
Media information

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First Major Retrospective: Volkswagen Presents "Victor Papanek: The Politics of Design" in the Vitra Design Museum

- **Opening on September 29, 2018, the Vitra Design Museum in Weil am Rhein hosts the exhibition "Victor Papanek: The Politics of Design"**
- **The first major retrospective dedicated to the body of work of one of the most influential designers driven by sustainability and social engagement of the modern era**
- **Partner of this exhibition is the Volkswagen Group as part of its far-reaching cultural commitment**

Weil am Rhein/Wolfsburg, September 27, 2018 - The Vitra Design Museum one of the leading design institutions of the world will open the exhibition "Victor Papanek: The Politics of Design" next Saturday. Supported by Volkswagen Group, the museum will for the first time be hosting a retrospective offering an in-depth look at the ideas and visions of a design pioneer driven by sustainability and social engagement. The exhibition will be on display through March 10, 2019.



Victor J. Papanek in Buffalo, NY, April 1959
© Donation from Nicolette Papanek, courtesy
Victor J. Papanek Foundation

Organized into four main areas, the exhibition displays a wealth of objects, drawings, manuscripts and films, illustrating Papanek's intense commitment to a social debate about design. A number of exhibition items from the estate of the designer, author, thinker and teacher, who died in 1998, were provided by the Victor J. Papanek Foundation and are being shown publically for the first time in the Vitra Design Museum. The exhibition's segments focus on Papanek's theories, in which he - especially during the sixties and seventies - argued for fundamentally new perspectives within design, as well as presenting Papanek's biography and his concern for sustainability and the social uses of design. One area is also dedicated to how

Papanek's pioneering work is reflected in contemporary art and works by international designers, architects and artists.

"Victor Papanek was one of the first to not only point out the social relevance of design, but to insist it be handled responsibly. With this position he lay the theoretical groundwork for today's understanding, that creative powers can serve as engines of ecological and social progress", says

VOLKSWAGEN

AKTIENGESELLSCHAFT

Benita von Maltzahn, Director Cultural Engagement at Volkswagen Group, about Volkswagen's support for this special exhibition.

Enabling the realization of this retrospective ties in with last year's cooperation between the Vitra Design Museum and the Volkswagen Group. Invited by Volkswagen in 2017, the museum was instrumental in completing the exhibition "Driven by German Design" in the Qatar Museums, in Doha. As director of the Vitra Design Museum, Dr. Mateo Kries also supported the educational program, initiated by Volkswagen, which brought young designers and students together with renown experts from the German design scene.

The partnership enabling "Victor Papanek: The Politics of Design" is an element of the global engagement for art and culture of the Volkswagen Group. Based on an understanding of its social responsibility, the Group supports cultural institutions and artists, offering the public a diverse and wide-reaching access to cultural activities and enhancing cultural education. This reflects the Group's conviction that art and culture are crucial factors for a strong social foundation and that their creative impact is vital for individual action and sustainable innovation.



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About the Volkswagen Group:

The Volkswagen Group, with its headquarters in Wolfsburg, is one of the world's leading automobile manufacturers and the largest carmaker in Europe. The Group comprises twelve brands from seven European countries: Volkswagen Passenger Cars, Audi, SEAT, ŠKODA, Bentley, Bugatti, Lamborghini, Porsche, Ducati, Volkswagen Commercial Vehicles, Scania and MAN. The passenger car portfolio ranges from small cars all the way to luxury-class vehicles. Ducati offers motorcycles. In the light and heavy commercial vehicles sector, the products include ranges from pick-ups, buses and heavy trucks. Every weekday, 642,292 employees around the globe produce on average 44,170 vehicles, are involved in vehicle-related services or work in other areas of business. The Volkswagen Group sells its vehicles in 153 countries.

In 2017, the total number of vehicles supplied to customers by the Group globally was 10,741 million (2016: 10,297 million). The passenger car global market share was 12.1 per cent. In Western Europe 22.0 per cent of all new passenger cars come from the Volkswagen Group. Group sales revenue in 2017 totalled €231 billion (2016: €217 billion). Earnings after tax in 2017 amounted to €11.6 billion (2016: €5.4 billion).