"Not a museum but a house of the future."

Hedy Graber (Head of the Cultural and Social Directorate of the Migros Cooperative Association)
About Us

HEK (House of Electronic Arts) is a young institution in Basel. Within just a few short years, it has developed into a competency center for media art in Switzerland. In our work, we dedicate ourselves to digital culture and to the new art forms of the information age, exhibiting contemporary art that both researches and designs new technologies. In this way, we occupy a key position in both the Swiss and the international museum landscape.

Our interdisciplinary program – comprising fine arts, music, theater, dance, performance and design – offers a wide audience important insights into artistic productions at the interface between art, technology and media. Do you wonder about the impact digitalization has on society and also for us personally? Our programs attempt to find answers to these questions. Their diverse artistic approaches create a variety of ways to access these new media that shape our lives so dramatically.
Our Team

Our team consists of ten dedicated individuals. In their different fields of activity, all are passionately committed to providing the public with unforgettable experiences. Our director Sabine Himmelsbach, who has guided the HEK’s destiny since 2012, has in recent years established the young institution’s broad international reputation as a competence center for media art in Switzerland. A proven expert on media art, she works in a variety of renowned institutions, including as head of the exhibition department at ZKM, the Center for Art and Media Technology in Karlsruhe.
The Foundation

The new Foundation took up its work on 1.1.2011. Annette Schönholzer, independent consultant and owner of connect the dots, holds the position of Chair and the following serve on the Foundation Board: Katrin Grögel, Head of the Culture Department Kanton Basel City; Eva Herzog, Ständerätin and member of the Swiss government; Regula Steinemann, Attorney-at-law and member of the cantonal council of Kanton Baselland; Nathalie Unternährer, head of the culture department at the Christoph Merian Foundation; Bernard Vischer, lawyer in Geneva and Partner at Schellenberg Wittmer; Robert Sumner, Associate Director at Disney Research Zurich and Adjunct Professor at ETH Zurich; Thomas Wenk-Werthemann, tax expert and partner at Hoffmann & Co AG in Basel.
Our Program
Exhibitions and Events
Encouraging active participation, imparting media competency and expanding cultural education are important to us. In regular guided tours, workshops and conversations with experts, we inspire a wide audience of all ages, from "digital natives" to "digital immigrants".
As an institution with a national mission, we are committed to the preservation of digital art and culture and engaged in assembling a collection of media art that is unique in Switzerland.
Your partnership with us

Interacting with others is our priority. As an interdisciplinary institution, we cooperate with a wide variety of national and international partners. We realize projects that delight thousands of visitors every year and trigger a worldwide media response. You, too, could become a partner of HEK! A partnership with us offers your organization the opportunity to playfully experience, actively support and help shape the rapid technological changes in our daily lives in ways that will be unforgettable for your customers and employees. Support HEK’s mission and become part of a dedicated and well-informed network of digital culture and society!
A partnership might include supporting exhibitions and events, promoting facilitator activities or assisting us in expanding our unique collection.

As a partner of HEK, you receive numerous advantages. Among other things, we offer you exclusive guided tours, employee workshops and the use of our rooms for your own events. We also are happy to develop offerings that are tailored to your own needs. We visualize your marketing strategies and company goals not only in our print productions but also online and on social media.
### HEK in Numbers

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Our Location

The HEK is only a few tram stops away from the SBB train station and is one of the pioneers in the Dreispitzareal, a former duty-free warehouse in Basel / Münchenstein. HEK is located at the exact center of this “art campus” on Freilager Platz. With the arrival of different cultural institutions such as the College of Design and Art (HGK FHNW) and the archives building of the architects’ office Herzog & de Meuron, the former industrial district has transformed itself into a new artistic and cultural hotspot for the region. The Schaulager, a unique showcase of contemporary art, is another neighbor that is only a short walk away. Already today, there are exclusive new apartments in the Areal, and other innovative companies and artistic institutions such as the Kunsthau Baselland will further enrich the district in the future.
Our Building

In addition to a flexibly usable exhibition space of approximately 600 square meters on the ground floor, the cellar has a multifunctional event room of about 200 square meters, which can be used for concerts, performances and conferences. The foyer has a café with an inviting terrace, and there is a light-filled workshop room on the ground floor. Various technical devices are available for use in presentations.
"I love the HEK! A terrific program with courageous group shows and surprising solo-exhibitions. And especially in the area of contemporary art with a focus on net art/post-Internet/media art, one of the major players in Europe!"

Alain Bieber (Curator, NRW Forum, Düsseldorf and former head of the TV portal ARTE Creative)

"Specialising in new art forms, digital culture and interdisciplinary work, the House of Electronic Arts (HEK) marries creativity and technology."

Wallpaper City Guide Basel 2015

"HEK is investigating next frontiers at the intersection of technology and culture. It’s one of the most innovative and visionary centers in Europe and it should be strongly supported."

Lev Manovich (Media artist, theorist and professor for Computer Science at City University, New York)
Contact / Further Information

Are you interested?
We are looking forward to hearing from you!

Sabine Himmelsbach
Director

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