Gerry Hofstetter
Light Artist
Est. 1962

CV GERRY HOFSTETTER



Born on 8 March 1962, Swiss citizen
Resident in 8126 Zumikon, Switzerland

1982–1994 Career in banking – Last position: Vice-President and member of Senior Management as Head of Investment Banking at a Swiss private bank. Travelled all over the world visiting international bank clients. Worked in Zurich, London, Frankfurt and Hong Kong.

Since 1995 own international marketing, communication, event and design agency in Zumikon.
Since 1999 active as light artist, since 2003 worldwide.
Since 2009 producing films with own film company (Cinema, documentary, image, advertising).
Since 2016 daughter company in California, USA for light art, events and films.

Education degrees

Helicopter Pilot
Swiss Banking School Swiss Finance Institute
Marketing
Business Administration
Commercial Business School

Profession

Entrepreneur, Light Artist, Event Producer, Designer
Lecturer, Speaker, Instructor, Publicist, Author
Consultant for Government leaders, Chairmen/Chairwoman and CEOs in visions, innovations, creativity, climat and environment.
Filmmaker

Military

Captain (ret), Mountain Special Forces
Mountain Grenadier in the Swiss Armed Forces

Sniper and explosives/demolitions expert.
Specialist for Special Operations in Mountain Warfare.
Instructor for Combat Search and Rescue (CSAR) in Mountain Warfare.
Instructor for Special Operations and Guerrilla Warfare in the mountains.
Development and training of new combat tactics in the mountains.

Instructor for foreign elite units and special forces abroad for combat operations in mountainous regions (real-world missions) for the US Marines, US Navy Seals, US Green Berets, German Mountain Special Forces, French Special Units and commandos from other nations; a small part of the training was also carried out in Switzerland.

Responsible for marketing and international relations for:
Swiss Raid Commando (building up the largest international military sport competition in the world). Participation only for Special Forces.
Swiss Tank Challenge
Swiss Air Force Competition

Sports

Military Pentathlon – 5 disciplines, 1983 – 1985
Former member of Swiss national team

Artistic Gymnastics – 12 disciplines, 1972 – 1982
Swiss junior champion 1978
Former member of Swiss national team

Gerry Hofstetter
Light Artist
Est. 1962

Selection – list not completed

Official Artist

- 75 Years diplomatic relations between China and Switzerland with projections onto the Great Wall and Temple of Heaven, Beijing 2025.
- 110 Years Swiss Air Force 2024
- 117th National Day Bhutan, December 2025
- 1 Year war commemorate in several cities in the Ukraine, February 2023
- King Charles III, Coronation 6th May 2023
- Christmas light projections in Ukraine Kyiv during war, December 2022
- Queen of England Elisabeth II, Passing away 10th September 2022
- Queen of England Elisabeth II, 70 Years Jubilee 4th June 2022
- Art Night “Soirée Suisse”, Swiss Embassy New Delhi 28th October 2022
- Mars Rover “Perseverance”. Transforming the Matterhorn Mountain by light art into a Mars scenery. Art project for NASA USA for the take-off of the Mars Rover 30th July 2020. And projections on 19th Feb 2021 onto the Swiss mountains Eiger, Mönch and Jungfrau for the landing on Mars.
- COVID-19 solidarity campaign for the world by Zermatt Tourism in Switzerland. Light art projections messages of hope and 39 national flags onto the Matterhorn Mountain during the 5 weeks of the global lockdown in March/April 2020. Projections size 1,6 km x 1,6 km / 5’380 ft x 5’380 ft.
- 60 Years NASA – Kennedy Space Center, Florida USA 2018.
- US National Park Wright Brothers Memorial, opening new museum, North Carolina USA 2018.
- 500 Years Reformation in Switzerland and GER, ITA, AUS, 2017.
- Events for several Swiss Embassies around the globe – since 2003.
- Grand Prix d’Horlogerie – Switzerland Geneva 2005 – 2015.
- 150 Years Wintersports in Switzerland St. Moritz and Davos 2015.
- 50 Years ESA European Space Agency – French Guinea, Kourou 2014.
- 150 Years Swiss Alpine Club SAC, Switzerland 2013.
- UNHCR World Refugee Day, Switzerland 2007/2011/2012.
- 100 Years South Pole Discovery, Norway, Oslo 2011.
- 75 Years Fram Museum, Norway Oslo 2011.
- 150 Years Polar Explorer Fridtjof Nansen, Norway Oslo 2011.
- 150 Years Italian Republic, Rome 2011.
- 125 Years Coca-Cola, Atlanta and Switzerland 2011.
- UNHCR Nansen Refugee Award, Geneva 2010.
- State Reception Norway – Switzerland, Norway Oslo 2010.
- World Exposition EXPO 2010 and ceremony 60th anniversary of diplomatic relations between China and Switzerland, Shanghai 2010.
- WEF World Economic Forum Davos, 2003 – 2009 and 2024.
- National Day of the UAE United Arab Emirates, Abu Dhabi, 2nd Dec 2009
- 100 Years AUDI, Germany Ingolstadt 2009.
- 100 Years Washington National Cathedral, USA 2008.
- Credit Suisse light art tour to all States in Switzerland UEFA EURO 08.
- Event for Art sponsors of the art gallery Kunsthaus Zürich, 2008.
- City of Venice, Carnival & Festa del Redentore, 2006 – 2008.
- 1st Middle East Int. Film Festival, Abu Dhabi 2007.
- UN Year of Deserts, projections onto Pyramids and Desert, Egypt 2006
- 150 Years ETH Zurich, 2005.
- 100 Years Albert Einstein, Bern Switzerland, 2005.
- 100 Years Swiss Parliament House, Bern Switzerland, 2002.

