March 28, 2019

Volkswagen and Nationalgalerie prolong their partnership for further two years

→ Collaboration is part of Volkswagen’s efforts to enable as many people as possible to access and experience the world of arts and culture
→ Every month, VOLKSWAGEN ART4ALL offers one afternoon of free entrance to the museum
→ Volkswagen T6-based “Rolling Studio” to educate and inspire children
→ „Volkswagen Fellowship“ to support young talents
→ Upcoming exhibition project as part of the partnership: “Andreas Mühe. Mischpoche” (26 April – 11 August, 2019)

Wolfsburg/Berlin – Volkswagen and Nationalgalerie – Staatliche Museen zu Berlin have agreed on a two-year extension of their partnership. By aiming to provide the largest possible audience with chances to engage with culture, the collaboration helps society to strengthen cultural education efforts. Originally launched in 2013, the alliance has made Volkswagen a significant supporter of the Nationalgalerie, one of Europe’s leading museum institutions covering with its internationally renowned collection the evolution of art from 1800 until today. Works from the collection are on view in five museums: Alte Nationalgalerie, Hamburger Bahnhof, Neue Nationalgalerie, Museum Berggruen and Sammlung Scharf-Gerstenberg.

Press Contact
Volkswagen Communications
Rita Werneyer M.A.
Spokesperson Cultural Engagement
Tel: +49 5361 9-025135
rita.werneyer@volkswagen.de

Further information at volkswagen-newsroom.com
even harder together to serve the world of arts and our society. We are united by our ambition to enable everyone to engage with the arts”, says Udo Kittelmann, Director of Nationalgalerie, on the occasion of the extension of the partnership.

“The partnership with Nationalgalerie is a key pillar of Volkswagen’s international commitment to arts and culture, and it is a testament to the company’s comprehensive social responsibility”, underlines Benita von Maltzahn, Head of Cultural Engagement at Volkswagen Group.

From the outset of the collaboration, Volkswagen has helped Nationalgalerie to realize several major exhibition projects. Among the most successful initiatives is VOLKSWAGEN ART4ALL. The event series was introduced in 2018 and recently honored with the “Corporate Art Award”. Focused on the opening hours between 4 p.m. and 8 p.m. on every first Thursday of a month, the event’s format offers free access to exhibitions as well as related information and education programs at “Hamburger Bahnhof”.

The partnership has also helped expand the museum’s educational program. Specific apps to guide children through exhibitions have been developed as well as a Volkswagen T6 equipped with a “Rolling Studio”. It enables the educational team at Nationalgalerie to work beyond the museum facilities and introduce creative ideas and techniques to children and teenagers.

The current partnership year sees the premiere of a Volkswagen fellowship. It will be offered to support young art historians and extend the network of Volkswagen fellows who currently work at MoMA PS1 in New York, KW Institute of Contemporary Art in Berlin and Städtische Galerie in Wolfsburg.

The next partnership project, the exhibition „Andreas Mühe. Mischpoche“ will be on view from April 26 through August 11, 2019 at Hamburger Bahnhof – Museum für Gegenwart (Invalidenstrasse. 50-51, 10557 Berlin).

Interview with Udo Kittelmann, Director of Nationalgalerie

Please note: This text and related imagery is available at our media data base at www.volkswagen-newsroom.com.
OVERVIEW
Realized projects and initiatives during the partnership between Volkswagen and Nationalgalerie – Staatliche Museen zu Berlin

2013  Launch of partnership

2013  Exhibition „K.O. Götz“ at Neue Nationalgalerie

2014  Series of 3-D-concerts „Der Katalog – 1 2 3 4 5 6 7 8“ by Kraftwerk at Neue Nationalgalerie

2015  Exhibition „Michael Beutler: Moby Dick“ at Hamburger Bahnhof – Museum für Gegenwart, Beutler conducted an art project with Volkswagen trainees as part of the exhibition

2016  Exhibition „August Kopisch“ at Alte Nationalgalerie, Introduction of multimedia guide for young visitors

2017  „Festival of Future Nows“ at Hamburger Bahnhof – Museum für Gegenwart

2018  Presentation of „Rolling Studio“, designed to extend the educational program of Nationalgalerie – Staatliche Museen zu Berlin

2018  Exhibition „Wanderlust“ at Alte Nationalgalerie, Complementary themed walks through the exhibition and specially prepared workshop events as part of the exhibition program

2018  Launch of VOLKSWAGEN ART4ALL event series at Hamburger Bahnhof – Museum für Gegenwart, free access to the museum and comprehensive educational program

2018  VOLKSWAGEN ART4ALL honored with „Corporate Art Award“
Partnership in movie

Facebook: https://www.facebook.com/vwgroupculture/
Instagram: https://www.instagram.com/volkswagengroup_culture/
@VWGroupCulture
#VWGroupCulture

Volkswagen Cultural Engagement

About the Volkswagen brand:
The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2017, Volkswagen delivered 6.24 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 195,878 people work for Volkswagen across the globe. The brand also has over 10,000 dealerships with 86,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.