

<Press Release>

Zürich, 14th of January 2019

Flowers to Arts 2019



Caption: Christine Streuli's work, *Untitled*, 2002, florally interpreted by master florist Sonja Egli, Schwyz (photo: David Aebi, Burgdorf).

A white cloud of flowers is floating past the work of the Swiss artist Christine Streuli and gently triggers a dialogue between art and floristry. Once again, 14 flower interpretations of Aargauer Kunsthaus' artworks promise surprising moments of art contemplation. A live demo with a florist star from Hong Kong represents a highlight of the programme at Flowers to Arts 2019.

Flowers to Arts will launch its sixth edition from the 5th to the 10th March 2019. 13 Swiss florists, flower designers and young talents will contrast their floral compositions with classical and contemporary works from the collection of the Aargauer Kunsthaus, in Aarau (CH). Fresh flowers act as mediators in the dialogue between art and flowers and enable unexpected moments of art contemplation. *Flowers to Arts* offers the following highlights and innovations:

Visual on Contemporary Art

For the first time, a contemporary work draws attention to the exhibition. The Swiss master florist Sonja Egli has transformed the work of Christine Streuli, *Untitled*, 2002 into floristry. A fragrant cloud of white flowers carries the abstract work into the room and builds an emotional bridge between the work and the viewer, opening up new perspectives.

East meets West and Big Picture

On his way back from the World Cup of florists in Philadelphia, the floral designer, Dr. Solomon Leong will build another bridge. Visitors can look forward to a unique 'East meets West' experience of floristry. At a live demo, the flower designer and doctor in Philosophy from Hong Kong will identify similarities and differences in flower design together with the Swiss florist Philipp von Arx. Furthermore, some of the florists of *Flowers to Arts 2019* will refer to works of the special exhibition *Big Picture*, which deals with art in XL format.

The logo for 'FLOWERS TO ARTS' is a square with a pink border. Inside the square, the words 'FLOWERS' and 'TO ARTS' are stacked vertically in a pink, sans-serif font.

FLOWERS TO ARTS

Talks, workshops ... and a foulard

A rich accompanying programme rounds off the exhibition: guided tours, each with an art historian and a florist, talks, workshops for families, a flower bistro or a pop-up shop with selected products by Swiss designers – including a foulard special edition, which the textile students of the Lucerne University of Applied Sciences and Arts have created inspired by a work from the collection of the Aargauer Kunsthaus. All events can be booked over www.ticketino.ch

About FLOWERS TO ARTS

Flowers to Arts has attracted over 17,800 visitors to Aarau last year. The exhibition is a joint project of the association FLOWERS TO ARTS and the Aargauer Kunsthaus. Since 2014, FLOWERS TO ARTS has been promoting the connection between floristry and art through cultural events. See www.flower-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.flowers-to-arts.ch

www.aargauerkunsthaus.ch