



CSM PRESENTS: 101LOVE VIP LAUNCH PARTY Basel, Switzerland

Culture Shock Marketing (CSM) is thrilled to present their inaugural presence during Art 41 Basel (Switzerland) in collaboration with **VOLTA6**, introducing the artist **101love** through a private VIP launch event on Friday, June 18th, from 10 p.m. to 4 a.m. at Voltahalle, (Voltastrasse 27, 4056 Basel), the original home of the VOLTA fair.

The invite-only event features music by **The Advocate** (dupe, London) who will mix vocal recordings of the artist during a live DJ set, with generative animated visuals by Glenn Marshall (Belfast), whose animations for iPad will be on show daily at VOLTA6.

This debut CSM Basel event is the forerunner to a major, large-scale art show of sculpture, paintings, prints, transparencies and digital art by 101love in December in Miami.

About the Artist

"We are all stardust and we, amazingly, are alive" -101love

101love consumed four decades in an exhaustive unravelling of the code of creation. The secrets of the fabric of the universe passed through consciousness taking the form of lyrical verses, forming an ocean of content and ideas. The messages were channeled, filtered. 101love was the vehicle, giving worldly forms to the outer-wordly. This was a personal consumptive passion, a private obsession.

The big bang came in 2010, collaborating with the Irish artists Hugh McGrory (film/photography) and Glenn Marshall (computer animation). The code of creation is language but language can also be understood as the essence of photography and computation. With language, we express creation. With language, we exist. With language, the future is now.

101love takes ancient texts and lays bare an overpowering, consistently reinforced central message of unity, oneness, brotherhood, peace and love. This is a message that is both timely and radical, using commonsense to plead for sense. It is a 101 on love.

"We are all love words, made up of letters and numbers and everybody's everybody's buddy but nobody's nobody's God" - 101love

About Culture Shock Marketing (CSM)

Culture Shock Marketing (CSM) is a New York City-based, 21st century strategic marketing consultancy. Focused on serving creatives, technology developers, digital agencies, corporations, and cultural institutions, CSM is a valuable strategic partner, energetic and in tune with the innovative markets where art and technology interact. Founded by CEO Debra Anderson in 2007, CSM is recognized for strategic and creative approaches to marketing, brand development and positioning in global markets.