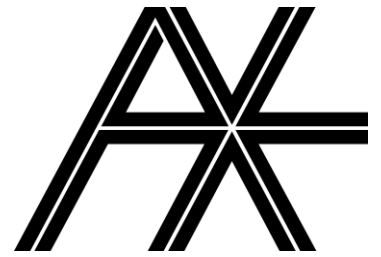


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Flowers to Art 2024 An anniversary full of colours and shapes

Media release
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Colours across the entire rainbow spectrum and shapes that no one expects: This year's edition of "Flowers to Art" showed visitors that floral interpretations can still surprise us even after ten editions, and that early spring in Aarau looks fascinatingly different every year. Our loyal visitors were once again delighted this year by the floral interpretations of works from the Aargauer Kunsthaus collection.

Spring has blossomed in the Aargauer Kunsthaus for ten years, presenting the collection of works in a new light, time and time again. Even after ten editions, the public's enthusiasm for the exhibition remains unwavering and has even increased compared to last year. The anniversary edition marked a record high with 18,042 visitors. The 2024 exhibition exceeded the expectations of the Aargauer Kunsthaus and the FLOWERS TO ARTS Association once again. Despite the high number of visitors, the flow of attendees through the Kunsthaus was managed well at all times, thanks to the pre-reserved time slots.

Visitors took plenty of time to explore the interplay between art and floral compositions and soak up its effects. There were 14 different creations by talented florists from all over Switzerland to discover. Eleven of these florists had already participated in *Flowers to Art* in previous years. International guest Michael Haut travelled from Bratislava (Slovakia) for the exhibition. In every room, the public was newly surprised by the abundance of florals, while the more restrained interpretations inspired reflection. All the floral designers bring their own personal touch to their floral creations. For their interpretations, they selected works by artists from the current exhibitions *Collection 24* and *Schau, wie der Gletscher schwindet*, including Caroline Bachmann, Arnold Böcklin, Max Matter, Ugo Rondinone, and Hugo Suter.

In total, over 100 guided tours and events were held during this week. The tandem tours led by florists and art historians were just as popular as the floral workshops for adults and families. Both events sold out quickly in advance. Due to the high demand, additional guided tours were added to the programme, and we were able to offer a guided tour in sign language and a guided tour for people with visual impairments for the second time. In addition, two days were completely sold out.

To celebrate the anniversary, the Aargauer Kunsthaus and FLOWERS TO ARTS collaborated on the publication *Flowers to Arts*, which presents all the floral interpretations of the works in the collection over the past few years in a rich array of images, shedding light on the idea behind the exhibition and its history in four essays. The book is available in the Kunsthaus bookshop and online and can now also be ordered by post.

The Aargauer Kunsthaus, the FLOWERS TO ARTS Association and all those involved are already looking ahead and looking forward to the next edition of *Flowers to Art* at the beginning of March 2025.

Media Images

The Flowers to Art 2024 images are available for download on our website under Media: www.aargauerkunsthaus.ch/medien/ausstellungen
flowers-to-arts.ch/media/

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FLOWERS TO ARTS Association

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