



Kanton Zürich



Stadt Zürich

Landesmuseum Zürich.

Press release
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Even more Zurich in the National Museum

Eleven new objects are being added to the 'Simply Zurich' exhibition at the National Museum. Ideas and requests sent in by the general public influenced the choice of the new exhibits.

The permanent exhibition on the City and Canton of Zurich at the National Museum has been open since early 2019. The centrepiece of the show is a huge cube displaying 60 objects from a variety of epochs and regions. Now eleven more exhibits have been installed. The topics covered by the new objects range from Roman tiles from Wettswil and kachina figures by Dada protagonist Sophie Taeuber-Arp to the Teleboy piggy bank, launched by Swiss Television in the 1970s as a commercial gimmick for the TV programme of the same name. Video clips featuring some previously unseen image material tell surprising and exhilarating stories about these precious witnesses to history.

Requests and ideas from the general public played a role in the selection of the new exhibits. Since the exhibition opened at the beginning of February 2019, the Simply Zürich association has received numerous suggestions from the public for further objects and stories. These ideas were incorporated into the decision.

Please direct any enquiries to:

Walter Bersorger | Verein Einfach Zürich | +41 520 30 17
bersorger@einfachzuerich.ch

Andrej Abplanalp | National Museum Zurich | +41 44 218 66 63
andrej.abplanalp@nationalmuseum.ch