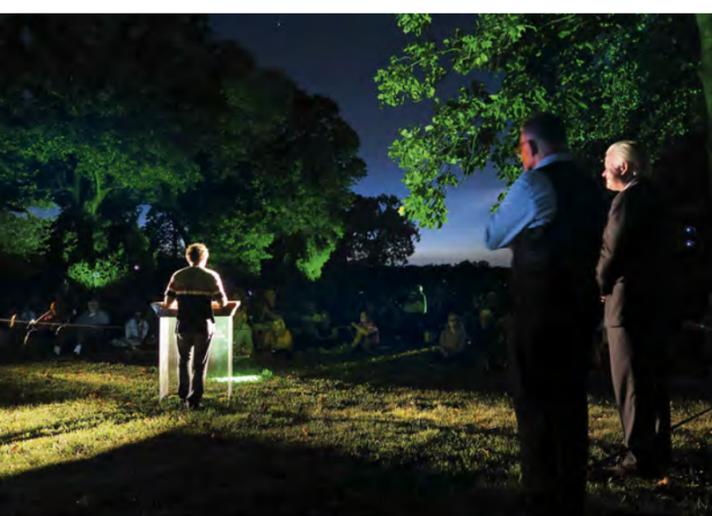
www.mountvernon.org

Links to Switzerland - Located in the middle of Europe, Switzerland was always in contact with foreign forces. It did not have a single leader like George Washington. Local leaders in different regions trained soldiers and achieved success in battle. They became wealthy and built estates, like George Washington. This is the reason why Switzerland has so many estates.

George Washington imported special cutting tools from Switzerland to excise roods of the trees on his farm land.







North Carolina

06



Entered the Union as No. 12 on 21st November 1789

Monument: Wright Brothers National Memorial at Kill Devil Hill

Light Art: 1st Oct 2017 8.00 PM - 9.30 PM

The world's first controlled powered airplane flight on 17th December 1903 by the Wright Brothers.

www.nps.gov/wrbr

Links to Switzerland - First motorised flight in Switzerland was on 10th March 1910 in the Alps on the frozen lake of St. Moritz.

The airplane was a Wright Flyer too.

Orville and Wilbur Wright's mother was of Swiss ancestry. Her mother was the daughter of John Philip Fry, an American-born farmer of Swiss extraction.





New Hampshire

07



Entered the Union as No. 9 on 21st June 1788

Monument: The Mount Washington Hotel at Bretton Woods

Light Art: 4th Oct 2017 7:00 PM – 9:30 PM

7th July 1944, site of the foundation of the International Monetary Fund (IMF). The organisation and its 189 members contribute to the stability of the international financial and monetary system. This Omni resort is one of the last surviving grand hotels in the White Mountains.

www.brettonwoods.com

Links to Switzerland – Switzerland is a member of the Executive Board and is celebrating 25 years of membership of the IMF in 2017. Switzerland was the first to open large mountain hotels. Cultivating this heritage, they welcome guests from all over the world.

The french part of Switzeland is well known to have the similar "Indian Summer" like the White Mountains in New England.







New Jersey

08



Entered the Union as No. 3 on 18th December 1787

Monument: Einstein Collection of Historical Society of Princeton at Updike Farmstead

Light Art: 10th Oct 2017 7.00 PM – 9.00 PM

Albert Einstein was a theoretical physicist who discovered formulas and equations. Without his knowledge, we would not be able to travel in space or understand the Universe. He was a Swiss citizen and became an American citizen in 1940. He spent the last 20 years of his life in New Jersey. Most of his furniture and 3D belongings

are on display - the largest in the world - at Historical Society of Princeton at Updike Farmstead.

www.princetonhistory.org

Links to Switzerland – Albert Einstein studied in 1900 in Zurich at the Eidgenössische Technische Hochschule (ETH) and in 1905 as a Ph.D. student at the University of Zurich. From 1902 to 1909 he worked at the Swiss Patent Office in Bern. During this time he invented the theory of special relativity.





New Jersey



The battleship USS New Jersey served a total of 21 years in the active fleet till 1991. She was donated to the Home Port Alliance in Camden, New Jersey, and began her career as a museum ship 15 October 2001.

The projection was a test for a light art performance planned for 2018.

www.battleshipnewjersey.org



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Culture Partner



Destination Partner



Art Partner



Supporter

Owners of Rat Island in New York, Fire departement of Küssnacht am Rigi and many friends.

Monuments

Washington Crossing, Thomas Viaduct, USS Yorktown, Winterthur Museum, George Washington's Mount Vernon, Wright Brothers National Memorial, The Mount Washington Hotel, Historical Society of Princeton Updike Farmstead



GRAND TOUR of Switzerland

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.

