

**Press release  
Zurich, 7 July 2010**

## **One hundred days to go till Kunsthaus Zürich opens Picasso show**

**From 15 October 2010 until 30 January 2011, the Kunsthaus Zürich will revive the first museum exhibition devoted to Pablo Picasso, and with 100 days to go till the opening preparations are proceeding apace. The latest development is spectacular: the pledge of a loan from Teheran. All art education offerings can be booked effective immediately; the exhibition website is updated continuously.**

### THE FIRST RETROSPECTIVE: STAGED BY PICASSO HIMSELF

Pablo Picasso (1881-1973) had his first-ever museum retrospective in 1932 at the Kunsthaus Zürich, whose director at the time, Wilhelm Wartmann, gave the artist a free hand in his choice of works – and thus staged a veritable revolution in the art world.

### TRIBUTE WITH MASTERPIECES

As it celebrates its centenary in 2010, the Kunsthaus Zürich presents itself as an institution that was open to avant-garde movements early on. With his homage to Picasso's first retrospective, curator Tobia Bezzola evokes the background of the world's first comprehensive Picasso museum show, and demonstrates its influence on the reception of the now world-famous artist. In addition to the more than 70 major pieces already pledged by lenders, the Kunsthaus has just recently been assured a loan by the Contemporary Museum of Art in Teheran: measuring 214 x 200 cm, 'Le peintre et son modèle' (1927) will be the largest piece on display, just as it was in 1932. Other works on loan include pieces seldom seen in Europe from New York's Museum of Modern Art, the Aichi Prefectural Museum of Art in Japan and the Nahmad Collection, a top-flight private collection, among other places.

The historical significance of this expensive and logistically complex exhibition, together with its selection of individual pieces, makes it a one-of-a-kind event. 'Picasso', on view only in Zurich, comprises the Spanish artist's early work as well as select examples of his blue and pink periods, his classical and Surrealist phases, and many of his Cubist works, which figured largely among the selection made by Picasso himself in 1932.

### ART EDUCATION

Thanks to its own research, the Kunsthaus has been able to identify all of the works on show in the original exhibition. It will make its contribution to the history of Picasso's reception – the development, scope and impact of the 1932

retrospective – available in the form of a catalogue featuring essays by Tobia Bezzola, Christian Geelhaar, Simonetta Fraquelli and Michael FitzGerald, as well as a facsimile of individual elements of the 1932 exhibition catalogue.

The comprehensive art education programme builds on research by art historians and is keyed to the various needs, educational backgrounds and abilities of children, young people and adults. In addition to public guided tours offering both surveys and specific focuses, the programme includes a range of German-language workshops and conversations as well as a separate offering for schools.

An audioguide (in English, German, French and Italian) included in the price of admission lets visitors determine how much and what sort of information they receive during their tour.

Public guided tours in German take place daily (except Mondays and Saturdays) at 12 and 4 p.m. Guided tours in English: 30 Oct.; French: 13 Nov.; Italian: 27 Nov., all at 12 p.m.

Private guided tours bookable on +41 (0)44 253 84 06, cost for up to 20 participants: CHF 175 German, CHF 200 English, French and Italian.

Supported by Credit Suisse – Partner of the Kunsthaus Zürich, and by the Truus and Gerrit van Riemsdijk Foundation.

### GENERAL INFORMATION / GUIDED TOURS / ADVANCE SALES

Kunsthaus Zürich, Heimplatz 1, CH-8001 Zurich

Tel. +41 (0)44 253 84 84, [www.kunsthaus.ch](http://www.kunsthaus.ch)

Opening hours Sat, Sun, Tues 10 a.m.–6 p.m., Wed, Thurs, Fri 10 a.m.–8 p.m., closed on Mondays.

24./26./31.12.2010, 1./2. January 2011: 10 a.m.–6 p.m. Closed 25.12.2010.

Admission including audioguide (English/German/French/Italian): CHF 22 / red. CHF 14.50. CHF 16.50 per head for groups of 20 or more. Subject to change. Young people up to the age of 16 free of charge. Economically priced Kombi-Tickets for both the exhibition and the Kunsthaus collection are available. Registration required for school classes and groups, since group admission limited.

Top offer valid as of 1 October: immediate free admission with 2011 annual membership (CHF 95 individual, CHF 160 couples, CHF 30 young people under 25, incl. Kunsthaus magazine with free home delivery, invitations to vernissages, discounts at the Kunsthaus shop, and free library loans).

Advance sales with discounts and/or fast-track admission:

Switzerland: SBB RailAway-Kombi: 20% reduction on rail travel, transfer and entrance to the exhibition, available at SBB stations and by phoning Rail Service: 0900 300 300 (CHF 1.19 per min.). Further information on [www.sbb.ch/picasso](http://www.sbb.ch/picasso).

Admission Switzerland and international: Ticketcorner: [www.ticketcorner.com](http://www.ticketcorner.com) or on 0900800 800 (CHF 1.19/min.). Fast-track admission.

Zürich Tourism: accommodations incl. Picasso ticket bookable. Tourist Service at the main railway station, tel. +41 44 215 40 00, [hotel@zuerich.com](mailto:hotel@zuerich.com), [www.zuerich.com/picasso](http://www.zuerich.com/picasso).

Magasins Fnac: advance sales CH: Rives, Balexert, Lausanne, Fribourg, Pathé Kino Basel, [www.fnac.ch](http://www.fnac.ch); F: Carrefour, Géant, Magasins U, 0 892 68 36 22 (EUR 0.34/min.), [www.fnac.com](http://www.fnac.com); BE: [www.fnac.be](http://www.fnac.be).

### CONTACT FOR MEDIA

Illustrations available for download at [www.kunsthhaus.ch](http://www.kunsthhaus.ch) under Information/Press.

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