

Volkswagen and „Hamburger Bahnhof“ continue successful „Volkswagen Art4ALL“ program



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Before the pandemic started, up to 2,500 guests took part in these evening programs, often attracting many young people from the Berlin region but also Berlin tourists, who used this opportunity to discover the museum. During corona lockdown weeks, the museum had close but turned “Volkswagen Art4ALL” into online editions, in which Nevin Aladağ, Wolfgang Tillmans and further renowned artists presented their work in dedicated social media formats.

“We received a lot of very positive feedback from visitors, which ensured us that it is important to continue Volkswagen Art4ALL at Hamburger Bahnhof”, explains Benita von Maltzahn, worldwide Head of Cultural Engagement at Volkswagen. “We want people to engage with the arts and culture, no matter in which environments they live or how old they are. By filling the approach “art for all” with life, we are aiming to make culture accessible by opening doors and or creating programs. We are convinced that a strong fundament for our society is also built when many people are given the chance to learn about the variety of cultural ideas.” Since 2020, “Volkswagen Art4ALL” is also realized on the last Wednesday of every month of the program at the Kunstmuseum Wolfsburg.

Gabriele Knapstein, Director of Hamburger Bahnhof – Museum für Gegenwart – Berlin, is enthused by the event series which has grown over the course of the partnership: “With our exhibitions and collections, we at Nationalgalerie reach out to a large audience and provide multiple chances to immerse in the richness of culture and history. Volkswagen Art4ALL greatly supports our ambition, and we are looking forward to open the Hamburger Bahnhof on the first Thursday and the Neue Nationalgalerie on the third Thursday of every month between 4 p.m. and 8 p.m. for free. From December onwards, visitors will be able to use these days, when we also offer a multidisciplinary education and event program. As we have to cope with an ongoing pandemic, this initiative enables a wide range of people to engage with topics which are relevant for today and which are addressed by modern and contemporary art. We are very grateful to have the chance to continue this successful and well-visited

events series at Hamburger Bahnhof.”

Supporting forward-looking projects and activities within the fields of the arts and culture across the world, Volkswagen improves not only the visibility of artists and their views but also accessibility to their work for a large variety of people.

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Press Contacts

1. dfgdfggd

dfds

dfgdfgdfg@gmail.com

32443432

<p>fsdsdfsfd</p>

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Primary Email: kundenbetreuung@volkswagen.de

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