Gerry Hofstetter
Light Artist
Est. 1962

Publications & Author

Book **„Schattenwurf Zwingli“** 500 Years Reformation in Switzerland. Documentation of 24 light art projections on the biographical axis of life of the Reformator Huldrych Zwingli in four countries, Switzerland, Germany, Italy and Austria in 2017. Publisher: Neue Zürcher Zeitung NZZ Libro (2018).

Book **„Hütten im Alpenglühn“** 26 Illuminations, 26 Stories. Documentation of the light art tour for the 150 years ceremony of the Swiss Alpine Club – SAC in 2013. Publisher: Neue Zürcher Zeitung NZZ Libro (2015).

Book **„Menschen und Visionen“** The story of the illumination of the North Face of the Jungfrau Mountain for the 100 years ceremony Jungfraubahnen (Jungfrau Mountain Railroad) in 2012.
Publisher: Bayer Switzerland (2012).

Book **„Schweizer Wahrzeichen in neuem Licht“** (Swiss Landmarks in the new light) Documentation of the light art tour to all cantons of Switzerland for Credit Suisse for the European Football Championship EURO 08 in 2008. Publisher: Orell Füssli und Credit Suisse (2008).

Comic **„Globi bei der Patrouille Suisse“** Inventor of the Globi Comic. Concept and creation of the story. Publisher: Globi-Verlag (1999).

Comic **„Globi bei der Tour de Suisse“** Inventor of the Globi Comic. Concept and creation of the story. Publisher: Globi-Verlag (1998).

Financial publication **„Financial Futures und Commodities“** Aspects for the development of the trading for bank clients (not Broker) with focus of risk management.
Editor: Swiss Finance Institute. Publisher: Paul Haupt Verlag (1992).

Author of numerous articles and reports in newspapers and magazines in the fields of art, communication, marketing, military and finance.

Awards & Nominations

Certificate of Honorable Mention by the President of the Parliament “Verkhovna Rada” of the Ukraine for active efforts in promoting Ukraine abroad under the conditions of Russian armed aggression. Realised with several light art tours in the Ukraine during war at Christmas 2022 in Kyiv and to commemorate 1 year invasion through the whole country in February 2023.

Tourism Award of Switzerland “Milestone” 2020. 3rd rank for the projections onto the Matterhorn Mountain for Zermatt Tourism as a COVID-19 solidarity campaign for the world during lockdown March/April 2020. Media reach out worldwide more than 4 Billions – within 8 months!

