INSTITUTIONAL CURATORIAL STRATEGY

The Living Archive: Cinema Architecture for SALTS & Samuel Leuenberger

Transforming ephemeral, site-specific contemporary art installations at City SALTS (Birsfelden) and Country SALTS (Bennwil) into an enduring, museum-grade institutional cinema archive and curatorial brand authority.

INSTITUTION	CURATOR & FOUNDER	LOCATIONS	VISUAL STANDARD	ACTION FRAMEWORK
Kunstverein SALTS	Samuel Leuenberger	Bennwil & Birsfelden, Switzerland	MoMA, Louisiana Channel & Art21	$669 DFY Trial Pilot Video

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THE EPHEMERAL DILEMMA

When the vernissage closes, the physical dialogue disappears.

For over 15 years, Kunstverein SALTS has produced some of the most radical, boundary-pushing commissions in contemporary art—from Karsten Födinger's rammed-earth structures to Claudia Comte's forest installations and Alicja Kwade's monumental celestial mirrors. Yet, once an exhibition concludes, hundreds of hours of manual fabrication, spatial tension, and curatorial risk vanish.

The Problem: 15-second social media stories cannot preserve material gravity, weather-driven decay, or curatorial depth. They reduce radical commissions to transient scroll-fodder.

The Solution: A dual-track YouTube cinema architecture that turns temporary exhibitions into permanent, compounding institutional cultural equity.

TRACK A: SALTS ARCHIVE
In-Situ Decay & Deinstallation Process

TRACK B: SAMUEL LEUENBERGER
Curatorial Verdict & Art Basel Insider Authority

PRODUCTION PHILOSOPHY
35mm Quiet Observation & Natural Foley Sound

Preserving the physical friction between contemporary sculpture and the contrasting environments of Country SALTS (pastoral Jura mountains) and City SALTS (brutalist river garage).

01 COUNTRY SALTS (BENNWIL)



"What 90 Days of Mountain Weather Did to a $100,000 Sculpture"

Trigger: Ambiguity Gap & Financial Stakes. Audiences expect outdoor art to remain pristine; showing raw verdigris patina and mud forces viewers to click to see the consequences of climate on high-end art.

Foley Audio: 35mm locked-off framing with wind through beech trees, rain on raw bronze, acoustic silence.

02 CITY SALTS (BIRSFELDEN)



"Building an Exhibition for 6 Months... Just to Destroy It in 48 Hours"

Trigger: Loss Aversion & Effort-Based Trust. Highlights the physical reality of dismantling temporary architectural installations after hundreds of hours of fabrication.

Foley Audio: Angle grinder sparks in chiaroscuro lighting, industrial acoustic Foley, unvarnished preparator dialogue.

03 UPCOMING 2026/27 PROJECT



"Alicja Kwade: Turning the Swiss Alps into an Optical Illusion"

Trigger: Visual Paradox & Scientific Curiosity. Anchored in the active 2026/2027 landmark exhibition "Gliding Spirits" at Country SALTS.

Cinematography: Double-sided monumental mirror reflecting inverted clouds across Jura pastures; tracking through farmhouse murals.

Positioning Samuel as Europe’s leading independent curator of public space, drawing upon 8 editions of Art Basel Parcours and Christie's specialist experience to demystify contemporary art.

04 SPATIAL CRITIQUE



"Why 90% of Public Outdoor Art Fails (A Curator's Breakdown)"

Trigger: Direct Accusation & Institutional Authority. Breaks through academic politeness to explain the spatial mistakes that turn public commissions into visual clutter.

Visual Hook: Samuel (exact likeness) inspecting an installation with an analytical gesture, targeting a structural flaw in a red bounding box.

05 ART BASEL LOGISTICS



"How We Installed 20 Monumental Sculptures Across Basel in 72 Hours"

Trigger: High-Stakes Production & Exclusive Access. Pulls back the curtain on the world's most elite art fair, revealing nocturnal cranes and municipal permits.

Visual Hook: Pre-dawn 5:00 AM mobile crane hoisting multi-ton steel sculpture over cobblestones with CAD overlay.

06 MARKET PHILOSOPHY



"Inside Christie’s vs. Inside the Barn: What Truly Makes Art Valuable"

Trigger: Paradox & Insider Authenticity. Bridges Samuel's years as a specialist at Christie's with building a non-profit space in an 18th-century Swiss barn.

Visual Hook: Stark diptych comparing Christie's London electronic bid board with the earthen-floor barn, featuring Samuel on the dividing seam.

CINEMATOGRAPHY & FOLEY ACOUSTICS

35mm Optical Grain & Locked-Off Framing

We reject frenetic hyper-edited YouTube cuts. Installations are captured with slow, deliberate 35mm optical cadence, allowing the architecture, light reflections, and materials to breathe.

Tactile Foley Sound Design

Zero generic royalty-free background music. We record organic acoustic room tone, wind through Jura pastures, steel sparks, and natural reverberations of the Birsfelden garage.

Unvarnished Preparator Dialogue

Capturing authentic conversations between artists, technicians, and Samuel—revealing the real intellectual and physical friction behind each commission.

PACKAGING PSYCHOLOGY & DISTRIBUTION

Information-Gap Title Engineering

Constructed around the psychological tension between fine art and physical reality. Titles create genuine curiosity without cheap clickbait.

Diptych Thumbnail Composition

Thumbnails utilize high-contrast comparative frames (Day 1 vs. Day 90, Christie's auction vs. Country barn) tested against 25 competitor outlier benchmarks.

Permanent Compounding Distribution

Videos engineered for evergreen YouTube search discovery, positioning SALTS and Samuel as the definitive global reference for public and site-specific sculpture.

DONE-FOR-YOU TRIAL PILOT FILM

$669

One-Time Pilot (Value: $2,500)

We produce a complete, museum-grade archival film for your next upcoming installation at Country SALTS or City SALTS with zero friction.

- **1 Long-Form Film (8–12 Min):** Color graded with 35mm grain, natural Foley acoustics.
- **4 Vertical 9:16 Clips:** Tailored for Instagram Reels & YouTube Shorts.
- **2 Thumbnail Variations (A/B Ready):** Curated with psychological curiosity gaps.
- **Full YouTube Channel Architecture:** Swiss typography branding, playlists, and SEO metadata.

100% Retainer Credit Guarantee: Your entire $669 pilot fee is credited toward Month 1 of our full retainer ($6,969/mo) if you choose to continue building the permanent archive.

IMPLEMENTATION & NEXT STEPS

Curatorial Alignment Protocol

We operate with extreme curatorial respect and minimal founder friction. You spend less than 2 hours reviewing outputs.

Step 1: Select 1 Concept (e.g. Alicja Kwade "Gliding Spirits" or Next Vernissage).

Step 2: Peace Media embeds unobtrusively or handles post-production on existing footage.

Step 3: Review the completed 8–12 min cinema film prior to public distribution.

DIRECT CONTACT

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Reply directly to our proposal email to initiate filming coordination.

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