

05/26/2015 - Volvo Art Session 15



From June 10th to 13th the Volvo Art Session turns Zurich's main railway station into a real life urban art studio. In an unique live art project selected Swiss and international artists are applying their creativity to a Volvo XC90. Passers by, urban art fans and car devotees are invited to witness the emergence of world-class art before their very eyes. The art project takes place for the fifth time in 2015. DAIM participated on site for the first and the third Art Session to design a car himself ? in this year exciting artists groups such as Ben & Julia, Nevercrew and Chromeo as well as Shark, Ata Bozaci und Pius Portmann are taking part in the project. At the opening Franck Bouroullec will show his "speed-painting performance". Another Highlight is the Design competition »Art Session Miniature«, in which you can win a trip to Hamburg, a personal meeting and an original work from DAIM.

Live art performance program

Franck Bouroullec ? Wednesday 10 June 2015, 6.30 p.m. ? 9 p.m.

Ben & Julia ? Thursday 11 June 2015, 8 a.m. ? 8 p.m.

Nevercrew and Chromeo ? Friday 12 June 2015, 8 a.m. ? 8 p.m.

Ata Bozaci, Pius Portmann and Shark ? Saturday 13 June 2015, 8 a.m. ? 8 p.m.

Now you too can show off your skills in the »Art Session Miniature« design competition.



Under the slogan »Our Idea of Luxury«, the new Volvo XC90 marks a new beginning for the Volvo brand. For the creative Swedes, design is not synonymous with luxury, but is a part of everyday life. So what does luxury mean to you? Create your vision of a Volvo XC90 under the slogan »Your Idea of Luxury« on paper, photograph the design process, and you could win one of the following great prizes:

1st place: A trip to Hamburg, a personal meeting and an original work from DAIM

2nd place: An exhibitor's space at the Grafik 16 exhibition, the largest and most important graphics and new media show in Switzerland

3rd place: Unlimited use of a brand-new Volvo XC90 for a week

For more information and entry conditions go to: yourideaofluxury.volvoartsession.com

The whole art event is documented at volvoartsession.com.

Volvo Art Session is an Art Project of [Volvo Car Switzerland](#)

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