



September 19, 2019

Volkswagen supports exhibition marking the presentation of the renowned art award “Kaiserring Goslar” to Barbara Kruger

- US artist Barbara Kruger receives the 2019 **Kaiserring Goslar**, an internationally acclaimed art prize
- Exhibition opens on 21 September 2019 at Mönchehaus Museum Goslar
- For the fifth time, Volkswagen acts as exhibition partner
- Boost for cultural diversity in the region

Wolfsburg – „A contribution to the discourses defining how we live“: A large range of artworks from the renowned conceptual artist Barbara Kruger will be on view at the Mönchehaus Museum in Goslar, Germany, from 21 September 2019 to 26 January 2020. Volkswagen supports the retrospective which follows the presentation of the Kaiserring Goslar to the artist turning her into a winner of one of the most important international prizes for modern art. The partnership represents an important part of Volkswagen’s commitment to invite a large audience to explore culture in the region.

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View of the exhibition

Widely regarded for her striking collages of photographs and assertive text elements, Barbara Kruger has made several prominent contributions to the sphere of contemporary art. Living in New York and Los Angeles and working creatively since the 1970s, the artist has designed various collages of which a significant collection is now being shown in a comprehensive exhibition at Mönchehaus Museum. Visitors will be able

to engage with Kruger’s significant views on challenges within modern societies, a constant effort which has also been honored by the international Kaiserring jury: “With her groundbreaking ideas Barbara Kruger has been an influential inspiration for artistic debates about feminism, politics and new media.” Since 1975, the German city of Goslar has presented the Kaiserring Goslar to internationally leading contemporary artists. The previous three winners of the non-monetary award were Jimmie Durham, Isa Genzken, and Wolfgang Tillmans.

The partnership between Volkswagen and Mönchehaus Museum deepens the company’s activities in taking responsibility for the creative and cultural lives around corporate facilities and beyond. Among other initiatives, Volkswagen helps to boost cultural diversity in the regions so that people can discover new perspectives and ideas which strengthen confidence and courage to drive social progress.

Media Information



Exhibition dates: "Barbara Kruger – Kaiserringträgerin der Stadt Goslar 2019"

21 September 2019 – 26 January 2020

Location: Mönchehaus Museum Goslar

Mönchestraße 1

38640 Goslar

Germany

Opening Hours: Tuesday to Sunday 11 am – 5 pm

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 2018, Volkswagen delivered 6,2 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.
