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## Media information

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## VOLKSWAGEN ART 4 ALL initiative receives „Corporate Art Award“

- **Joint initiative by Volkswagen and Nationalgalerie – Staatliche Museen zu Berlin honored with „Corporate Art Award“**
- **VOLKSWAGEN ART 4 ALL, free admission program, invites general public to engage with art and culture**
- **Recognition as part of “Art Patrons of the XXI. Century” program**
- **European Parliament hosted award ceremony in the frame of “The European Year of Cultural Heritage”**
- **2018 applicants include more than 80 renowned companies from 30 countries**

**Wolfsburg/Brussels, November 29, 2018 – Volkswagen’s Cultural Engagement has been honored with the „Corporate Art Award” in Brussels. The prize was presented yesterday as part of the “Art Patrons of the XXI. Century” festivities in the European Parliament. The program’s founder and curator Luca Desiata from pptART®/LUISS Business School, representing the jury, acknowledged the role of the company, which “provides a large public with access to the arts and culture through VOLKSWAGEN ART 4 ALL”.**

As a further step in the long-term partnership with Nationalgalerie – Staatliche Museen zu Berlin, Volkswagen helped to establish VOLKSWAGEN ART 4 ALL in April 2018. Every first Thursday of the month from 4 to 8 p.m., the exhibitions and collections of Berlin-based Hamburger Bahnhof – Museum für Gegenwart can be visited free of charge. The experience and education format also offers multi-lingual tours and workshops for children as well as artists’ talks and performances.

Udo Kittelmann, Director of Nationalgalerie – Staatliche Museen zu Berlin comments: „We are very grateful for Volkswagen’s support throughout the last years, which allowed us to realize a series of projects reflecting our shared values. Beyond that, VOLKSWAGEN ART 4 ALL underlines that Volkswagen’s Cultural Engagement is actively assuming responsibility for the future: with free access and dedicated learning experiences we enable many people to benefit from cultural education and cultural participation.”

Benita von Maltzahn, Director Cultural Engagement at Volkswagen Group says: „We are convinced that a vivid and modern society is driven by its ability to encourage encounters with creative ideas

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and visions. The impressive positive feedback by visitors attending the VOLKSWAGEN ART 4 ALL events makes us proud and pleased. We feel very honored having received the Corporate Art Award.”

The “Corporate Art Award” program was established in 2016 to strengthen visibility for collaborations between the corporate and the art worlds. This year’s award scheme has been made possible by LUISS Business School, pptART® and the European Parliament with its “The European Year of Cultural Heritage”.



The VOLKSWAGEN ART 4 ALL initiative makes art and culture accessible to many people



Benita von Maltzahn (ri), Director Cultural Engagement Volkswagen Group, receives the “Corporate Art Award” for the VOLKSWAGEN ART 4 ALL program by curator Prof. Luca Desiata.

[Movie 1](#)

[Movie 2](#)

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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 totaled €231 billion (2016: €217 billion). Earnings after tax in 2017 amounted to €11.6 billion (2016: €5.4 billion).

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