

*The Imaginary Collection:  
von Bartha X Hotel Helvetia*

Hotel Helvetia, Zürich  
September 19 / 2019



**The Imaginary Collection, Installation View 2018, Hotel Helvetia, Zürich.  
Courtesy von Bartha**

Von Bartha are pleased to announce the third edition of 'The Imaginary Collection' - an ongoing series of temporary exhibitions with works from the gallery's archive, curated by independent collectors and presented within private spaces. The third edition sees artworks by four international artists displayed in four rooms of Hotel Helvetia, Zurich on 19 September: Imi Knoebel, Mike Meiré, Beat Zoderer, and Landon Metz. It is curated by the gallery and Swiss architect and collector Leopold Weinberg.

Originally launched in 2017, following the success of 'Wunderkammer' (an ongoing project with von Bartha and WAC Art Initiative showing a selection of artworks in the hotel's reception), 'The Imaginary Collection' challenges the conventional exhibition model by replacing 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, von Bartha not only exhibit important archived works, but also suggest new models for presenting and accessing artists.

Gallery owner Stefan von Bartha explained: 'We're very excited about the latest edition's focus, which sees two of the four artists - Beat Zoderer and Mike Meiré - working as curators themselves. The programme continues to offer new ways for both us as a gallery and our collectors, to interact with our artists and archives. The exhibition falls during a busy week for the art fair circuit, but we feel 'The Imaginary Collection' presents an alternative offering to the weary traveller, in the comfort of a domestic setting.'

## Notes for Editors

**Address:** Hotel Helvetia, Stauffacherquai 1-3, CH-8004 Zurich  
**Dates:** 19 September 2019, 6 – 10pm  
**Websites:** [www.vonbartha.com](http://www.vonbartha.com); [www.wearecontent.ch](http://www.wearecontent.ch); [www.hotel-helvetia.ch](http://www.hotel-helvetia.ch)  
**Twitter:** [@vonbartha](https://twitter.com/vonbartha)  
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## 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 Madí. 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.

## Press contacts:

Emma Gilhooly or Lisa Hopf at Pelham Communications  
+44 (0)20 89693959

[emma@pelhamcommunications.com](mailto:emma@pelhamcommunications.com) or [lisa@pelhamcommunications.com](mailto:lisa@pelhamcommunications.com)