Special Merits and Lifetime Award 2017 “Crystal Apple” for the works and projects realised in the USA and rest of the world. As Guest of Honor by the Swiss Society of New York at the Swiss Ball in the Cipriani in New York.

Gerry Hofstetter
Light Artist
Est. 1962

Winner 2015 several European Awards like “Best Event”, Best Communication Project”, “Best PR-Picture of the year”, for the European communication campaign “attentiveness” created for the airline SWISS.

Nomination at the Swiss Awards on 12 January 2013 as “Swiss of the Year 2012” in the “Overall” and “Show” categories.

Various nominations, including Bayer’s Picture of the Year for the illumination of the north face of the Jungfrau Mountain in 2012, as well as the European Culture Award with the project for EMMI in 2010 to mark Swiss National Day.

Winner of the Swiss Marketing Award 2011, “Public” category, with the project, “Climate protection included”, for Swiss window manufacturer EgoKiefer, featuring light art projections of polar animals onto icebergs.

Winner of the award for the world's best corporate magazine: “bulletin”, published by Credit Suisse, 8 gold medals in 2009, with the “North” edition, 3 Aug/Sept 2009, with the cover story, “Greenland – Join Gerry Hofstetter on a Light Art Expedition”.

Winner of the European Sports Marketing Prize 2008 with the project for the Credit Suisse – EURO 08 Light Art Tour, illumination of historical monuments in all of Switzerland’s 26 cantons for the 2008 UEFA European Football Championship.

Certificate of Commendation by the United States Marine Corps for exceptional performance of duty - 2001.

Personal Certificate of Commendation from the United States Marine Corps by C.C. Krulak, General of the U.S. Marine Corps and Commandant of the Marine Corps - 1999.

World premieres & Highlights

Selection – list not completed

- 2022 – Largest art work in the world. Projection of a Tiger in Switzerland onto the mountain Eiger for the Year of the Tiger and the Winter Olympic Games in Beijing, China. Size of projection 5’300 m / 17’600 ft large and 2’200 m / 7’300 ft high.
- 2021 – Projections out from a helicopter onto the Eiger for the landing of the Mars Rover “Perseverance” of the NASA Mission.
- 2020 – Projections onto the Matterhorn mountain in Switzerland during March/April 2020 for the COVID-19 solidarity campaign for the world. Size of the picture 1’620 m x 1’620 m / 5’380 ft x 5’380 ft.
- 2016 – Placing Statue of Wilhelm Tell, Liberator of Switzerland, on the only privately owned island in New York.
- 2012 – Projection of the Titanic in original size onto a giant iceberg on the hour when the tragedy started 100 years ago. Projection took place where the iceberg originated who sunk the Titanic.
- 2006 – Jumping from springboard placed on icebergs in the arctic

Gerry Hofstetter
Light Artist
Est. 1962

- 2005 – Projection onto the Matterhorn Mountain by helicopters.
- 2003 – Projections realised out from helicopters, also in the Arctic.
- 1996 – Worlds first placing of a Nespresso machine in an aircraft approved by FAA.
- 1996 – 2003 Building up largest international military sports competition in the world for Special Forces; held in Switzerland.
- 1995 – Inventor and builder of the world's first mobil Polo training pit.
- Projections onto icebergs, projections from boats and from helicopters.
- Projections onto Colosseum Rom, Pyramids of Gizeh, Parliament House of Switzerland in Bern, Kings Palaces, Cathedrals, National Monuments, natural Monuments and many other buildings or monuments.
- Several Light Art Expeditions to Antarctic, Arctic and into the desert.
- Fashion shows on ice rinks indoor in ballrooms of 5 star hotels.

Life motto

A realising visions
B To be or not to be, this is never the question

Contact

Switzerland Office CEO Gerry Hofstetter
Hofstetter Marketing
Schwäntenmos 9
8126 Zumikon – Switzerland
Tel: +41 (0) 44 918 72 27
Cell: +41 (0) 79 400 77 27
g.hofstetter@hofstetter-marketing.com