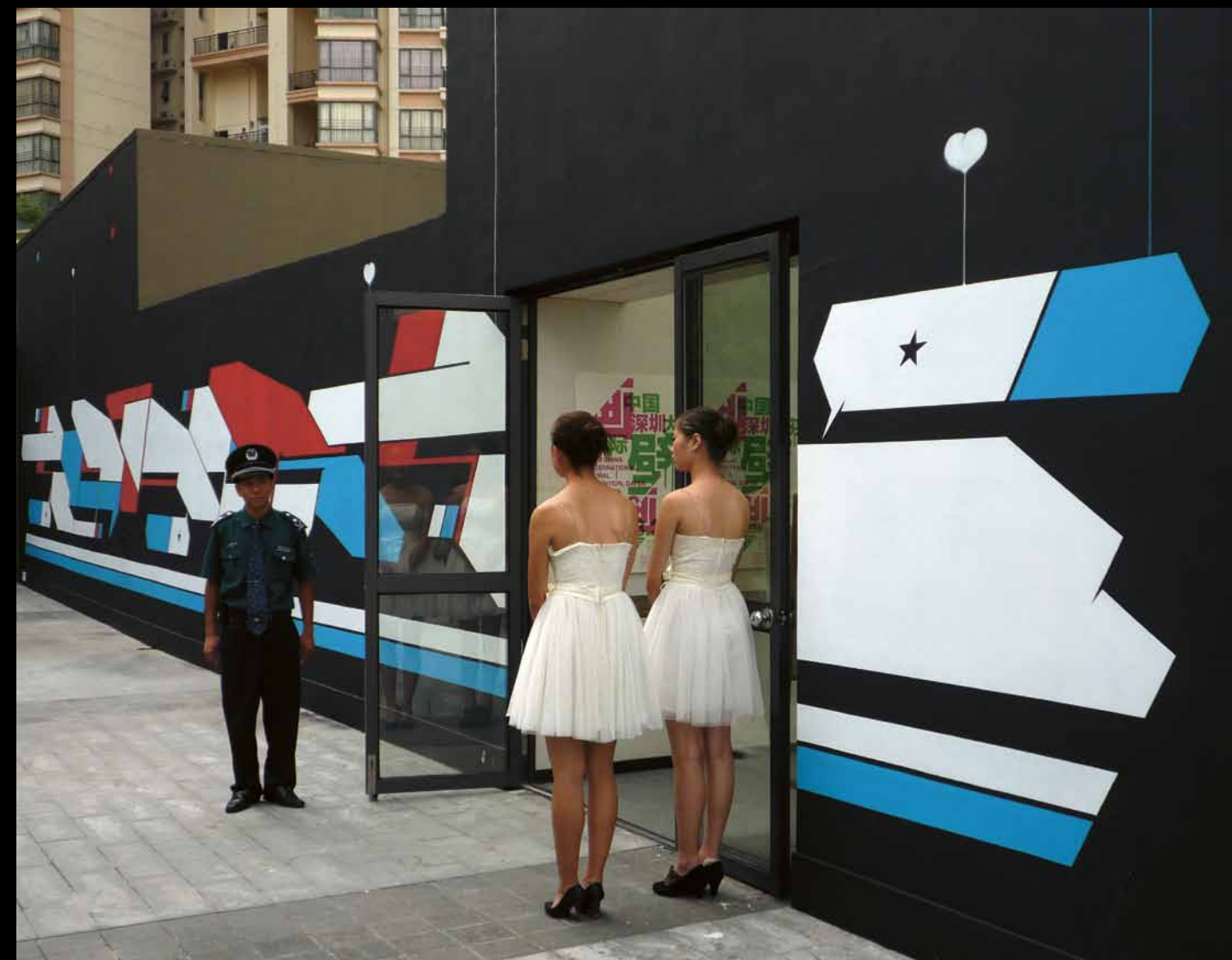
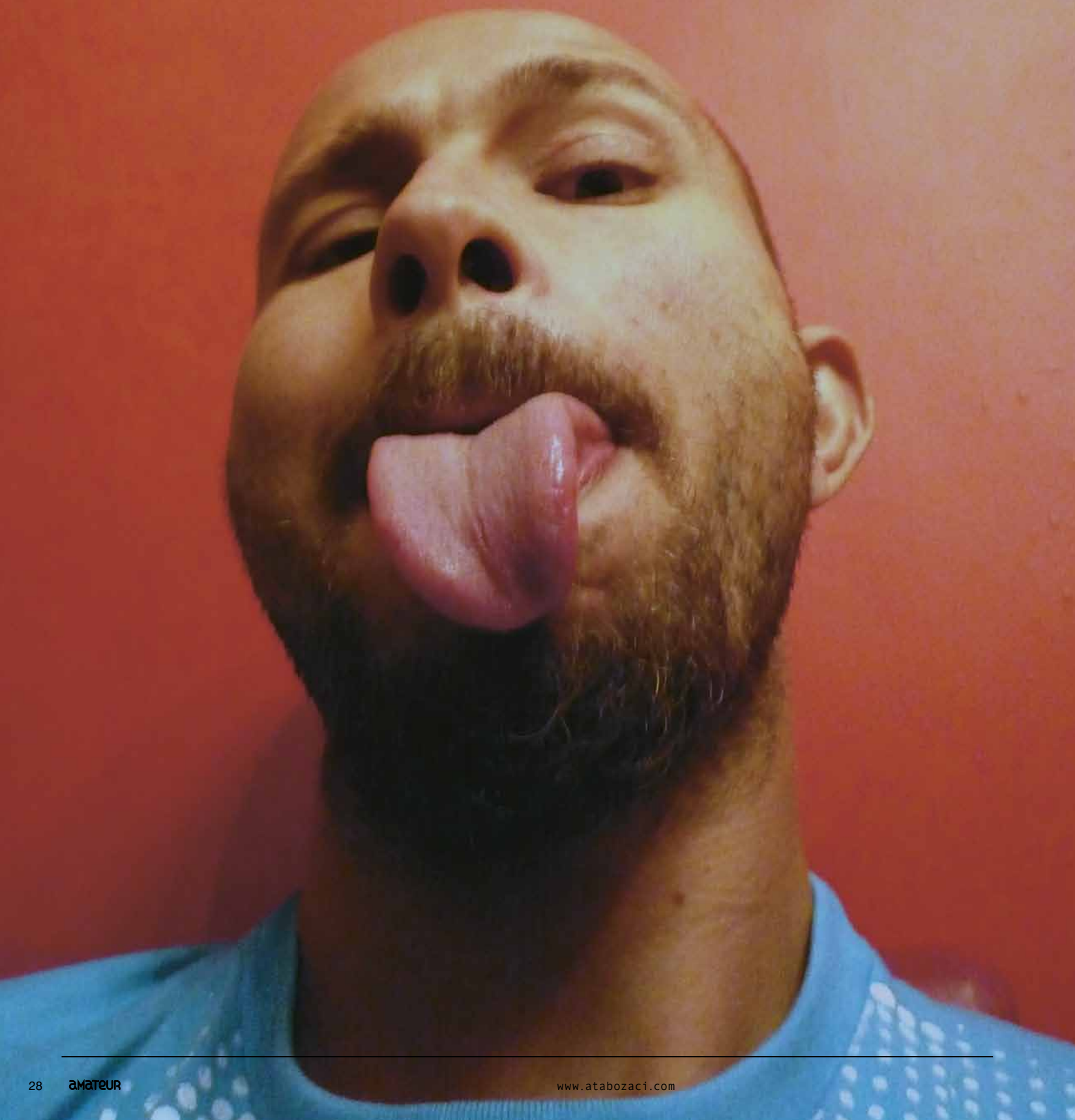


