

# Edition Patrick Frey

## Pressemitteilung

Georg Keller

*Georg Keller x Manor*



«A brand like a friend» ist das Motto der Georg Keller Unternehmungen (GKU). Mit diesem Scheinunternehmen schleust sich der Künstler Georg Keller in ökonomische Kreisläufe ein und reflektiert sie. 2016 erhält er den renommierten Manor Kunstpreis und setzt zu einer freundlichen Übernahme der grössten Schweizer Warenhauskette an.

Was auf den ersten Blick wie eine Firmengeschichte von unten wirkt, entpuppt sich als Verflechtung einer künstlerischen Einpersonen-AG mit einem Schweizer Detailhändler mit rund 3 Milliarden Umsatz und über 10'000 Mitarbeitenden. Die Interviews mit Angestellten verschiedener Hierarchiestufen bilden den ersten Erzählstrang. Der zweite, der erst nach getaner Arbeit sichtbar wird, gibt einen Einblick in Georg Kellers Schaffen. Es sind zwei Bücher in einem, zwei Geschichten, die eigenständig sind und doch den Blick für die jeweils andere schärfen.

Georg Keller hinterfragt und veranschaulicht mit seinen Projekten ökonomische Strukturen. Er untersucht die Mechanismen der Globalisierung und will ihre Auswirkungen auf Mensch und Umwelt erfahrbar machen. Die Brisanz dieser Themen packt er mit Ernsthaftigkeit an und paart sie mit einer reduzierten Ästhetik und einer Prise Humor. Mithilfe der GKU macht er Elemente ökonomischer Narration und Inszenierung sichtbar. Dafür wählt er verschiedenste Medien, ob Installation, Skulptur, Video oder Performance und entwickelt Arbeiten im Kunst- ebenso wie im Theaterkontext und im öffentlichen Raum. Alle Arbeiten kommen unter dem Dach der GKU zusammen und bilden gemeinsam ein Gesamtkunstwerk.

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Nº 224

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Deutsch

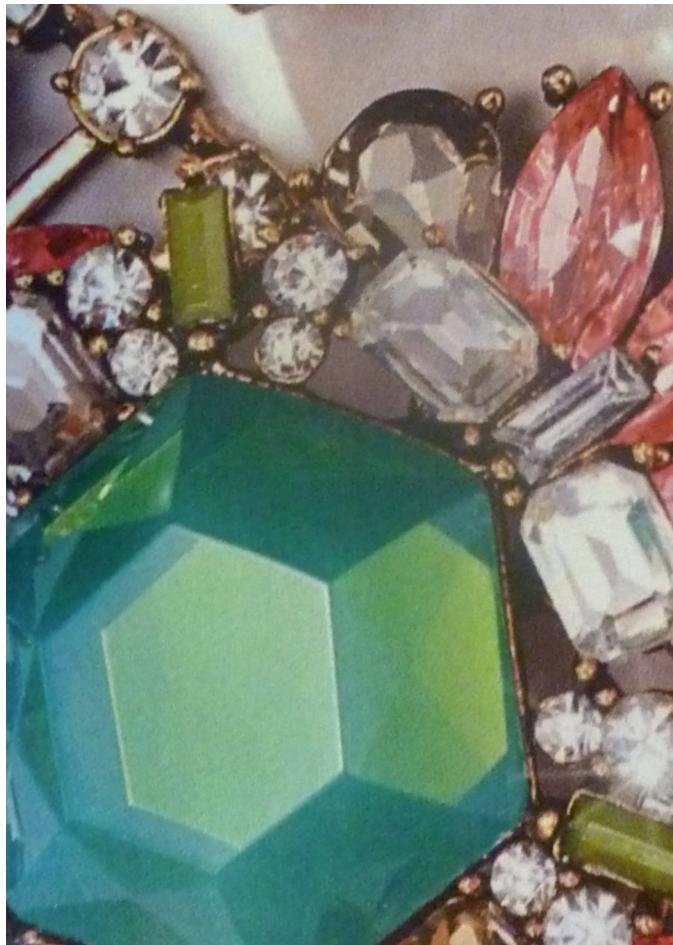
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Position at Manor

Name Director  
**Felix Thöny**

How long have you been working at  
Manor?

In November 2016, it will be

40 years.

What are the specifications of your job  
as the director of the department store?

