
Media information

NO. 111/2025

First „Volkswagen Group Children's Weekend“ at „Hamburger Bahnhof“ in Berlin

- Getting creative and active on November 29 and 30 between 11 a.m. and 6 p.m.
- Free admission for every child and their two favorite adults
- New program as part of the long-standing partnership between the Volkswagen Group and „Hamburger Bahnhof – Nationalgalerie der Gegenwart“
- Further element on the path to more culture for everyone

Wolfsburg/Berlin, November 24, 2025 – In their multi-year partnership (since 2012), the Volkswagen Group and the Hamburger Bahnhof – Nationalgalerie der Gegenwart in Berlin have been continuously developing formats that enable more and more people to engage with art and culture – programs that promote access, encounter, and creativity. It originally started with free Thursday evenings (2018–2023), then evolved into weekly Family Sundays (since 2023), and now, with the 'Volkswagen Group Children's Weekend', both partners are inviting everyone to discover art together.



Key Visual „Volkswagen Group Children's Weekend“



View into „Hamburger Bahnhof – Nationalgalerie der Gegenwart, Berlin (Volkswagen Group Art4All Family Sunday, Hamburger Bahnhof – Nationalgalerie der Gegenwart © Staatliche Museen zu Berlin, Nationalgalerie / Marlene Gawrisch)

On the weekend of November 29 and 30, people of all ages can learn about art and artistic techniques at various stations around the museum. Visitors can also try out these techniques for themselves and join guided tours and workshops. The "Volkswagen Group Children's Weekend" focuses on children's perspectives and needs. Registration in advance is not required.

VOLKSWAGEN GROUP

Benita von Maltzahn, head of Cultural Engagement at Volkswagen Group, believes that it is important "to make greater efforts in our society to familiarise people with art and culture. When children and young people discover artists' ideas and attitudes for themselves, experience different perspectives on the world and develop their own views in the process, this lays the foundation for a successful democracy."

Till Fellrath, Director of the Hamburger Bahnhof – Nationalgalerie der Gegenwart: "A weekend dedicated entirely to children sends a strong signal for the future. We are turning the museum into an open, creative space for all. We would like to thank the Volkswagen Group for its ongoing commitment, and we are thrilled to have the opportunity to expand our offerings with this special weekend."

Detailed information about the program: [„Volkswagen Group Children's Weekend“ program](#)

Rita Werneyer M.A.

Corporate Communications
Spokesperson Society & Culture
+49 (0) 1522 2859046
[rita.werneyer @volkswagen.de](mailto:rita.werneyer@volkswagen.de) | www.volks-wagen-group.com



VOLKSWAGEN GROUP

About the Volkswagen Group:

The Volkswagen Group is one of the world's leading car makers, headquartered in Wolfsburg, Germany. It operates globally, with 115 production facilities in 17 European countries and 10 countries in the Americas, Asia and Africa. With around 680,000 employees worldwide. The Group's vehicles are sold in over 150 countries.

With a comprehensive portfolio of strong global brands, leading technologies at scale, innovative ideas to tap into future profit pools and an entrepreneurial leadership team, the Volkswagen Group is committed to shaping the future of mobility through investments in electric and autonomous driving vehicles, digitalization and sustainability. The goal: As a "Global Automotive Tech Driver", to make the best automotive technologies accessible to customers worldwide - from entry-level mobility to the luxury segment.

In 2024, the total number of vehicles delivered to customers by the Group globally was 9.0 million (2023: 9.2 million). Group sales revenue in 2024 totaled EUR 324.7 billion (2023: EUR 322.3 billion). The operating result in 2024 amounted to EUR 19.1 billion (2023: EUR 22.5 billion).

THE GLOBAL AUTOMOTIVE TECH DRIVER.