ATA BOZACI

TOASTONE



What does a typical Toast day look like?

« I mostly lag behind Joe Shmoe for about 5 hours which makes it hard to get in touch with me. My day starts around noon and ends in the early morning hours. The night has always been my friend. One meal a day is nearly enough for me. Quietness is important for me since I am an unbalanced person. I don't have a mobile phone on purpose. Sport, playing instruments and vacuuming are my alarm clock and means of creating balance at the same time. »



Hello Ata, Please introduce yourself.

My name is Ata Bozaci. Better known under the pseudonym Toastone.

What is your background?

I grew up in a village near Berne. I have been drawing ever since I can remember. In the early 90s, I attended the School of Graphic Design in Berne and graduated in graphic design.

At about the same time, I came in touch with the writing-movement, which remains my main area of activity until today.

How would you describe your style?

To understand my works first you have to know my aim and my motivations. One of my leading motives is to make the invisible visible. My attitude towards everyday things is reflected in my style.

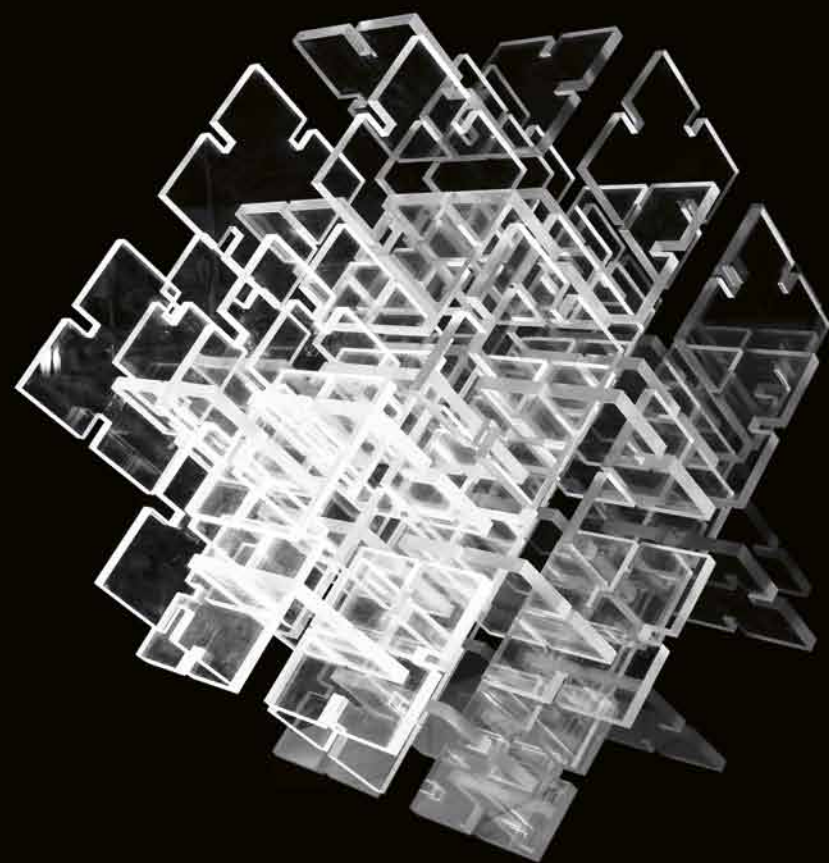
I define my style as a conglomeration of preferences and interests. Style comes to be through an attitude that finds itself in the formal and not the other way round.

