



## Press release

### **30 Years Kunstmuseum Wolfsburg**

When it opened in May 1994, the Kunstmuseum Wolfsburg was described by a well-known art magazine as the “Miracle of Wolfsburg.” Thirty years later, the museum newcomer of yesteryear is deeply rooted in Wolfsburg and the international museum scene. On May 25 and 26, the museum will celebrate its anniversary with a weekend of music, lectures, and presentations on Hollerplatz, as well as unusual guided tours of the exhibitions and glimpses behind the scenes.

At its well-connected location between Berlin, Braunschweig, and Hannover, the Kunstmuseum Wolfsburg is a firmly established art institution with an international reputation. It has become a center of cultural life for the city and the region—a lively place where interested museum visitors of all ages, artists from all over the world, committed patrons, and the enthusiastic Friends of the Kunstmuseum Wolfsburg engage in an exchange with contemporary art and selected positions of classical modernism.

Over the course of its thirty years of existence, the Kunstmuseum Wolfsburg has presented significant artistic positions and explored relevant aspects of human culture in more than 150 solo and thematic exhibitions. *Andy Warhol. A Factory* (1998–1999), *James Turrell. The Wolfsburg Project* (2009–2010), *Alberto Giacometti. The Origin of Space* (2010–2011), *Art & Textiles. Fabric as Material and Concept in Modern Art from Klimt to the Present* (2013–2014), *Never Ending Stories. The Loop in Art, Film, Architecture, Music, Literature and Cultural History* (2017–2018), *Facing India* (2018), *Ryoji Ikeda. data-verse* (2019–2020), *On Everyone’s Lips. From Pieter Bruegel to Cindy Sherman* (2020–2021), *Empowerment* (2022–2023), and *Re-Inventing Piet. Mondrian and the Consequences* (2023), as well as numerous other exhibitions have contributed to the museum’s worldwide reputation. The Kunstmuseum Wolfsburg has published nearly 100 accompanying publications, thus sustainably preserving the art historical discussion of the themes of the respective exhibitions.

Thanks to the foresight of founding director Gijs van Tuyl, the museum, together with the collection manager Holger Broeker, began building its own collection of contemporary art in 1994. In the thirty years since, the collection has grown to more than 1,000 works of art. It began with the work *Tavolo a Spirale in Tubolare di Ferro per Festino di Giornali Datati il Giorno del Festino* (1976) by Mario Merz. More than 144 artists are now represented in the collection. As a valued partner, the museum regularly lends its high-caliber works of art to museums in New York, São Paulo, London, Paris, Amsterdam, and many other places.

From the very beginning, outreach and education have been an important pillar of the Kunstmuseum’s work. Its social mission includes making art accessible to a diverse museum audience and encouraging visitors to reflect on themselves and the world. Thanks to the support of Volkswagen Financial Services AG, the *Art Mobil* has enabled around 100,000 schoolchildren from a



fifty-kilometer radius to visit the museum over the past twenty-one years. Lasting experiences and meaningful encounters with art have been created. In recent years in particular, this has been achieved through innovative educational programs: from participatory projects such as *Bring your own Mondrian* to the development and implementation of the interactive, digital learning platform *Studio Digital*, which enables users, including students from schools all over Germany, to encounter art in a new way.

In the founding years of the Kunstmuseum, a visionary concept was developed for an open art museum that would bring the world of art to the city on the Midland Canal in an intensive interplay of exhibitions, the collection, education, and the public. Since then, this ambition has been reaffirmed time and again—especially in the anniversary year of 2024. From this special year on, the Kunstmuseum Wolfsburg will be able to offer young art lovers up to the age of eighteen free admission and extended opening hours, making art more accessible and breaking down barriers. This is made possible by the Volkswagen Group. A spirit of innovation and a focus on the future have accompanied the museum for more than three decades.

A special unique selling point is that the Kunstmuseum Wolfsburg is the only museum in the world to have developed and marketed its own movable wall system for museums and galleries: *wob<sup>3</sup>walls*. This flexible and sustainable partition wall system is now used in numerous museums around the world, including the United States, Japan, Norway, Austria, and, of course, Germany.

Against the backdrop of the climate crisis, the Kunstmuseum Wolfsburg has made it its mission to act in a sustainable and future-oriented manner. By converting its exhibition lighting to energy-saving LED lamps in the spring of 2024, the museum will be able to reduce its CO<sub>2</sub> emissions and save up to 235 tons of carbon dioxide per year.

In this anniversary year, the program will initially focus on the museum's own collection. For the anniversary exhibition, *Worlds in Motion. 30 Years Kunstmuseum Wolfsburg* (May 25–August 4, 2024), fifteen “guests” from the Herzog Anton Ulrich Museum in Braunschweig are invited to enter into dialogue with internationally renowned works from the collection: a veritable “Who’s Who” of contemporary art! The weekend of May 25 and 26 will be dedicated entirely to the anniversary. A varied program will be offered under the motto *Happy 30*. For up-to-date information on the 2024 exhibition program, please visit [www.kunstmuseum.de](http://www.kunstmuseum.de).