



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.



Making art and culture accessible to everyone:  
VOLKSWAGEN ART4ALL

Credits: Marjetica Potrč "Caracas: Growing Houses",  
2012 © Staatliche Museen zu Berlin, Nationalgalerie  
and Courtesy Marjetica Potrč and Galerie Nordenhake,  
Berlin / Stockholm



The "Rolling Studio" supports the museum education

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„This extended collaboration confirms that one of the most important German art institutions and one of the leading German companies strive



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

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### 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“   |

## Media Information



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Partnership in [movie](#)

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Partner der  
Nationalgalerie



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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.

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