What made you cross over to fine arts? Is it a normal way of growing up?

Every solved problem automatically leads me to the next task. Whether my works are to be categorized under fine arts I cannot say. My work grows with my experience. Every day brings new challenges that I try to master. That forces me to grow up whether I want it or not. In a world that is becoming more complex and complicated I try to find easy and to the point solutions. I am going the way most people go- as I grow older I look for my lighthearted childhood. That reflects in the playfulness of my art.

The next one is a tough one: What is art?

I claim that everyone who pretends to know what art is is speculating. Art too often is defined by opinion leaders who have power and control. But they,



too, are just speculating. I am convinced that art is something that has to prove itself; it needs time for that, a lot of time. Art is as subordinate to time as the artist is to his art. Time makes art.

What do you love about being an artist?

My activity and I are inseparable like love. As in every partnership there is a lot to love and even more to accept. In that I try to separate the changeable and unchangeable things. In my work I appreciate the liberty to make my own decisions.

You have been fascinated by typography for some time. Why is that?

Letters are mystical. Letters hide everything and nothing. Letters are neutral if you don't pay any attention to them. Letters are words and words move, if you let them. Letters are everywhere.

What are you working on at the moment?

Often on myself, I mean, on my letters. My thoughts get more complex and my works more minimal. Through abstinence I see the shapes in a clearer way which allows me to connect the common denominators of my components. The forms gained out of that are a kind of building block, which offers me new possibilities of application.

What would be the project of your dreams?

To create the biggest and most interesting graffiti sculpture of the world. I'm thinking of Burning Man.

What is important to you these days?

Generally the simple things in life are important to me, an orchid for example. Regarding my work, I am learning to say "no" more and more.

You are working as an illustrator and you have an education in graphic design. Is that true?

That is true. My business partner Remy Burger and I founded a company named "Atelier Visual Entertainment" in the late 90s which focused on illustrative online games. Atelier dissolved about 5 years ago because I did not want to be part of the advertisement system.

If you could make a cover for any musician alive or dead, who would it be and why?

Designing a cover for me is one of the most difficult tasks. Because in this case the band and their music is in the spotlight. I can capture the character of the band and their music and transfer that into forms only in a confined way. DISIDENTE, a Mexican band from Guadalajara was my last cover, which came out a couple of months ago. These guys completely convinced me musically and personally.

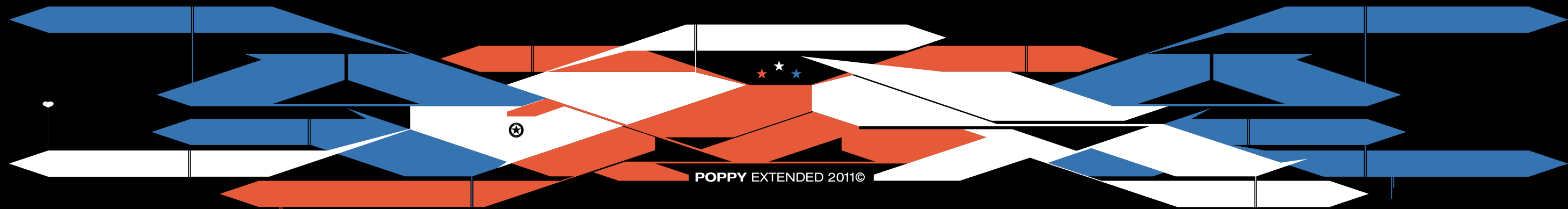
If you could be a thing, what would you like to be and why?

That is a nice question. Air – invisible and indispensable.

What comes next?

Soon, probably a short time in jail because of an unpaid parking ticket.





At the moment, several group exhibitions are in the pipeline for 2012. Two book projects are in development. One is a children's book about a polar bear and a penguin who have an unusual friendship. I am also working on a book about letters in space. After my debut "Black Ink," it is going to be my second book that I am collaborating on with Amanzilla.

What do you love?

I love sincerity. That's why I love my little friend, my pug dog "ROCCO." Incredible that somebody like me who used to avoid dogs can find so much lightheartedness and love in such a creature.

Anything else you want to say?

Thank you for the interview.

Photos: Coni von Grebel
Interview: Lain