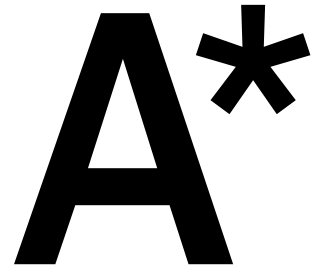


Media release

Aarau, April 2022



Flowers to Art in June 2022

From 21 to 26 June, 2022, the Aargauer Kunsthaus will usher in the summer with floral interpretations of works of art in its own collection. The creations, by 16 acclaimed florists from all over Switzerland and two international guests, create a dialogue with the historic and contemporary works by Swiss artists.

After the postponement forced by the pandemic, we are eagerly anticipating an extraordinary art experience celebrating the diversity of summer flowers. This will be the eighth such event, in which floral compositions by master florists and floral design experts from Switzerland and two guest exhibitors from Spain engage in a surprising dialogue with historic and contemporary works from the collection of the Aargauer Kunsthaus.

The three-part mural *Octave (Salto mortale 10)* (1987) by Ilona Ruegg and its floral interpretation by Zurich-based master florists Stefan Friederich and Rolf Wytttenbach serves as the central visual theme of the popular public exhibition. The face in Ruegg's triptych was inspired by a newspaper photograph of a female trapeze artist. But the name of the piece, *Salto mortale*, remains its only connection to the circus. The prominent screen pattern of the middle portion suggests honeycomb, to which the three-part floral structure of variously coloured branches is linked.

The florists will also interpret 13 other works from the Aargauer Kunsthaus collection and the exhibition *Before · Between · Beyond. The collection in transition*, and thus adorn the gallery with their creations from fresh flowers.

As in previous years, this summer the *Flowers to Art* exhibition bridges the two disciplines, allowing for surprising perspectives in considering art.

Selection of the artworks that are to be interpreted will take place in May. The floral interpretations presented this year will be by:

Luzia Fahrni, master florist, Aarau; Marcus Forster, master florist, Winterthur; Stefan Friederich and Rolf Wytttenbach, master florists, Zurich; Yoann Grezet, certified florist, Geneva; Peter Hintermann, florist, Zurich; Larissa Kopp, master

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florist, Sursee; Otto Mattmann, master florist, and Ursi Leisibach-Bucher, florist, Hünenberg; Sandra Maarsen, master florist, Bern; Barbara Meienberger, master florist, and Ruth Zwicker-Ebnetter, designer, Appenzell; Simone Carmen Michel, master florist, Bern; Kathrin Muggli, master florist, Hinwil; Moira Müller-Rosselli, florist, Arbedo; Veronika Tsukamoto Keller, master florist, St. Gallen
International guests: Daniel Santamaria and Nayade Martin, floral artisans, Barcelona (Spain)

Guided tours, workshops and talks

Visitors can look forward to a multifaceted supporting programme with the popular tandem guided tours and exchange between the arts and floristry. In addition to workshops and the conversation with the artist Ilona Ruegg, the panel discussion "Woher kommen unsere Blumen?" [Where do our flowers come from?] will encourage debate on the view that sustainability and regionality are becoming more and more important for the production and trade of flowers as well. Another treat that awaits the public is the presentation by Florianne Koechlin, biologist and author of "Pflanzenpalaver" [Plant palaver], which offers surprising results of research into communication between plants.

For detailed event information, please visit the websites: www.aargauerkunsthhaus.ch/veranstaltungen/blumen-fuer-die-kunst-2022-programm or www.flowers-to-arts.ch.

Timed ticket reservation

In order to ensure that visitors enjoy a pleasurable, unhurried exhibition experience even at times of great demand, for the 2022 exhibition the Aargauer Kunsthhaus will only issue timed tickets. Reservation of timed tickets and the purchase of event tickets will take place exclusively online, so visitors will no longer have to queue at the box office.

