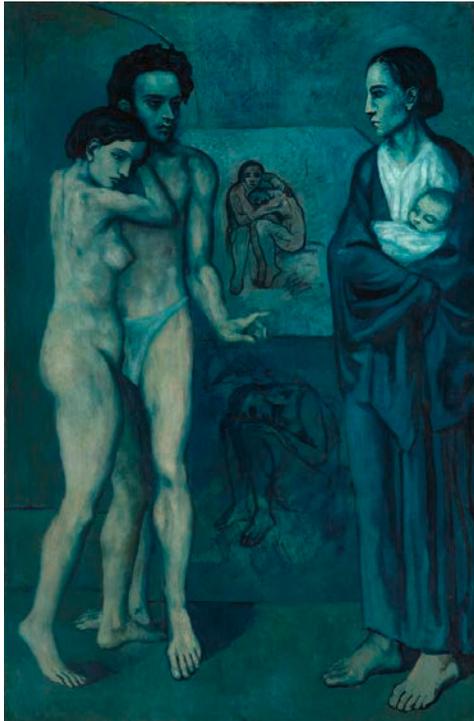


Press release, October 3, 2018

***La Vie (The Life)* – the iconic masterpiece from Pablo Picasso’s Blue Period – will be shown in the Fondation Beyeler from February 2019. [Subscribe](#) to the Picasso Newsletter! The special offer “Picasso 2for1” is waiting for the fastest 1000 participants.**



***La Vie* (1903), a magnificent masterpiece from Pablo Picasso’s Blue Period, is travelling from the Cleveland Museum of Art in Ohio to Basel. The Fondation Beyeler, Switzerland’s most visited art museum, will show the painting in its light-flooded premises from 3 February as part of its major spring exhibition “The early PICASSO – Blue and Rose Periods”. Subscribers to the Picasso Newsletter are given the opportunity to benefit from a 2-for-1 offer on admission tickets.**

Raphaël Bouvier, the exhibition’s curator, is delighted that the Cleveland Museum of Art agreed to this loan: “Picasso’s *La Vie* is a milestone of 20th-century art and one of modern art’s most striking images. It is probably Picasso’s first masterpiece. We are extremely pleased to be able to include in our exhibition such a rare and significant loan.”

La Vie is an icon of modern art and marks the high point of Picasso’s famed Blue Period, which spans the years 1901 to 1904. In the deeply moving paintings produced during this period in characteristic shades of blue, Picasso deals with universal issues of human existence.

When Picasso painted *La Vie* in Barcelona in 1903, he was just 22 years old. At such a young age, he produced one of his major works, which gives profound visual expression to timeless topics such as life, fate and death. *La Vie* is an ambiguous and enigmatic work, which to this day leaves many questions unanswered.

Since 1945, La Vie has been a highlight of the celebrated Cleveland Museum of Art's collection. As one of its major attractions, it rarely travels. It will thus be the first time in 35 years that the painting returns to Switzerland and the German-speaking area.

Free admission tickets await those who act fast: with our special offer "Picasso 2for1", the first 1000 ticket buyers will receive a second ticket for free. [Subscribe](#) to the Picasso Newsletter for more details on the offer's exact dates – first come, first serve!

The early PICASSO – Blue and Rose Periods
February 3 – May 26, 2019

This exhibition, the most ambitious ever staged by the Fondation Beyeler, is devoted to the paintings and sculptures of the young Pablo Picasso from the so-called Blue and Rose periods, between 1901 and 1906. For the first time in Europe, the masterpieces of these crucial years, every one of them a milestone on Picasso's path to preeminence as the twentieth century's most famous artist, are presented together, in a concentration and quality that are unparalleled. Picasso's pictures from this phase of creative ferment are some of the finest and most emotionally compelling examples of modern painting, and are counted among the most valuable and sought-after works in the entire history of art. It is unlikely that they will be seen again in such a selection in a single place.

The comprehensive exhibition includes some eighty paintings and sculptures loaned by renowned museums in Europe, the USA, Canada, Russia, China and Japan, such as the Musée national Picasso, Paris; the Metropolitan Museum of Art, New York; the Tate Gallery, London; the National Gallery, Washington, D. C.; the Pushkin State Museum of Fine Arts, Moscow; the National Museum of Art, Osaka; the Centre Pompidou and the Musée de l'Orangerie, Paris; the Museu Picasso, Barcelona; the Centro de Arte Reina Sofía, Madrid; and the Art Gallery of Ontario, Toronto. These masterpieces are supplemented by further outstanding works from private collections, some of which will be presented in public for the first time in many decades.

In terms of organizational effort and cost, this is the highest-caliber exhibition project in the history of the Fondation Beyeler. Years of preparation have been devoted to the presentation, which is certain to be one of Europe's cultural highlights in 2019. The exhibition is being staged in cooperation with the Musée national Picasso-Paris and the Musée d'Orsay, where it will be shown in a modified form before traveling to Basel. The exhibition at the Fondation Beyeler is curated by Dr. Raphaël Bouvier, Curator at the Fondation.

Information on opening hours, ticket prices, guided tours and special events is available at www.fondationbeyeler.ch/picasso. Advance ticket sales will begin in November.

The exhibition "The early PICASSO – Blue and Rose Periods" is generously supported by:

Beyeler-Stiftung
Hansjörg Wyss, Wyss Foundation

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Image: Pablo Picasso, *La Vie*, 1903, Oil on canvas, 197 x 127.3 cm, The Cleveland Museum of Art, Gift of the Hanna Fund 1945.24, © Succession Picasso / ProLitteris, Zurich 2018, © The Cleveland Museum of Art

Press images: are available at www.fondationbeyeler.ch/en/media/press-images

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Fondation Beyeler opening hours: 10 am to 6 pm daily, Wednesday 10 am to 8 pm