

UNOFFICIAL HIKING SOCIETY AG

ABOUT

The Unofficial Hiking Society AG is an organic art collective based in Basel, Switzerland. The Society AG relies on hikes as a physical and digital engagement as a means of exploration and knowledge building. We organize unofficial guided tours (in person and digitally) providing critical information and counter-narratives on issues such as capitalism, neoliberalism, and feminism.

We are consisting of different and changing members from the fields of visual arts, film, public health and science, who come together in various hiking clubs. In the first edition, the focus is on an anticapitalist critique and queer feminist perspective on the pharmaceutical industry.

Want to join us and offer an unofficial anti-capitalist, counter-neoliberal or ecological hiking tour? Contact us!

Instagram: [unofficialhikingsociety](#)
Website: [unofficialhikingsociety.com](#)





1: "BECAUSE PROGRESS STARTS BEING OPEN"

Location: Next to the Novartis Campus Map

The company may have realized that in times of pandemics and global energy crises, profits do not necessarily generate sympathy. And a positive image and media coverage seem to matter to Novartis. In October 2022, Novartis opened its company-owned campus to the public.

2: INTRODUCTION

Location: Koi Pond / In Front of the Visitor Center

Here we are, surrounded by architectural mega-buildings by 15 international architects that were invited by Novartis to create a city within a city, "a campus area for research, with innovation, knowledge and meetings".



3: PHARMACEUTICAL & EDUCATIONAL FEMINIST HISTORIES

Location: Curie Street

The first female* student admitted to the University of Basel was Emilie Frey, who studied medicine from 1890 and received her doctorate in 1896.

4: (POST)COLONIAL LEGACIES

Location: The Physic Garden

We are here in "The Physic Garden", a structural installation by landscape architect Thorbjörn Andersson. The garden is home to 32 different species of medical plants and directly references the campus' historical connection to a Celtic settlement.



6: CLINICAL TRIALS - A QUEER FEMINIST CRITIQUE

Location: Inside the Olafur Eliasson's Sculpture

The pharmaceutical industry shapes our understanding of health, driving narratives of what is deemed as healthy or unhealthy through advertising, non-commercial partnerships and health care provider engagement. In feminist literature the idea that women* experience 'atypical' symptoms is often interrogated using Rawlinson's concept of the invisible gendering of the universal.

5: MANUFACTURING - A HISTORICAL OUTLINE ON ECOLOGICAL IMPACTS

Location: Next to the Rhine

Basel, with its direct access to the Rhine, was particularly suitable for the chemical and later pharmaceutical industry. Following public demonstrations, new safety and environmental protection measures were introduced. However, dangerous types of production still exist, but have been outsourced to other countries such as India or China.



7: THE END

Location: Inside the Inner Circle of Novartis Pavillon

The Swiss pharmaceutical industry is rooted in patriarchal, sexist, classist and racist sources of ideology. Whether it is the historical patriarchal character of the industry, the restricted view of gender as exclusively binary, the outsourcing of production facilities to countries with low wage costs and barely existing safety precautions, the high cost of many medications and the resulting exclusion of people in financial need, or the encouragement of people to participate in risky clinical trials.

T: SOME TEA?

Location: 4th Floor, Frank O. Gehry Building
Enter via the entrance for the cloud restaurant, take the elevators to level M.

