Contemporary art experience in Berlin: Volkswagen supports Open-House days on June 16-18 at Hamburger Bahnhof – Nationalgalerie der Gegenwart

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Volkswagen is partner of the three-day program at the internationally acclaimed museum

- Launch of new presentations of the museum collections, free access to exhibitions and extensive visitor program

- Supporting cultural experiences for many people is a key element of Volkswagen's social responsibility activities

- Part of long-standing partnership between Volkswagen Group and Nationalgalerie – Staatliche Museen zu Berlin

Supported by the Volkswagen Group, the Hamburger Bahnhof – Nationalgalerie der Gegenwart welcomes the public to a vibrant art festival amidst the city of Berlin. Between June 16 and 18, 2023, the museum grants free access to all exhibitions including the premiering presentations of its collections. Guests are also invited to participate in panel talks, different guided tours, interactive workshops, open-air activities and music sessions.

As part of Volkswagen's multiyear collaboration with Nationalgalerie – Staatliche Museen zu Berlin, the Group supports as program partner the open-house days at the Hamburger Bahnhof – Nationalgalerie der Gegenwart. Since 2012, access to art for a broad audience has been in the focus of the support of Volkswagen Group for the institutions forming the Nationalgalerie – Staatliche Museen zu Berlin. This partnership gave life to numerous projects including education programs, exhibitions and concerts at different venues. Extending the collaboration since 2018, both partners have been running the Volkswagen Group ART4ALL program at Hamburger Bahnhof – Nationalgalerie der Gegenwart and Neue Nationalgalerie with monthly chances for everyone to engage with art. The wide-ranging support paves the way for varied and inspirational encounters between the public

and the world of culture and the arts, and it empowers innovative approaches for cultural education programs. The resulting dialogues are essential for stirring creativity, encouraging innovation and strengthening mutual understanding in our society.

Covering the Rieckhallen and the historic Hamburger Bahnhof building in the heart of Berlin, the three-day program is entirely free and enables visitors to experience the six current exhibitions. Among them are newly designed expositions which will be presented to the public for the first time, and which feature eminent artworks from the 20th and 21st century from the museum collection. A range of guided tours is going to be available to learn more about the presented artworks but also about the museum building and the inhouse art studio. Guests will have the chance to get insights about creating art by joining talks with artists. An open-air stage will host a dedicated music program which can be enjoyed while participating in an art picnic. Interactive workshops will enable guests to create sculptures, audio artworks or paintings.

Sam Bardaouil und Till Fellrath, Directors of the Hamburger Bahnhof – Nationalgalerie der Gegenwart:

> This museum has a great history, and finally it is now for sure that it can also head towards a great future. We are so grateful for every support in this process and to the public for taking this location into ownership. The open-house days are our invitation to rediscover and to rethink this museum, and we would like to thank Volkswagen for enabling us to fill the open-house days with such a rich program.

Benita von Maltzahn, Director Global Cultural Engagement at Volkswagen Group:

> Volkswagen is heavily engaged in offering encounters with culture and the arts to a broader audience. We want to provide as many people as possible with the chance to explore creative perspectives that may lead to new ideas and thoughts. The Hamburger Bahnhof is a fantastic place for discovering contemporary art, and with its multi-lingual tours, audio walks, tactile tours, talks and many more activities the open-house days are a perfect example of the many ways that lead into the world of art.

The partnership with Nationalgalerie – Staatliche Museen zu Berlin represents a key element of Volkswagen's international cultural engagement. By being a partner for institutions and artists, Volkswagen helps facilitate encounters between a wide audience and the worlds of culture and the arts, and it also boosts visibility of multiple creative works.Volkswagen also focuses its support on cultural education projects

which drive the development of younger generations in particular, and which exhilarate people's imagination and creative power.

Further information and a detailed open-house program can be found at: https://www.smb.museum/nachrichten/detail/open-house-tage-der-...

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