



**Stadt Zürich**  
Kultur

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Zurich, 5 February 2020

## **Press Release**

### **Helmhaus Zürich**

14 February–5 April 2020

#### **Press preview:**

Thursday, 13 February 2020, 11 a.m.

Please register for the press preview, either by email or phone  
(see above for contact details)

#### **Opening:**

Thursday, 13 February 2020, 6 p.m.

## **Florence Jung**

**Everything has changed since Florence Jung took part in a 2012 group exhibition at Helmhaus Zürich. Back then, the Zurich-based artist instructed that the Securitas employees in charge of visitor security at Helmhaus should not wear uniform. This time around, Florence Jung has instigated even more fundamental change. In her solo exhibition, rumours swirl, identities blur – and society is unmasked.**

In 2020, Helmhaus is all about circulation: the circulation of ideas, artworks, rumours and people (see the enclosed 2020 programme for details). Florence Jung's solo show kickstarts that circulation. While the artist herself deliberately curtails the circulation of images of her own works, she also calls into question the free circulation of visitors to the Helmhaus exhibition – for instance, by installing doors that can be opened, but not fully. On the other hand, she encourages free circulation in unexpected places – such as private rooms. The New Office is a multipart work complex (or should that be office complex?) by Florence Jung which addresses current issues such as self-enhancement, expansionist growth and the circulation fetish of neoliberalism. Even the invitation card for the exhibition and the posters around town point to the philosophy of the New Office: do you censor yourself to win the approval of others? Have you furnished your home like a hotel, so that you can circulate away from it again any time? Then call 077 505 03 62 – and become part of a thoroughly Jungian circle.

## Events

We'll keep you posted about any forthcoming events via our newsletter, [www.helmhaus.org](http://www.helmhaus.org), Facebook and Instagram. The enclosed flyer is to remind you of our Rederei programme of discussion and debate, launched in 2018, involving speakers from a variety of backgrounds, not necessarily art-related, who circulate throughout our exhibitions and engage visitors in conversation. For instance about an exhibition like the one by Florence Jung, which can be off-putting – and yet at the same time incredibly human.

We look forward to your coverage of our programme and thank you in advance for your interest. If you need any further information, please contact Nathalie Killias, tel. +41 (0)44 415 56 77, email: [nathalie.killias@helmhaus.org](mailto:nathalie.killias@helmhaus.org)