Advance ticket sales

Admission tickets to the 2022 *Flowers to Art* exhibition are only available for advance purchase. Please use our **Online ticket shop** or the advance sales point **Aarau Info**. Tickets will not be sold at the entrance.

Timed tickets (special hour and day admissions) and tickets for all events (guided tours, talks and workshops) will be sold **online**: <https://shop.aargauerkunsthhaus.ch/events/>

You can also find links to the **Online ticket shop** and **Aarau Info** on our website www.aargauerkunsthhaus.ch and at www.flowers-to-arts.ch.

Additional contributors to the supporting programme

Julia Antoniou, Communications; Philipp von Arx, Master Florist; Silja Burch, Head of Mediation & Events; Simona Ciuccio, Collection Curator; Nadja Döbeli, Florist; Lila Egger, Textile Designer, Zürich; Kirsten Erdmann, Mediator; Myrta Frohofer, Master Florist; Brigitte Haas, Art Historian; Elisabeth Jacob, Bio-botanical Gardener, Rifferswil; Hanna Knoblauch, Master Florist, Aarau; Evelyn Krebs, Master Florist, Zürich; Philipp Meier, Assistant; Astrid Näff, Art historian; Anouchka Panchard, Art Historian; Christina Omlin, Communications & Media; Seraina Peer, Art Historian; Ilona Ruegg, Artist; Ursina Spescha, Mediator; Claudia Schultze, Project Manager; Benjamin Tschopp, Web & Marketing; Bettina Uhlmann, Culture Management, Zürich; Dr. Rudolf Velhagen, Art Historian; Angela Wettstein, Project Manager; Dshamila Wörnhard, Pop-up shop

Pop-up shop and installation

Further attractions for the public are offered in the form of a pop-up shop with a selection of Swiss design products and an installation in the foyer, created by floristry students of the Rorschach-Rheintal WZR (Vocational Training Centre).

History of the exhibition

The exhibition format *Flowers to Art* was first introduced in 2014 as an experiment. Over the years, it has evolved into an important platform for the dialogue between floristry and art. In 2019, *Flowers to Art* welcomed over 18,000 visitors. As a result of the pandemic, in 2020 the scope of the event was limited, and in 2021 it was postponed for a year. We are therefore even more excited to present this year's edition in the summer.

***Flowers to Art* is a project managed jointly by the FLOWERS TO ARTS society and the Aargauer Kunsthaus.**

Special opening times

Exhibition and bistro

Tuesday 21 June until Saturday 25 June, **10 am - 8 pm**

Sunday 26 June, **10 am - 6 pm**

Special hour Tuesday to Sunday 9 - 10 am

For private tour accompanied by professional florists

During the special hour, you can watch in person as the floral creations are refreshed. Adults: CHF 30.00. Members of the Aargauischer Kunstverein and museum pass holders: CHF 10.00

Visitors' reception in the tent on Aargauerplatz

The tent serves as the venue for the reception and the cloakroom. Access to the exhibition is strictly with tickets purchased online in advance. Bags larger than DIN A5 and jackets

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are not permitted in the exhibition rooms. Lockers are available.

Exhibition opening

Monday, 20 June 2022

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

7 pm Opening with invited guests and media

7.30 pm Speeches by Dr. Katharina Ammann, Director of the Aargauer Kunsthaus, Silja Burch, Head of Mediation & Events, Aargauer Kunsthaus, Angela Wettstein, Founder FLOWERS TO ARTS
Followed by apéro riche in the foyer

The master florists and flower designers will be present during the opening event.

The media are warmly invited to attend the opening event from 7 pm.

Media pictures

The image of the visual *Flowers to Art 2022* and other pictures will be available for download from our website www.aargauerkunsthaus.ch under "Media" from May onwards:
<https://www.aargauerkunsthaus.ch/medien/ausstellungen>
<http://flowers-to-arts.ch/medien/>

The pictures of the new flower-art creations for the summer edition will be available from **Tuesday 21 June**.

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