



Mesh Festival für Kunst und
Technologie

Basel, 29 October 2026

BASEL ARTIST DIRK KOY TRANSFORMS THE HALL 2 FAÇADE INTO A WORK OF ART

From 12 December 2026 to 22 January 2027, Basel artist Dirk Koy presents his new work “Flumen” as a large-scale video projection on the façade of Hall 2 at Messe Basel. The project is created in cooperation with Verein Mesh Festival and MCH Group. The projection is freely accessible daily from 5 to 9 pm and is part of Regionale 2026 and Museumsnacht Basel 2027.

In his video projection “Flumen”, the renowned and internationally known artist Dirk Koy combines natural, urban and digital landscapes into a continuously flowing visual space. The starting point is Basel itself: the Rhine, plants, architecture and movement in the urban space are captured through drawings, photographs, drone footage and 3D scans, digitally transformed and woven together. The result is a hybrid terrain between reality and virtuality, nature and technology. The work, which runs for around 15 minutes, is developed specifically for the façade of Hall 2. Dirk Koy describes his approach as follows: “I am interested in the moment when the boundaries between natural, urban and digital worlds dissolve and new, hybrid landscapes emerge.” According to the artist, drawing, video and virtual design interlock and connect different levels of reality in a continuous transformation.

Art for everyone on the Messeplatz

With the projection, the Messeplatz becomes a public venue for media art during the winter evenings, appealing to passers-by as much as to an art-interested audience. “Flumen” also creates a platform on which local media art becomes visible and reaches a wider audience. The work is curated by Sabine Himmelsbach, director of HEK (House of Electronic Arts): “What excites me about this project is that we are bringing art and technology out of the museum and directly into public space, reaching a broad audience, including people who might not deliberately visit an exhibition. In Dirk Koy, we have won over a Basel artist who uses digital images in surprising, poetic and playful ways. I am convinced that his projection will turn the façade of Hall 2 into a fascinating experience and invite people to see the Messeplatz and the city of Basel with fresh eyes.”

The project was initiated by Verein Mesh Festival Basel in cooperation with MCH Group and is supported by the Stadtbelebungsfonds Basel (Basel Urban Revitalisation Fund). “The Messeplatz is where people from across the whole city meet. Especially in the dark season, the façade of Hall 2 becomes a stage for contemporary art that everyone can see,” says Roman Imgrüth, CEO Exhibitions & Events at MCH Group. Lukas Ott, Head of Cantonal and Urban Development Basel-Stadt, adds: “The facade of Hall 2 of MCH Group is a projection surface for this artistic work, which will create an attractive focal point to enliven the city center.”

About the artist

Dirk Koy was born in Basel in 1977 and lives and works there today. He studied Visual Communication at the Basel Academy of Art and Design FHNW, where he has taught Time Based Media as a lecturer since 2011. In his studio “Dirk Koy Bild und Bewegung” (Image and Motion), founded in 2016, he develops and realises art projects at the interface of animation and experimental film. His work has received several awards, including Honorary Mentions from Ars Electronica (2012 and 2026), the Prix du Film “Off-Limits” in Annecy (2022) and the Basler Medienkunstpreis (2019).

About Verein Mesh – Festival for Art and Technology

Mesh is the biennial festival for art and technology in Basel, bringing together artists, creative technologists, researchers and engineers. Mesh opens up new perspectives on our increasingly digital world. With experimental, surprising and pioneering artistic positions, the festival makes current technological developments tangible in many different ways. The Dreispitz area in Basel becomes the setting for immersive media art, audiovisual performances, conferences, workshops and interdisciplinary exchange on the interplay of art, technology and society.

About MCH Group

MCH Group, headquartered in Basel (Switzerland), is a global experience marketing company with a comprehensive service network for international clients. Its core business includes unique community platforms such as the Art Basel shows in Basel, Hong Kong, Paris, Miami Beach and Qatar, as well as nationally significant trade fairs such as Swissbau and Giardina. The Live Marketing Solutions division, with the brands MCH Global, MC² and expomobilia, offers tailored experience marketing solutions from strategy through creation to implementation. MCH Group also operates Messe Basel and Congress Center Basel, as well as Messe Zürich. The company employs more than 800 people, around half of them in Switzerland and the US.

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