

Kunst Museum Winterthur

Press release

Lorenza Longhi

How About Another Problem?

14th Manor Art Prize Canton of Zurich 2025

5.9. – 9.11.2025

Kunst Museum Winterthur | Beim Stadthaus

The artist Lorenza Longhi is the 14th Manor Art Prize winner in the canton of Zurich. With her art, she questions common notions of originality, luxury, and functionality. At the Kunst Museum Winterthur, she is exhibiting a new series of screen prints that oscillate between pop art, minimalism, and institutional criticism.

Treat Yourself to a Break lautete der Titel von Lorenza Longhis Einzelausstellung 2021 in der Galerie Weiss Falk, Basel. Die Aufforderung war ernst gemeint, luden neben Longhis grossformatigen Siebdrucken mehrere in der Galerie verteilte Bänke zum Entspannen nach dem Kunstgenuss ein. Damit war man als Publikum sogleich Teil eines raffinierten Spiels mit den Konventionen des Ausstellens. Longhi hatte diese Bänke als plastische Setzungen im Raum realisiert mit dem doppelten Zweck als Kunst- wie als Gebrauchsobjekt.

For the exhibition at the Kunst Museum Winterthur, Lorenza Longhi will create a new series of prints that will be integrated into the architecture. Her works oscillate between pop art and minimalism and often feature abstract flowers whose centers are pierced by camera lenses—an allusion to surveillance capitalism and the omnipresent consumer culture. The floral motif refers to Andy Warhol, but perhaps even more so to Elaine Sturtevant's critical reinterpretation of Andy Warhol's images. Longhi combines seemingly precise, industrial printing techniques with visible irregularities in the application of paint. She usually uses an unframed screen printing mesh as a printing tool and stencil. These imperfections serve as a deliberate disruption of the medium's perfection and question the value of originality and luxury in artistic objects.

The artist's work thus combines the tradition of institutional critique of the 1990s with the do-it-yourself strategies of the present, as revealed in the often seemingly careless reconstructions of classic furniture such as USM Haller office shelves. Oscillating between homage and persiflage, everyday conventions and monocultures are deconstructed, as are questions of taste and social prestige.

Lorenza Longhi, who was born in Lecco, Italy, in 1991, studied at the Brera in Milan and the ECAL in Lausanne. In recent years, her work has been shown in various solo exhibitions at institutions such as Kunstverein Freiburg (2025), Swiss Institute New York (2024), and Kunsthalle Zürich (2021). The artist lives and works in Zurich.

Kunst Museum Winterthur

Ein Engagement für die junge Schweizer Kunstszene

The Manor Art Prize, which celebrated its 40th anniversary in 2022, is one of the most important prizes for contemporary art in Switzerland. It was established in 1982 by Philippe Nordmann to provide a platform for young Swiss artists. It is awarded annually by a jury of experts, alternating between the cities of Aarau, Basel, Biel, Chur, Geneva, Lausanne, Lucerne (for Central Switzerland), Lugano, Schaffhausen, Sion, St. Gallen, and Winterthur. A glance at the list of winners shows that the Manor Art Prize has paved the way for a whole series of artists to achieve international breakthroughs.

Manor warmly congratulates the winners of the Manor Art Prize and wishes them every success in their future artistic careers.

www.manor.ch/de/u/kunstpreis

In 2025, the prize will be awarded for the 14th time in the canton of Zurich.

Previous winners:

1999	Britta Huttenlocher
2001	Mario Sala
2002	Nick Hess
2004	Karim Noureldin
2006	Andro Wekua
2008	David Chieppo
2011	Fabian Marti
2013	Alexandra Navratil
2015	El Frauenfelder
2017	Christoph Eisenring
2019	Brigham Baker
2021	Mathis Altmann
2023	Jan Vorisek

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