

Editorial

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The editorial board will be keeping to the wings for this and subsequent issues of "Swiss Art". Instead, the limelight will be on various leading figures from the art world, each of whom will be responsible for an entire issue to be devoted to a specific topic of his or her choice. The guest editors will be focusing on their own field of activity, and hence covering a full network of related interests. We thus hope to provide our readers with more detailed insight into various facets of art, the art market and policies with respect to art. By the same token, of course, our idea will benefit the invited artists or art communication specialists by providing them with a platform from which to make themselves known to the public at large.

We are happy to welcome as our first guest editor Annette Schindler, director of the [plug.in] Forum for New Media in Basel since 2000. Her present position, together with previous posts as director of the Glarus Fine Arts Museum (1992 to 1997) and the Swiss Institute in New York (1997 to 2000), make an expert of Ms. Schindler when it comes to exhibitions, publications, and taking a stand on various contemporary issues of socio-political and artistic significance; not to mention, too, her contributions to feminist critique and the techno-cultural realm. Presently, Ms. Schindler has her sights set first and foremost on digital art production above all, and it is through her great store of know-

ledge in this field – in particular, Internet, computer and video art – that we came to know her. We were delighted that she accepted to devote a whole issue to presenting the [plug.in] Forum and its projects involving artists from around the world. It goes without saying that we are fully aware that no printed publication can do full justice to the fascination and significance of this artistic mode of expression – one, moreover, that is for many of us still new and somewhat intimidating. We nonetheless hope that this issue will provide our readers with some measure of access to the world of digital art, and open the doors to [plug.in] and other forums featuring this sort of artistic activity. The Basel [plug.in] lends itself particularly well to our new approach: one of its main aims is to expose visitors to the new media's manifold possibilities in a particularly user-friendly atmosphere, while at the same time offering artists who resort to digital tools a chance to present their ideas and projects through the Forum.

We take advantage of these lines to extend our warmest thanks to Annette for putting her heart and soul into this issue, and for our enjoyable and most profitable teamwork with her. In the hopes that the resulting issue of "Swiss Art" meets the needs and interests of our readers, we wish you all good reading.