

***The Imaginary Collection:
von Bartha X Leopold Weinberg***
Hotel Helvetia, Zürich
October, 26 & 27 / 2018



The Imaginary Collection: von Bartha X Leopold Weinberg, 2018, Hotel Helvetia, Zürich.
Courtesy von Bartha

Following a successful inaugural edition in April this year, von Bartha are pleased to announce the second edition of 'The Imaginary Collection' - an ongoing series of temporary exhibitions from the gallery's archive, curated by independent collectors and presented within domestic spaces. Taking place on 26 & 27 October, the second edition will be hosted by collector, architect and entrepreneur Leopold Weinberg in his boutique Hotel Helvetia, Zürich.

The concept for 'The Imaginary Collection' was originally formed in 2017 following 'Wunderkammer', an ongoing project with von Bartha and WAC Art Initiative displaying a selection of artworks in the reception of Hotel Helvetia. Expanding upon this collaboration, the second edition of 'The Imaginary Collection' sees Weinberg as curator, selecting pieces from von Bartha's existing inventory to display across the hotel: the 'Wunderkammer' (the reception), the outdoor/pool bar, the library and 5 rooms (which will be rented out to friends of the gallery over the period of two days). During this time, the hotel's own collection in these spaces is temporarily removed. Usually compiled slowly over many years, this temporary collection is instead one of impulse and illusion, reflecting the curator's feeling at one moment in time, before disappearing entirely.

Challenging the conventional exhibition model, von Bartha replaces the classic white cube with the domestic environment. Grown from a pursuit for greater exhibition space outside of the demanding toll of art fairs and long in-house exhibitions, they introduce this third model of showing art - beyond the gallery space and the international fair booth - in which they not only exhibit important archived works, but also suggest new models for presenting and accessing artists. Gallery owner Stefan von Bartha explained: 'As galleries increasingly live for the small time frame around an opening event, and no longer for the long months in between, the reliance on art fairs to exhibit treasured inventory has become an unavoidable demand. Keen to develop new models of

gallery programming, we began thinking about how else we might display those treasures too often hidden away inside our storage.'

Weinberg adds: 'Informed by a lifelong passion for art, my company WAC / We Are Content transform hotels, restaurants and other public spaces into culturally-infused spaces, introducing art to the everyday life of our customers and employees. This is why we are excited to be working alongside von Bartha on this project, which similarly frees art works from the constraints of a white cube gallery to a more intimate, domestic setting.'

Notes for Editors

Address:	Hotel Helvetia, Stauffacherquai 1-3, CH-8004 Zurich
Dates:	26 – 27 October 2018
Opening Hours:	26 October 2018, 2 – 6pm; 27 October 2018, 11am – 4pm
Press Preview:	25 October 2018, 6.30 – 8pm
Websites:	www.vonbartha.com ; www.wearecontent.ch ; www.hotel-helvetia.ch
Twitter:	@vonbartha
Facebook:	@galleryvonbartha @hotelrestauranthelvetia
Instagram:	@vonbartha @hotelrestauranthelvetia #ImaginaryCollection #vonBarthaXLeopoldWeinberg

About von Bartha

Since opening in 1970, von Bartha has exhibited modern and contemporary artists across historically significant movements such as Zero, Arte Concreto and Arte Madi. Representing over twenty artists and estates, the program includes contemporary artists in a dialogue with Kinetic art and Concrete art.

As a long-running, international and contemporary art gallery, von Bartha continues to support the careers of influential artists, such as Camille Graeser, Olle Baertling and Adolf Luther. Building on its foundation, the gallery has established a contemporary program and represents an international roster of artists, working across a diverse range of media: Imi Knoebel, Superflex, Terry Haggerty, John Wood & Paul Harrison, Felipe Mujica, Sarah Oppenheimer and Landon Metz. Therefore, the gallery nurtures new generations of artists, whilst supporting the continually evolving practice of their established artists.

Initially co-founded by Margareta and Miklos von Bartha, since 2008 the gallery has been under the direction of Stefan von Bartha. The gallery's relocation and expansion to a converted garage at Kannenfeldplatz has allowed for full-scale exhibitions, including large-scale installations, performances and retrospectives. In 2006 von Bartha opened a second space, located in S-chanf, in the Engadin Alps; the white cube space, in the site of a former barn of an old patrician house, is used for focused projects and site-specific installations.

About Leopold Weinberg

Leopold Weinberg is a Zurich-based architect and entrepreneur who originally trained with firms such as John Pawson, Foster + Partners and Herzog & de Meuron. His company, WAC / We Are Content, which he co-founded in 2012, transforms hotels, restaurants and other public spaces - including the Münsterhof in Zurich and the vast Volkshaus in Basel – through high-class gastronomy, design and a variety of art-related initiatives. Since 2017, he is part of the board of trustees of the Fotomuseum Winterthur.

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