

To:

PRESS RELEASE

TO.ORG LAUNCHES ARTIST'S RESIDENCY IN THE GROUNDS OF THE ALPINA GSTAAD

ARTISTS, DESIGNERS, AND ARCHITECTS JOIN INAUGURAL
SERIES HOSTED BY TO.ORG AT THE ALPINA GSTAAD

CREATIVE WORKSHOPS WILL TAKE PLACE IN A RARE DEMOUNTABLE
HOUSE DESIGNED BY JEAN PROUVÉ IN THE 1940S



The to.org artist's residency at The Alpina Gstaad

image courtesy to.org

EMBARGOED UNTIL 16 DECEMBER 2021, GSTAAD: The Alpina Gstaad has launched its first ever artist's residency this winter season. **Nachson Mimran**, Creative Director and Chairman of the Board of The Alpina Gstaad and CEO of to.org, will curate a series of creative workshops in the grounds of The Alpina Gstaad, against the backdrop of snow-covered Alps. The first of these creative workshops commenced on 8 December with the renowned Burkinabè architect, **Francis Kéré**.

The lineup of creatives involved in the series includes numerous friends of to.org, such as Smithsonian Institution fellow, and Washington, D.C.-based artist, **Victor Ekpuk**; US artist and filmmaker, **Doug Aitken**; award-winning designer **Ini Archibong**; architect for NASA's 3D Printed Mars Habitat Challenge and Principal & Head of Design at Hassell, **Xavier De Kestelier**; Johannesburg-based Serpentine Pavilion architect, **Sumayya Vally**; Uganda-based Congolese refugee and self-taught architect, **Patrick Muvunga**; Swiss artist **Raphael Hefti**; and **Rasmus Nielsen** of Danish art collective Superflex.

The series of creative workshops will explore themes around equalising opportunity and refugee empowerment - missions that are at the core of To:Foundation's work. Artists from Europe, Africa and the Americas will be encouraged to participate in future iterations, and the local community and guests of The Alpina Gstaad will be invited to interact with these designers and artists and their works.

"This artist's residency brings together a selection of the world's most brilliant minds in art and architecture. As Creative Director of The Alpina Gstaad and CEO of to.org, it is a privilege to launch this artist's residency as a vehicle to devise solutions to vital challenges and drive inspiration. Our aim is to level the playing field and equalise opportunity for all, regardless of where you were born or how much perceived influence you may have. Our work at to.org finds solutions to Earth's most pressing environmental and social challenges, including refugee empowerment. It is important that we all remember talent is equally distributed but opportunity is not." **said Nachson Mimran, Creative Director and Chairman of the Board at The Alpina Gstaad and CEO of to.org.**

The unusual setting for this series, a six by six metre square temporary timber structure erected in the grounds of The Alpina Gstaad, is a creation of the legendary 20th century French architect Jean Prouvé. These "demountable houses" were designed by Prouvé following the devastation of World War II, when many in France were displaced by the conflict. In a post-war collaboration with the French Ministry of Reconstruction and Urban Development, Prouvé designed these temporary homes, which could be transported quickly and erected within a day, to provide shelter for those in need. The setting of this rare and historical house is intended to inspire those involved in the artist's residency.

"The Throne", a 3D printed portable toilet made using upcycled plastic waste has been installed next to the Prouvé demountable house, providing facilities for visitors to the artist's residency. This proof of concept portable toilet, which demonstrates a vital use for the inexhaustible resource of plastic waste, is the product of a collaboration between to.org and Nagami.

Further artists and architects participating in the series will be announced in the near future. The series will end in March 2022 when the Jean Prouvé demountable house will be disassembled.

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NOTES:

Images available to download through the following links.

Photos of the Jean Prouvé 6x6 Demountable House installed at The Alpina Gstaad: [HERE](#)

Portraits of Nachson Mimran, Creative Director and Chairman of the Board of The Alpina Gstaad and CEO of to.org: [HERE](#)

Short film of the installation of the Demountable House: [HERE](#)

All images and footage *courtesy of to.org*

About The Alpina Gstaad:

The Alpina Gstaad is set on five acres in the exclusive Oberbort area of Gstaad, in the heart of the Bernese Alps. Part of a CHF300 million-luxury development which includes private chalets and apartments, the luxury hotel has three restaurants: Restaurant Sommet, a Michelin-starred restaurant (18 Gault Millau points) serving contemporary cuisine; Megu, a Michelin-starred Japanese restaurant (15 Gault Millau points), and a traditional Swiss stübli. There is a 21,000 square foot Six Senses Spa (Switzerland's only Six Senses Spa), indoor and outdoor swimming pools, The Alpina Lounge and Bar, a wine-tasting room, private cinema, cigar lounge, ballroom, and 2 boardrooms. The 56 spacious rooms and suites – all with balconies – range from 333 square feet to 4,305 square feet.

The Alpina Gstaad is a member of Virtuoso and Swiss Deluxe Hotels, and is part of the Legend Collection of Preferred Hotels and Resorts. It has partnered with EarthCheck, the world's leading sustainability certification group, and is a member of the NOW Force for Good Alliance, an organization aiming for transparency in sustainability in the hospitality industry. In 2020, The Alpina Gstaad was certified by Out Now as one of six hotels in Switzerland earning their accreditation for excellent standards of hospitality provided to LGBTQ guests.

More: thealpinagstaad.ch

About to.org:

To.org is a platform that operates in **venture capital**, **philanthropy**, and the **creative space**, uniting all three on a mission of 'tikkun olam'. Founded by Nachson and Arie Mimran, the organization is built around the fundamental belief that in order to heal the world we must take a creative approach and incubate the relationships and talent that make the world a better place.

The to.org mission is achieved in four distinct ways: 1) To: Ventures – investing to accelerate Earth's most vital ventures; 2) To: Create – amplifying Earth's most vital ideas; 3) To: Foundation – accelerating vital solutions to Earth's greatest challenges; 4) To: Collection - driving engagement with provocative commissions.

To.org has been involved with TOGETHER FUND, #TOGETHERBAND, Flutterwave, PANGAIA, and The EVERY Company, among others.

More: to.org