

PRESS RELEASE

22 March 2007

On the Couch. Cartoons from the New Yorker

23 March – 24 June 2007

The Sigmund Freud Museum is presenting a show featuring cartoons from the magazine “The New Yorker” on the theme of psychoanalysis. A total of 80 drawings have been selected by curator Michael Freund, and they are on view in the special exhibition space. The first caricature involving psychoanalysis appeared in the prestigious magazine in 1928, and since then a large number images of high artistic and humoristic value have been published. Now the best of them are being exhibited in the rooms where the founder of the caricatured science formerly lived and worked.

Inge Scholz-Strasser, Director of the Sigmund Freud Museum explains: “‘The New Yorker’ is a paragon of high aesthetic and cultural standards, whereby its caricatures are of pivotal importance. They are imaginative, reflective and often extraordinarily comical. Bringing the cartoons to this special location makes them all the more interesting.”

The curator adds: “The cartoons show the development and the diversity of the reactions to psychoanalysis and can be seen in the context of both fascination and Freud bashing.”

Sigmund Freud himself often devoted his attention to jokes. His 1905 book “Jokes and Their Relation to the Unconscious” is simultaneously a scientific investigation of the fundamental nature of humor and an unusual joke collection.

The First Comprehensive Show in Austria

The exhibition, conceived in 2006 with the support of the Cultural Section of the Austrian Ministry of Foreign Affairs, is on view in its entirety for the first time in Austria. To date the exhibition has been shown at the Museum of the City of New York, the Freud Museum London, Freud’s Dream Museum in St. Petersburg and the Austrian Cultural Forum in Prague.

“‘On the Couch’ is a continuation of our endeavor to cast an artistic gaze on psychoanalysis. Our Contemporary Art Collection is a part of this program, as were the preceding exhibitions “The Couch” and

“Rainer on Freud’. The Sigmund Freud Foundation is dedicated to an interdisciplinary approach to psychoanalysis,” comments Inge Scholz-Strasser.

Objects:

- 80 cartoons framed in black wood and glass with passe-partouts; dimensions: ca. 12 by 15 inches

The Book

Bibliophile Edition (Vienna) is publishing a book on the occasion of the exhibition with a foreword (in German) by Michael Freund, which is on sale in the Sigmund Freud Museum Shop for €19.80.

The Curator:

Michael Freund is Professor and Director of the Media Communications Program at Webster University Vienna and is an editor at the Vienna daily “Der Standard”. He studied psychology and Sociology in Vienna, Heidelberg and at Columbia University in New York.

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A BRIEF PROFILE OF THE SIGMUND FREUD FOUNDATION

The Sigmund Freud Foundation, with its seat in Vienna, was formed in 2003 as an independent scholarly and cultural institution. The Foundation represents the financial and administrative basis of the museum of the same name and of the research institute. In addition to a library for psychoanalysis and an archive devoted to Sigmund Freud’s life, work and social and cultural surroundings, the Foundation also owns a collection of contemporary art. The Foundation presents exhibitions, offers an interdisciplinary program of scientific events and supports young scholars within the framework of the Freud-Fulbright Research Fellowship. The Sigmund Freud Foundation sees itself as an interface between science, history, culture and the arts and offers scholars, artists and culture producers an open discussion forum for psychoanalysis and related issues. Its aim is to maintain and develop the central aspect of European cultural heritage left by Sigmund Freud and his era, to study it and to actively promote scholarly discussion.