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## **Five Years of Partnership: Volkswagen Group of America and The Museum of Modern Art and MoMA PS1**

- **Volkswagen Group of America is one of the most important supporters of the internationally acclaimed institution for modern art**
- **Numerous exhibition and educational projects have been realized together**
- **Most recent project: FORTY – celebrating the 40<sup>th</sup> anniversary of MoMA PS1**

**New York/Wolfsburg June 24 2016. Volkswagen Group of America looks back at five years of collaboration with The Museum of Modern Art (MoMA) and MoMA PS1 in New York. Since 2011, the company has supported nearly 40 projects, thus underscoring its role as one of the most important supporters of the international efforts of the museum.**

Among the offerings supported by Volkswagen Group of America are solo exhibitions featuring the work of Francis Alÿs, Sigmar Polke and Björk; group shows like the project EXPO:1 along with concerts and the special performance of Kraftwerk with "Der Katalog: 12345678". A special concern of the collaboration was focused on educational work. As the lead partner of MoMA's educational programme, Volkswagen Group of America was crucial in enabling the expansion of online courses and of museum offerings addressing the interaction with art for all ages. Meanwhile, hundreds of thousands of people interested in the arts all over the world are using this chance to benefit from the museum's online seminars.

Educational programmes in the arts need particular attention because not only do they make possible an encounter with-culture, but they also deepen an understanding of creative processes and encourage individual artistic action. Volkswagen especially empowers those projects oriented towards new technological options and changing social needs.

This year's highlight of the partnership is the sponsorship of the exhibition FORTY, which will be on view at MoMA PS1 until August 28 2016. This anniversary show focuses on 40 artists whose work was shown in the early years of MoMA PS1 and in its landmark inaugural exhibition *Rooms*. Then and now this renowned museum has been a showcase and creative venue for experimental art. It is among the oldest and largest non-profit contemporary art institutions within the United States. Internationally, MoMA PS1 plays a leading role in furthering young artists and innovative forms of the creative spirit.

"The Museum of Modern Art and MoMA PS1 are grateful to Volkswagen for their dedication and support in helping us realize key educational initiatives and important exhibitions over the last five years," says MoMA's director, Glenn D. Lowry.

Throughout the decades, both MoMA and MoMA PS1 have demonstrated remarkable innovative strength and quality. They developed into globally leading explorers and

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trailblazers for modern and contemporary art. Volkswagen Group of America shares the commitment to enable as many people as possible to start a discourse with the arts and with culture. The partnership between Volkswagen Group of America and MoMA and MoMA PS1 is a key pillar within the international commitment to the arts and culture of Volkswagen Group. Beyond that, the Company also supports arts initiatives in China, works together with the Victoria & Albert Museum in London and is a partner of the Nationalgalerie - Staatliche Museen zu Berlin. This engagement reflects the social responsibility upheld by the Volkswagen Group. A vital part of the philosophy is the understanding that the arts and culture are essential elements in sustaining a vibrant society.

## **Volkswagen Group Communications**

Benita von Maltzahn

Head of Cultural and Social Engagement

Phone: +49 (0) 5361/ 9-999549

Fax: +49 (0) 5361 / 9-56-8 52 22

[benita.von.maltzahn@volkswagen.de](mailto:benita.von.maltzahn@volkswagen.de)

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