



## **I FOR AN I - AN INVERSED TOURIST INFORMATION SERVICE**

*The starting point of the project is the specific context in which it is made- our stay in Bern as guest artists. This is a long-term project that accompanies the whole residency period in PROGR, and structures our encounter with the city of Bern.*

*"i for an i" inverts the "tourist information" institute and creates an alternative, personal and bilateral process, where the foreigner becomes the host, and the local- the visitor. "i for an i" offers a different model of city exploration, with an emphasize on intimacy and exchange of points of view (the insiders and the outsiders). It is our effort, as guests, to relate to a city we only know through maps and tourist guides. For the local inhabitants it is an opportunity to re-see their city through our foreign eyes. The inversion of the touristic experience runs through the different stages of the project; the tourist opens the <tourist information service>, the visited sites have personal and not public importance, and the souvenirs are unique and not generalized.*

On December 2<sup>nd</sup> and 3<sup>rd</sup>, we opened the "i for an i" information stand at Kornhausplatz, a central location in Bern. We collected recommendations from 34 passers-by, who were asked to fill up a form where they described their selected site and their relation to it. We urged the info-givers to tell us about places, which are personally meaningful to them, and not to send us to tourist attractions



After filling the form and marking the place on the map, the info-givers were photographed with us, as our souvenir of their visit to our 'territory'.



with visitor 12

During the following weeks, our city strolls were dictated by the 34 sites . We visited them several times, took photos, recorded sound and video documentation. We informed the info-givers about our visits and encouraged them to tell us more about the places. During this process we produced 34 unique and personal souvenirs for the info-givers.

On March 10<sup>th</sup>, the project will be presented in a gala event, at the PROGR. All the info-givers will receive their souvenirs, and a publication, summarizing the project, will be offered to the general public.



site 16: nussbaumstrasse 50

following the <i for an i> structure, each souvenirs shows a detail in the site which we could relate to, alongside a general, more objective view.

*The Publication* will include a booklet and a CD Rom. The booklet will function as city tour map, indicating the locations of the sites on the map, and offering a way of looking at them through images and texts written by the info-givers and ourselves.

The CD will construct a more spatial experience and will feature more photos, sounds and videos.

The CD can be seen as a virtual city tour, seen and interpreted through our own eyes, while the booklet is offered as a tool or a reference for an actual city walk.



two screen shots from the CD Rom