
Media Information

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'Volkswagen Art4ALL' as major element of partnership with Nationalgalerie – Staatliche Museen zu Berlin

- By acting as international partner of culture and the arts, Volkswagen proves its commitment to social responsibility
- Creativity, inspiration and education for a wide-ranging audience
- Volkswagen enables more people to engage with cultural ideas and practices
- Successful event format also launched at the globally renowned Neue Nationalgalerie
- 'Volkswagen Art4ALL' now part of public program at three leading museums

Berlin, December 13, 2021 – The reopened Neue Nationalgalerie introduces the 'Volkswagen Art4ALL' event series as a new visitor experience. The monthly event format was developed as part of the multi-year partnership between Volkswagen and Nationalgalerie – Staatliche Museen zu Berlin with the mutual commitment to create encounters with culture and the arts for as many people as possible. This approach is perfectly put into practice through 'Volkswagen Art4ALL' as it continuously establishes new relations and discourses with visitors.



Neue Nationalgalerie Berlin – Foto Thomas Bruns



Keyvisual

From now on, the museum opens its exhibitions and collections for free between 4 p.m. and 8 p.m. on the third Thursday of every month. Representing a key pillar of the event format, visitors will also benefit from free tours, workshops and, on selected dates, art performances, lectures or artist talks. Similar events have been offered at Hamburger Bahnhof – Museum für Gegenwart – Berlin since April 2018, and at Kunstmuseum Wolfsburg since 2020. When the two museums had to close because of the pandemic, the concept was kept alive through online editions. The Neue Nationalgalerie is going to be the third museum introducing 'Volkswagen Art4ALL'.

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"Our support for culture and education is vital when we assume corporate social responsibility. We are convinced that encouraging people to engage with creativity and gain knowledge is more important than ever before. With the help of 'Volkswagen Art4ALL', many will be able to visit museums and reflect ideas and challenges of our time. We are delighted that by starting the collaboration with the acclaimed Neue Nationalgalerie, we will be able to deepen our efforts," explains Benita von Maltzahn, Head of Cultural Engagement at Volkswagen.

Joachim Jäger, Director of the Neue Nationalgalerie Berlin, underlines: "Leave the temple, get into the museum. 'Volkswagen ART4ALL' enables the Neue Nationalgalerie to reach out for a wider and more diverse audience. This program is intended to attract people who haven't visited our museum before, and special programs are required to try out new museum formats."

As a further element of the partnership, Volkswagen has granted two Volkswagen Fellowships. Both positions are dedicated to assist the team at Nationalgalerie with the development of the monthly 'Volkswagen Art4LL' events over the course of the upcoming two years. The Volkswagen Fellowship program is an international initiative endowed by Volkswagen to promote young science talents and associated institutions in the world of culture and the arts.

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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 ten core brands from seven European countries: Volkswagen Passenger Cars, Audi, SEAT, Cupra, ŠKODA, Bentley, Lamborghini, Porsche, Ducati and Volkswagen Commercial Vehicles. 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 range from pick-ups to buses and heavy trucks. Every weekday, 662.600 employees around the globe are involved in vehicle-related services or work in other areas of business. The Volkswagen Group sells its vehicles in 153 countries.

In 2020, the total number of vehicles delivered to customers by the Group globally was 9.31 million (2019: 10.98 million). Group sales revenue in 2020 totaled EUR 222.9 billion (2019: EUR 252.6 billion). Earnings after tax in 2020 amounted to EUR 8.8 billion (2019: EUR 14.0 billion).
