

## Press release

Zurich, 6 December 2010

### **Picasso show at Kunsthaus Zürich has already received 100,000 visitors**

**Within its first seven weeks, the Picasso exhibition at the Kunsthaus Zürich has already seen 100,000 visitors. As of 4 January, evening opening times are to be adapted, bookings for private group tours accepted anew, and art education offerings enhanced with an iPhone app.**

The homage to Picasso's first museum show at the Kunsthaus Zürich in 1932 is a hit with the public, receiving over 100,000 visitors since it opened on 15 October. Organized by Tobia Bezzola and on show in Zurich until 30 January 2011, the remake affords a chance to enjoy Picasso's own personal look at his work, with pieces chosen from his pink and blue periods and his Cubist and neo-classical phase, as well as Surrealist creations.

#### DOWNLOAD IPHONE APPLICATION

Effective immediately, the Kunsthaus – in partnership with the Tonwelt company – is offering a new iPhone app, featuring passages from the audioguide available with the price of admission, historical images and recordings from the annals of the Kunsthaus, information on Picasso's life and much more. The link can be found on the exhibition website at [www.kunsthaus.ch](http://www.kunsthaus.ch).

#### LONGER OPENING HOURS AS OF 4 JANUARY

The exhibition is the high point in the Kunsthaus Zürich's anniversary programme, and all available evening guided tours for private groups were booked out soon after it opened. So as to satisfy this great demand, the Kunsthaus will accordingly extend its opening hours from 4 to 30 January 2011, when it can be visited from Tuesdays to Sundays from 10 a.m. until 9 p.m. Individual visitors without prior group reservation can also profit from the longer evening hours. It will not be possible to extend the Picasso show into February, since the next exhibition, 'The Original Copy', arriving from the Museum of Modern Art in New York, is to open its doors on 24 February.

#### CATALOGUE PRINT RUN DOUBLED

Due to high demand, the publication accompanying the exhibition (Prestel Verlag, 288 pp., 300 colour fig.) has been reprinted and the initial print run of the German edition doubled, which would otherwise have been out of print before Christmas. Featuring a catalogue of all works shown in 1932 alongside texts on

the history of the retrospective's reception, the book has been selling at the rate of more than 200 copies a day and will continue to be available at the Museum Shop for CHF 55.

### LECTURE ON PICASSO 1932: 'MASTER OR TROUBLEMAKER?'

An event held on Wednesday, 19 January at 6.30 p.m. will feature lectures by Michael FitzGerald and Professor Walter Grasskamp. Fitzgerald will speak (in English) on the subject of 'Picasso: Master or Troublemaker', with reference to the 1932 shows in Zurich and Paris, as well as works on loan to the current tribute exhibition, while Grasskamp will ask 'How Funny Is Modern Art?' Admission to the lecture hall is free of charge.

A contribution to culture by Credit Suisse – Partner of the Kunsthaus Zürich.  
Supported by the Truus and Gerrit van Riemsdijk Foundation.

### GENERAL INFORMATION / ADVANCE SALES

Kunsthaus Zürich, Heimplatz 1, CH-8001 Zurich, [www.kunsthaus.ch](http://www.kunsthaus.ch)

Current opening hours: Sat, Sun, Tues 10 a.m.–6 p.m., Wed, Thurs, Fri 10 a.m.–8 p.m. 24/26/31.12.2010, 1/2 January 2011: 10 a.m.–6 p.m. Closed 25.12.2010.

Opening hours as of 4 January: Tues–Sun 10 a.m.–9 p.m.

Admission including audioguide (English/German/French/Italian): CHF 22/14.50 (concessions)/CHF 16.50 per head for groups of 20 or more. Visitors 16 and younger free of charge. Kombi-Ticket exhibition/collection: CHF 23.50. Free admission with 2011 annual membership (CHF 95.00 individual, CHF 160.00 couples, CHF 30.00 young people under 25).

Registration required for school classes and groups.

Advance sales with discounts and fast-track admission:

SBB RailAway-Kombi, 20% discount rail travel and admission: available at local stations and by phoning Rail Service: 0900 300 300 (CHF 1.19 per min. by land line), [www.sbb.ch](http://www.sbb.ch).

Ticketcorner: [www.ticketcorner.com](http://www.ticketcorner.com) or on 0900 800 800 (CHF 1.19/min. by land line).

Zürich Tourism: overnight stay incl. Picasso ticket. Tourist Service at the Main Railway Station, tel. +41 (0)44 215 40 00, [hotel@zuerich.com](mailto:hotel@zuerich.com), [www.zuerich.com/picasso](http://www.zuerich.com/picasso).

Magasins Fnac: sales points Switzerland: 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).

NOTE TO MEDIA

To download visual material and texts go to [www.kunsthhaus.ch](http://www.kunsthhaus.ch) > Information > Press. Further information: Kunsthhaus Zürich, Press and Communication  
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