

**Press release
Zurich, 26 February 2010**

Advance sales for Picasso exhibition at Kunsthaus Zürich to begin on 1 March

From 15 October 2010 until 30 January 2011, the Kunsthaus Zürich will revive the first museum exhibition devoted to Pablo Picasso. The artist, who personally curated the 1932 show at the Kunsthaus Zürich, chose all the pieces himself. On 1 March advance sales begin with Kunsthaus partners SBB RailAway, Ticketcorner, Zürich Tourism and Fnac.

Pablo Picasso (1881-1973) had his first-ever museum retrospective in 1932. The Spanish painter had personally assembled the works for the Kunsthaus Zürich exhibition, which lasted from September to November.

In 2010 Picasso's first retrospective will be revived. With the homage to the 1932 exhibition, the Kunsthaus Zürich 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. Over 70 masterpieces will be assembled: works on loan from New York's Museum of Modern Art and Metropolitan Museum, London's Tate Modern, and the Museo Thyssen-Bornemisza in Madrid, among other places, while private collectors in Europe and elsewhere are to lend rarely shown works of their own. The exhibition will be on show exclusively in Zurich.

A programme of parallel events featuring guided tours and workshops is in development, and the exhibition's own website will be online under www.kunsthhaus.ch as of 5 March, and added to regularly until the show begins. Guided tours can now be booked.

ADVANCE SALES BEGIN ON 1 MARCH

International advance sales begin on 1 March. The Kunsthaus Zürich has partnered with providers in the ticket and travel sectors to offer affordable Kombi-Tickets, discounts and fast-track admission to visitors beyond the German-speaking world.

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

Ticketcorner: Tickets Switzerland and international with fast-track admission, valid on a previously agreed date, time of day open. Tickets incl. participation in a public guided tour on a fixed date: www.ticketcorner.com or 0900 800 800 (CHF 1.19 per min.).

Magasins Fnac: (CH) tel. +33 1 4 157 32 12, fnac.ch; (F) Carrefour, tel. 089 268 46 94 (0.34 €/Min.); fnac.com; (BE) tel. 0 900 00 600 (0.45 €/Min.), fnac.be.

KUNSTHAUS ZÜRICH

Zürich Tourism: individual admission and attractive accommodations offerings incl. admission bookable. Tourist Service at Zurich main station, www.zuerich.com, hotel@zuerich.com, tel. +41 (0)44 215 40 00.

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

GENERAL INFORMATION / GUIDED TOURS

Kunsthaus Zürich, Heimplatz 1, CH-8001 Zurich

Tel. +41 (0)44 253 84 84, www.kunsthaus.ch

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 December 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.

Free admission for children and young people under 16.

Tours bookable on +41 (0)44 253 84 06. Registration required for school classes and groups, since group admission limited.

CONTACT FOR MEDIA

Visuals for download at www.kunsthaus.ch under Information/Press.

Further information:

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