

Media release

Andermatt, 5 February 2025

Off the Beaten Track: Pop-up Gallery Space «Slippery Slope» opens in Andermatt Reuss

An innovative space for art off the beaten track is being created in Andermatt. On 15 February, Andermatt Swiss Alps AG, together with the participating galleries and curator Andreas Ritter invites you to the opening of Slippery Slope - An Alpine Gallery Space.

Art in Alpine resorts is on trend

Slippery Slope is a new type of curated pop-up art space in the Alps. Andermatt thus closes a gap compared to the long-established top destinations such as St. Moritz and Gstaad in Switzerland or Aspen in the USA. Three or more selected first-class galleries from the field of contemporary art present works from their programme for a period of one month each. New galleries will take over the space sequentially. With its rotating concept of high cadence, *Slippery Slope* offers visitors variety and surprise: up-and-coming young galleries exhibit alongside established art dealers, young art is juxtaposed with great works of the 20th and 21st centuries, complemented by rare design classics and hand-picked objects. The only criterion is quality - even if this is notoriously difficult to define in the field of fine art. *Slippery Slope* deliberately ventures onto slippery and uncertain terrain, off the beaten track.

New format for art display and meditation

Switzerland certainly has an exceptionally strong scene of art dealers, galleries, alternative art spaces and more. And with ArtBasel, Switzerland is home to what is indisputably the world's best art fair. Nevertheless, the entire art market is in a state of transformation and is in search of new exhibition and mediation opportunities for art outside the classic formats. *Slippery Slope* offers such a terrain: humorous, raw, direct, unexpected, passionate, fast, uncertain, like skiing in deep snow off the beaten track. The first four invited galleries **KARMA INTERNATIONAL, MAI 36, PHILIPPZOLLINGER** and **SUNS.WORKS** will open *Volume One* and exhibit from 15 February to 16 March 2025.

Opening Reception

Date: 15 February 2025

Time: 5 pm to 8 pm

Snacks by IGNIV, Andreas Caminada

Champagne by Domaine Pierre Baillette, Secli Wines

Slippery Slope— An Alpine Gallery Space.

Furkagasse 7, 6490 Andermatt

Opening hours: Wednesday to Sunday, 11am to 7pm

Instagram: @slipperyslopeanderlatt

Contact:

Dr Andreas Ritter

Ritter & Partner Attorneys at Law

Tel. +41 44 269 66 88

a.ritter@ritterpartner.ch

Vanessa Kuhn

Head of Corporate Communication

Tel. +41 79 618 35 84

v.kuhn@anderlatt-swissalps.ch

Anderlatt Swiss Alps AG - Welcome home.

Anderlatt Swiss Alps AG, based in Anderlatt, plans, builds and develops the year-round destination of Anderlatt. Anderlatt Reuss with flat blocks, hotels and villas has been under construction since 2009. The Anderlatt Swiss Alps Group includes the hotels The Chedi Anderlatt and Radisson Blu Reussen, the holiday flats Anderlatt Alpine Apartments, an 18-hole, par-72 championship golf course and the Anderlatt Concert Hall. There is a close partnership with Anderlatt-Sedrun Sport AG (Bergbahnen Anderlatt-Sedrun, various catering establishments, Swiss Snowsports School Anderlatt and Sportshop Gleis 0) and its majority shareholder Vail Resorts, Inc. for the development of the destination. Vail Resorts, the largest ski resort operator in the world, and Anderlatt Swiss Alps are jointly pursuing the vision of becoming The Prime Alpine Destination. In doing so, they are committed to an intact environment, a future worth living and providing future generations with an exceptional home. Anderlatt Swiss Alps and Anderlatt-Sedrun Sport AG employ over 1,000 people at the Altdorf, Anderlatt and Sedrun sites during the high season.

anderlatt-swissalps.ch | anderlatt-responsible.ch