Basically I'm responsible for  
the performance of the department store.  
And for implementing concepts on the  
sales floor. If sales aren't satisfactory,  
I have to adjust expenses and think  
about what we can do to offer custom-  
ers better services to increase the  
revenue.

Do you have the chance to take entre-  
preneurial initiative yourself? How much  
freedom do you have? How much is  
prescribed?

Basically there is quite a lot  
that can be done on the floor, although  
we are a large organization. Of course,  
there is a certain amount of leeway to  
take independent action in adjusting  
spatial parameters.

Is there competition between the differ-  
ent branches?

I compare myself pretty  
much with the department store in  
Fribourg. My colleague there also runs  
a city branch but there is a built-in  
parking house. That helps in all kinds  
of ways. We are extremely depend-  
ent on the weather in Lucerne. Sales  
are much better when it's good than  
when it rains. Then our neighbor in  
Emmen is better off.

That means you can compare sales on  
a daily basis?

Hourly, at five minute inter-  
vals. You can hear click click click  
every five minutes as soon as you  
start up the program that keeps track  
of sales. We can also compare our-  
selves with other relevant businesses  
and see whether they're doing well and  
whether we're doing so well. We can  
also compare the top ten sellers.

Please describe an ordinary day at work.

I start at seven thirty in the  
morning and stay until six or six thirty  
in the evening. We usually start later at  
closing time, at six thirty. We, that  
is the three managers, also eat together  
at work. I print out the previous  
day's sales first thing in the morning.  
How much did we make the previous  
day? How many items have we sold this  
month? Just a quick look to get an  
idea. Then I take care of pending cor-  
respondence. Afterwards we have a  
coffee or make the rounds. We have  
various meetings: once a week an  
executive meeting in a small group;  
once a month a meeting defining where  
we study the results. We have weekly  
meetings and briefings with the POS  
managers to look at the numbers  
of their checkout terminals and also of  
the floor. There is a lot of administra-

live work, managerial meetings, staff  
evaluations, etc. Next week we have  
an official visit: Mr. Maus himself  
comes once a year with the entire  
executive team from Basel. Then we  
have to explain and justify the num-  
bers to the highest level of management.  
That requires a little bit of preparation.  
The goal is to spend about sixty per-  
cent of my day on the floor. That would  
be ideal; it varies in practice. There is  
always administrative work to be done.  
Thus, I am on the floor for a long  
time. But Saturdays too, last Saturday  
I spent about eighty percent of my  
time on the floor.

Why should you spend sixty percent of  
your time on the floor?

To keep an eye out. And the  
management should also be around to  
say hello to customers and talk to  
them; we call that the concierge role.  
We also make sure that employees  
react the way they should and do their  
jobs properly, and that they're atten-  
tive to the needs of the customer.

It's important that sales personnel is  
focused on the customers, especially  
because we don't have as many peo-  
ple in sales anymore.

Are customers aware of your position?  
They aren't that many old men in department stores.  
It doesn't say 'director' on your name tag?

No, but you can tell. (laughs)

What defines the spirit of a good depart-  
ment store of the future?

That's actually the staff. In  
my mind, not much happens without  
personnel. That's why it's important to  
do everything to ensure a good atmos-  
phere and to make sure that the  
salespeople are committed to working  
here.

How does your clientele change? Do  
you have a general public, specific target  
groups, regular customers?

There are different kinds of  
clients. In the past, there was a  
great deal on tourism. The Chinese  
aren't coming at the moment. That's a  
problem for Lucerne. We're suffering  
from the attacks in France and Brus-  
sels. Tourists from China—that market  
has slumped. We are trying to calm  
things down a little as they start coming  
again. But there are also a lot of local  
customers that I see every day, and  
I like to greet them personally.

Who opens up in the morning and locks  
up at night?

In the morning it's the goods  
receiving department and in the even-  
ing security.

What do you like especially about your  
job and what not so much?

I've been in Manor for  
40 years in various capacities. That's  
interesting, exciting, now at Manor  
Lucerne as well: the opportunity to go  
from sales to becoming a regional  
director. I really enjoy contact with  
customers but with staff as well.

Für weitere Informationen bezüglich Rezensionsexemplaren, digitalen Pressebildern, Bild- und Textrechten wenden Sie sich bitte direkt an: Gloria Wismer, Edition Patrick Frey.