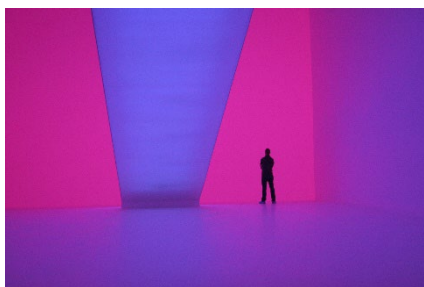


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Kunstmuseum Wolfsburg celebrates 30th anniversary: world-class art at the home of Volkswagen's headquarters

- Volkswagen among the founding partners in 1994
- Internationally acclaimed exhibitions and collection of contemporary art
- Partnership with Volkswagen focuses on art mediation
- Support for rich cultural life in the region around Volkswagen's Wolfsburg factory

Wolfsburg, 22. Mai 2024 – On the occasion of its 30th anniversary, which the Kunstmuseum Wolfsburg is going to celebrate on the upcoming weekend, Volkswagen sends its heartfelt congratulations. When the museum was established shortly after Germany's reunification, the Volkswagen Group had been part of the major founding partners.



In its variable rooms, the Kunstmuseum Wolfsburg hosted the world's largest exhibition of James Turrell's work to date.

Exhibition view James Turrell. *The Wolfsburg Project* (24.10.2009–5.4.2010) work shown: *Bridget's Bardo*
© James Turrell
Photo: Florian Holzherr

In the 1990s, many helped to enrich the heart of an industrial city with a "global player in the world of art equally dedicated to strengthen global exchange and inspire the regional audience" as emphasized by Hans Dieter Pötsch, Chairman of the Supervisory Board of the Volkswagen Group and Chairman of the Board of Trustees of Kunststiftung Volkswagen which operates the Kunstmuseum Wolfsburg. "We would like to express our gratitude to all involved in the remarkable work over the course of the past years that exceeded the challenging approach of the founding concept. We are looking forward to further momentous exhibitions and programs."

During three decades, the museum realized several powerful exhibitions including "The Wolfsburg Project" in 2009, James Turrell's largest-ever installation in a museum until today that came to life thanks to the highly variable rooms at the Kunstmuseum. A recent success of the museum was the receipt of the ART Curator Award, presented to the team for the innovative project "Re-Inventing Piet. Mondrian and the Consequences." as best exhibition of the year in Germany, Austria and Switzerland. Today, the museum holds a collection of more than 1,000 artworks which are being shown regularly in themed exhibitions on-site and as loans in museums around the world.

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The museum is of high value for people in the Wolfsburg region. The local audience gets access to world-class art while visitors get the chance to explore a vivid and openminded cultural city.

To improve participation in the world of the arts and culture for the largest possible audience, the Kunstmuseum and Volkswagen are currently joining forces to run three programs:

- Titled "Volkswagen Group Art4All", the last Wednesday of every month provides museum guests with free access between 4 p.m. and 9 p.m. and a wide-ranging complementary program consisting of workshops, guided tours, concerts, performances and public talks with artists
- "Young and Free": since January 2024, Volkswagen enables the museum to open every day with free access for children and teenagers aged not older than 18 years
- In autumn the team at the Kunstmuseum will be joined by a "Volkswagen Group Fellow" for the first time. The international "Volkswagen Group Fellowship Program" is a Volkswagen initiative to support young academics in the field of art and culture and to strengthen the work of partnering cultural institutions.

Benita von Maltzahn, Director of Cultural Engagement at the Volkswagen Group, underlines the importance of mediation dedicated to the art and culture: "We are committed to help bringing ideas and perspectives developed by artists to the minds of as many people as possible. It is the forward-looking educational approach that drives the team at the Kunstmuseum Wolfsburg from the day of its opening."

The "Artmobil" which has been made possible with the support of Volkswagen Financial Services and which has been operating for 21 years, transported over 100,000 young people from the greater Wolfsburg region to the museum. During their stay at the museum, the young guests experience a professional education and workshop program always specifically designed for the changing exhibitions.

Rita Werneyer M.A.

Volkswagen AG

Spokesperson Cultural Engagement

+49 5361 9-79110

rita.werneyer@volkswagen.de | www.volkswagen-group.com



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About the Volkswagen Group:

The Volkswagen Group is one of the world's leading car makers, headquartered in Wolfsburg, Germany. It operates globally, with 114 production facilities in 19 European countries and 10 countries in the Americas, Asia and Africa. With around 684,000 employees worldwide. The Group's vehicles are sold in over 150 countries.

With an unrivalled 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.

In 2023, the total number of vehicles delivered to customers by the Group globally was 9.2 million (2022: 8.3 million). Group sales revenue in 2023 totaled EUR 322.3 billion (2022: EUR 279.1 billion). The operating result before special items in 2023 amounted to EUR 22.6 billion (2022: EUR 22.5 billion).
