

TEL : +41 (0)61 261 14 13 S T E I N E N B E R G 7  
FAX : +41 (0)61 261 14 28  
E-MAIL : INFO@SAM-BASEL.ORG POSTFACH 911  
W W W . S A M - B A S E L . O R G CH - 4001 BASEL

**SCHWEIZERISCHES ARCHITEKTURMUSEUM  
/SWISS ARCHITECTURE MUSEUM**

**S AM**

## Press Release

Basel, September 23, 2009

**The Swiss Architecture Museum (S AM) has accomplished its goal of relieving the Museum's debt. Settlement has been achieved and the first phase of remedial measures has been completed. The work towards consolidation continues.**

**S AM would like to thank all involved parties and donors for their support and is looking forward to further mutual development in the future.**

Over the past few months the Swiss Architectural Museum has been intensely engaged in remedying its grave financial situation and re-structuring its organisation. The managerial commission of the Board of Trustees of the Swiss Architectural Museum under the supervision of their delegate Sandra Luzia Schafroth has succeeded in settling the Museum's debts. This settlement, as well as the further existence of the Museum, has been made possible through the particularly valuable support of the Swiss Society of Engineers and Architects (SIA), the Federation of Swiss Architects (BSA) and various foundations and larger architectural and engineering offices. In addition, diverse firms contributed to this fortunate turn of affairs by partly relinquishing their claims (see list). S AM will be able to pay other outstanding bills in the upcoming weeks and is very grateful to affected businesses for their generous patience and understanding.

Concerning possible means of subvention S AM is already engaged in promising discussions with the Federal Office of Culture and respective representatives of the Museum's base canton Basel-Stadt [Canton Basel-City]. S AM urgently continues, however, to depend upon the financial support and cooperation of a network extending throughout entire Switzerland. Parallel with securing the 2009 budget and developing a business plan for next year, now the further development of the program content and consolidation in the public relations and public service area has priority. By the end of the year S AM will be reporting about the details of the program for 2010.

### **Further Consolidation Measures**

New managerial structure: As new Managing Director, Ms Sandra Luzia Schafroth will be responsible for directing the Swiss Architectural Museum. In a preliminary phase an advisory committee of experts will assume the function and tasks of the vacant artistic director position. This advisory committee will also eventually serve in launching the search and securing the hiring of the next artistic director. Presently the optimal qualifications and parameters are beginning to be formulated. By the beginning of next year the Board of Trustees will be newly constituted – also here initial discussions are taking place concerning the search for new members who will be selected with respect to specific tasks and functions.

**S AM would like to thank its members, donors and sponsors and will regularly be in contact with further updates.**

**The following persons, institutions and firms were actively involved in the remedial settlement (alphabetical list):**

Birkhäuser+GBC AG, Burckhardt & Partner AG, BSA Bund Schweizer Architekten, Gremper AG, Gruner Ingenieure AG, Herzog & de Meuron, Jauslin & Stebler Ingenieure AG, Osteria Acqua, Rapp AG, SIA Schweizerischer Ingenieur- und Architektenverein, Tom Koechlin, WGG Schnetzer Puskas Ingenieure AG

**About the Swiss Architecture Museum**

Founded in 1984 as a privately funded institution, S AM aims to introduce a broad public to the cultural aspects of Swiss and international architecture. In acknowledgement of its ongoing outstanding achievement, in 2005 the Swiss Federal Office of Culture (FOC) recognized the institution as Swiss Architecture Museum, i.e., the former Museum of Architecture Basel (AM) was newly accredited as Swiss Architecture (S AM) becoming an important platform for architecture for all of Switzerland. Since this important milestone S AM has successfully developed further through reorientation and the shifting of emphasis of its program. The promotion of the significance of S AM as prominent and influential cultural attraction throughout the Basel metropolitan area and beyond to address all of Switzerland as well as the whole of Europe will be emphasized and strengthened.

S AM links national and international architecture with current topics of social relevance, invites interesting and prominent persons to Switzerland and encourages discussion and further development of both the practice and discourse of architecture. Through its travelling exhibitions S AM also 'exports' Swiss cultural production to be seen in international contexts.

**The current exhibition: 'Ici et le monde / Hier und die Welt / Here and the World' - Architektur aus der Region Rhône-Alpes und der Romandie / Architecture en Rhône-Alpes et en Romandie / Architecture of the Rhône Alpes and the Romandie [the French-speaking area of Switzerland] has been extended until the end of the year.**

**[www.sam-basel.org](http://www.sam-basel.org)**

**Sandra Luzia Schafroth**

Born in 1969 in Basel, until August 2009 Ms Schafroth worked independently in the areas of cultural management & public relations and communication consulting (her focus in both areas was upon creative industries). As of September 2009, serving as Managing Director of the Swiss Architectural Museum (previously from April–August 2009, Delegate of the Board of Trustees of the Foundation with a special mandate to consolidate the Museum's affairs. From 2007 to 2008, Managing Director of cR Kommunikation in Basel. Prior to this she worked at the Institute for Design and Art Research at the Basel School of Design and Art [HGK], University of Applied Sciences Northwestern Switzerland [FHNW] and was employed as lecturer / Head of Communications at HyperWerk, HGK FHNW. Until 2004 she was interim cultural attaché of the Swiss Consulate General in New York. After returning to Basel from New York, she worked as an independent communications consultant and cultural manager for various art/cultural events and institutions including Design Miami/ Basel 2006, Regionale 5–10, les muséiques, etc. From 2000–2002, she was Co-Director of VIPER: International Festival for Film, Video and New Media in Basel. Sandra Luzia Schafroth completed an advanced study degree [equiv. MA] in Cultural Management at the University of Basel, as well as a University of Basel degree in sociology, law and communication/media studies.