

WUF to Premiere in Basel: Exclusive Press-Only Event at Bar Rouge

Basel, Switzerland – May 31st – This year in Basel, renowned globally as a summit of artistic synthesis, WUF is set to gather leading cultural movements and premier media outlets to enhance authentic creative discovery and understanding. This inaugural edition of WUF is in collaboration with the exceptional media partners ArtsLife and laLetture of Corriere della Sera. Under the banner of its ethos "We Understand the Future", WUF will debut on June 11th and 12th with an exclusive press-only event at the iconic Bar Rouge, unveiling the very first issue of the WUF Magazine alongside a series of interviews and displays including Max Papeschi, Skygolpe and Jesse Draxler to name a few. The event kicks off with a press-only stand-up dinner reception and party on the evening of June 11th featuring a live performance by the acclaimed electronic music duo Hunter/Game, setting the stage for an unforgettable two-day showcase of art and innovation.

Every year, Basel becomes a hub for the world's leading press and art enthusiasts, eager to explore the forefront of art, creativity, and innovation. This year, WUF adds a new dimension to this lively atmosphere with a specially designed event for the press.

WUF stands out as a dynamic facilitator for those seeking to connect with authentic creative voices and experiences within today's fast-paced environment that makes it challenging to cut through the noise and identify true value. Designed to anticipate shifts within the cultural landscape, it leverages a bottom-up, art and tech-driven approach to deepen the understanding and appreciation of contemporary creative culture.

The journey begins in Basel but extends globally through meticulously planned press-only events at renowned cultural hotspots worldwide. Accessible by invitation only, these gatherings offer an intimate setting for top-tier press and media to engage directly with industry leaders spanning a wide range of creative sectors.

WUF Magazine acts as a bridge to these unique experiences, merging both print and digital formats. Designed as a tool for editors and journalists, it is a collaborative on-chain magazine that acts as a conduit to discover and analyze artistic projects emerging from the underground that are shaping the future of cultural discourse. Each page features a curated selection of projects and features showcasing the most innovative artists, curators, creators, and trends from around the world, complemented by an interactive element that enables readers to connect and engage directly with its content.

Attendees of the Basel WUF press-only event will be the first to receive the inaugural issue of WUF Magazine. This issue contains a unique QR code that, once scanned, activates a personal WUF Pass, granting access to the press-only event, plus an ongoing, regularly updated editorial layer accessible through the WUF Magazine App — the digital extension and continuation of the WUF experience.

Set against the backdrop of Basel's stunning skyline, the WUF event at Bar Rouge, Messeturm, on June 11th and 12th, offers more than just a first look at the inaugural issue of WUF Magazine. This gathering will present WUF's premiere format, the WUF Press

Showcase, presenting multiple artists and their projects in a series of short, impactful visual sessions. Internationally renowned artists featured include Jesse Draxler, Skygolpe, Andrea Bonaceto, Max Papeschi, Nazareno Biondo, Paul Sears, Gammatrace, Leander Herzog, Ana María Caballero, P1xel fool, Woc, Fosco Valentini, and Fabio Giampietro, alongside a dedicated Fakewhale group exhibition.

The event will also host insightful interviews with influential figures and institutions such as Giuseppe Moscatello, Mino Caggiula, Gianluigi Colin and PYPAIN (Politecnico di Milano), each discussion deepening the dialogue at the intersection of art, technology, and cultural evolution. Among these, also projects related to art and innovation that will soon take place in the city of Lugano.

As the sun sets over Basel, the highlight of the WUF event at Bar Rouge, Messeplatz 10, 4058 Basel, is the exclusive press-only stand-up dinner reception and party on the evening of June 11th. Beginning at 8 pm CEST, this not-to-be-missed event promises an explosive atmosphere with immersive live performances by the renowned electronic music acts Hunter/Game (from the label Afterlife/JUST THIS)— the pinnacle of the two-day event, bringing together high-energy music and networking opportunities within a breathtaking setting.

Are you a journalist interested in attending this special event?

For press inquiries or to secure your invitation, please fill out the form:

<https://rsvp.wuf.art/wuf-basel-2024>

For Info: rsvp@wuf.art

Press kit: <https://presskit.wuf.art/basel-2024>