

Zurich, 14th of January 2020

Press Release: Flowers to Arts 2020



Caption: Meret Oppenheim's painting *Dunkle Berge rechts gelb-rote Wolken*, 1977-1979, florally interpreted by master florist Regula Guhl, Zurich (photo: David Aebi, Burgdorf).

Wow, so blue! The expressive work of Meret Oppenheim and its floral interpretation are the eye-catcher that invites to the seventh edition of *Flowers to Arts*, the popular exhibition at the Aargauer Kunsthhaus. From the 3rd to 8th March 2020, the museum with its unique collection of Swiss art will be heralding spring. The creations of 14 top florists and young talents from various parts of Switzerland enter into a dialogue with classical and contemporary works by Swiss artists. This is art education owing its magic to fresh flowers.

Electrifying colours and a strictly geometric composition determine Meret Oppenheim's work *Dunkle Berge rechts gelb-rote Wolken*. The magic of the painting also captivated Regula Guhl when she selected the work for the visual 2020 in the depot of the Aargauer Kunsthhaus. The master florist, who has already participated in the exhibition in 2014 and 2015, implements the work powerfully and at the same time poetically: with blue larkspur, burning red Cambria orchids and pale fern, a souvenir from Ticino. The florist picked it on the way to the cemetery of the village of Carona, where Meret Oppenheim is buried.

Subconscious and international

A talk in the accompanying programme ties in with surrealism, which determined Meret Oppenheim's work. Psychiatrist and art lover Dr. Kaspar Aebi explores the role of the subconscious in the perception of the world and how it is reflected in Oppenheim's painting. *Flowers to Arts* seeks an exchange between different disciplines and dares to look beyond the horizon. In another talk, the Swiss master florist Katja Schläfli explains how she has established her floral company as one of Budapest's top addresses.

Workshops and Swiss design products

The accompanying programme also includes the popular joint guided tours by an art historian and a florist, a talk with the Swiss artist Rosina Kuhn and flower workshops for adults and



families. The exhibition is further enriched by the pop-up shop with selected Swiss designer products and an installation of exotic leaves in the foyer, created by floristry students.

Meeting place of Swiss Floristry

Flowers to Art is a highlight on the agenda of many flower lovers. The exhibition, which began in 2014 as an experiment, has established itself as an important platform of the Swiss floristry and is increasingly attracting the attention of artists and designers. In 2019, *Flowers to Arts* counted more than 18,000 visitors. The exhibition is open daily from 10 a.m. to 8 p.m. (except Sundays from 10 a.m. to 6 p.m.). All tickets and events can be booked via www.ticketino.ch.

About the association FLOWERS TO ARTS

Flowers to Arts is a joint project of the association FLOWERS TO ARTS and the Aargauer Kunsthaus. Through cultural events, FLOWERS TO ARTS has been promoting the connection between floristry and art since 2014. See www.flowers-to-arts.ch and follow us on Facebook or Instagram.

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Media pictures

<http://flowers-to-arts.ch/medien/>

Further information

www.aargauerkunsthaus.ch