

'Volkswagen Art4ALL' as major element of partnership with Nationalgalerie – Staatliche Museen zu Berlin



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From now on, the museum opens its exhibitions and collections for free between 4 p.m. and 8 p.m. on the third Thursday of every month. Representing a key pillar of the event format, visitors will also benefit from free tours, workshops and, on selected dates, art performances, lectures or artist talks. Similar events have been offered at Hamburger Bahnhof – Museum für Gegenwart – Berlin since April 2018, and at Kunstmuseum Wolfsburg since 2020. When the two museums had to close because of the pandemic, the concept was kept alive through online editions. The Neue Nationalgalerie is going to be the third museum introducing 'Volkswagen Art4ALL'.

"Our support for culture and education is vital when we assume corporate social responsibility. We are convinced that encouraging people to engage with creativity and gain knowledge is more important than ever before. With the help of 'Volkswagen Art4ALL', many will be able to visit museums and reflect ideas and challenges of our time. We are delighted that by starting the collaboration with the acclaimed Neue Nationalgalerie, we will be able to deepen our efforts," explains Benita von Maltzahn, Head of Cultural Engagement at Volkswagen.

Joachim Jäger, Director of the Neue Nationalgalerie Berlin, underlines: "Leave the temple, get into the museum. 'Volkswagen ART4ALL' enables the Neue Nationalgalerie to reach out for a wider and more diverse audience. This program is intended to attract people who haven't visited our museum before, and special programs are required to try out new museum formats."

As a further element of the partnership, Volkswagen has granted two Volkswagen Fellowships. Both positions are dedicated to assist the team at Nationalgalerie with the development of the monthly 'Volkswagen Art4LL' events over the course of the upcoming two years. The Volkswagen Fellowship program is an international initiative endowed by Volkswagen to promote young science talents and associated institutions

in the world of culture and the arts.

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