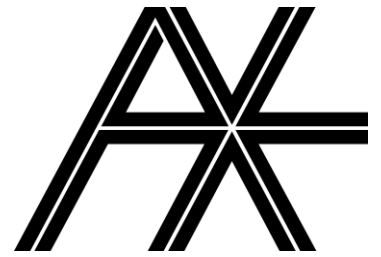


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Flowers to Art 2024
Floral interpretations of works in the collection

10-year anniversary

Press Release
Aarau, February 2024

Since the first exhibition in March of 2014 it has been clear that *Flowers to Art* in the Aargauer Kunsthaus attracts the public like a magnet. Since then, almost ten years have gone by. Ten years in which spring comes to Aarau two weeks earlier and thousands of visitors marvel at how florists interpret works from the collection of the Aargauer Kunsthaus. We are celebrating this with our tenth exhibition, 14 new floral interpretations, and even a publication that brings more than 120 previous works back to life.

The exhibition brought new recognition to the floristry industry in Switzerland and put the Aargauer Kunsthaus in the spotlight, highlighting its important collection of Swiss Art. Engaged in dialogue, floristry and art enrich the exhibition calendar in early March with an interdisciplinary format that captivates large audiences.

For the tenth time, the floral compositions by Swiss master florists and flower arrangers, as well as by an international guest from Bratislava, engage in an exchange with 14 historic and contemporary works from the Aargauer Kunsthaus collection. *Flowers to Art* bridges the two disciplines, while providing surprising perspectives in the observation of art.

The following works from the collection were selected for interpretation:

Caroline Bachmann, *58 av. J.-C.*, 2020

Arnold Böcklin, *Bergschloss mit Kriegerzug (Mountain Castle with a Procession of Knights)*, 1871

Hans Ernst Brühlmann, *Mädchen auf dem Hügel (Young Woman on the Hill)*, 1907

Samuel Buri, *Chalet psychédélique (Psychedelic Chalet)*, 1967

Max Matter, *Höhensonne (Sun Lamp)*, 1971

Giovanni Giacometti, *Sera d'autunno (Autumn Evening)*, around 1903

Otto Morach, *Fabrikumbau (Factory Reconstruction)*, 1916

Fritz Pauli, *Mondnacht bei Frauenkirch-Davos (Moonlit Night near Frauenkirch-Davos)*, around 1925

Ugo Rondinone, *viertermaineunzeshundertzweiundneunzig (May fourth, nineteen hundred*

ninety-two), 1992

Albrecht Schnider, *Ohne Titel (Portrait mit Nimbus) (Untitled, Portrait with Nimbus)*, 2004/2005

Bertram Schoch, *Eisbären (Polar Bears)*, no year

Gerda Steiner, Jörg Lenzlinger, *Bergunfall (Mountain Accident)*, 2005

Monica Studer, Christoph van den Berg, *Hotel Vue des Alpes (Hotel Mountain View)*, 2000 and later

Hugo Suter, *Wolf malte da eine Gegend (Wolf Painted a Landscape There)*, 1987

The floral interpretations in this year's show are by:

Manuela Bucher (Aesch), Massimo Bundi (Chur), Mario Burkhard (Bern), Michal Haut (Bratislava/Slovakia), Heidi Huber (Frauenfeld), Remy Jaggi (Trélex), Angela Kaspar (Zürich), Claudia Lischer (St. Moritz), Nicole Matter (Oberentfelden), Moira Müller (Arbedo), Luzia Mantegazzi-Neurohr (Saland), Simone Serra-Helbling (Gommiswald), Severin Stadler & Isabelle Becker (Zug), Marianne Wyss (Embrach) & Monika Reitingner (Weinfelden)

Exhibition History

The exhibition format *Flowers to Art* was introduced in 2014 as an interdisciplinary experiment. Since then, it has evolved into an important platform for the dialogue between floristry and art. In 2019, *Flowers to Art* welcomed over 18,000 visitors. During the pandemic, the exhibition had to be postponed. Visitors have been back since 2022. This is why we are even more excited about this year's anniversary.

10-year Anniversary Publication *Blumen für die Kunst (Flowers to Art)*

The anniversary edition in 2024 will be accompanied by a publication that lets 125 floral interpretations of the collection works—each one on display only for six days per year—flourish once again. Several essays from the perspectives of both art and floristry offer insights into the design and creation of the popular exhibition.

Published by NZZ Libro, available in bookstores and the museum shop starting March 5th.

Contributions by Franziska Baetcke, Silja Burch, Rudolf Velhagen, Marianne Wyss

In German

288 pages, Format 22 x 31 cm, ISBN 978-3-907396-68-1

[Preorder the book here](#)

Flowers to Art is a project managed jointly by the FLOWERS TO ARTS association and the Aargauer Kunsthhaus.

Advance Ticket Sales Online

Timed-entry tickets and event tickets are available online only. All admission tickets to *Flowers to Art* 2024 must be purchased in advance. Please visit our online ticket shop or the advance-sale office, *aarau info* in Aarau.

Advance sale for timed-entry tickets (daily tickets) and for all events (tours, discussions, workshops):

<https://shop.aargauerkunsthhaus.ch/events/>

Links to the Online Ticket Shop and to aarau info can also be found on our website: www.aargauerkunsthhaus.ch, and at www.flowers-to-arts.ch.

A ticket to *Flowers to Art* includes admission to the *Augusto Giacometti* exhibition. *Freiheit | Auftrag* [Freedom | Commission] (no extra charge).

Guided Tours, Workshops, and Talks

Visitors can look forward to a multi-faceted support programme, including our popular guided Tandem Tours and the exchange between representatives from the world of art and floristry. We also offer guided tours for people with limited vision and hearing. Workshops and discussions among artists and florists round out the comprehensive programme. Detailed information on the events can be found on the following websites: www.aargauerkunsthhaus.ch/veranstaltungen/blumen-fuer-die-kunst-2024-programm or www.flowers-to-arts.ch

Special Opening Hours for the Exhibition and *Café basil*

Tuesday through Thursday, 9 am to 8 pm

Friday through Sunday, 9 am to 6 pm

Exhibition Opening

March 04, 2024

5 pm to 6 pm: Exclusive preview for patrons and members of the Aargauischer Kunstverein

6 pm: Opening event with invited guests and media

6.30 pm: speeches by Dr Katharina Ammann, Director of the Aargauer Kunsthaus, and Angela Wettstein, Initiator and Project Lead of FLOWERS TO ARTS, as well as book presentation by Philipp von Arx, Master Florist and Trustee of FLOWERS TO ARTS, Silja Burch, Head of Mediation and Events of Aargauer Kunsthaus, Dr. Rudolf Velhagen, Art Historian and Trustee of FLOWERS TO ARTS and Christina Omlin, Head of Communications, Aargauer Kunsthaus

The master florists and floral designers will be present during the exhibition opening.

Media Images

The images *Flowers to Art* from the past 9 years are available to download from our website www.aargauerkunsthhaus.ch under the *Medien* (Media) tab:

www.aargauerkunsthhaus.ch/medien/ausstellungen and flowers-to-arts.ch/medien/

The images of the new 2024 flower-art creations will be available starting Tuesday, March 5th.

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FLOWERS TO ARTS Association

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