



Press Release

Freischwimmen

Headfirst into Art!

May 9 – September 28, 2025

Just dive in! Without water, but with the same ease—playfully, immersively, interactively!
The Kunstmuseum Wolfsburg presents its new exhibition *Freischwimmen. Headfirst into Art!*

With the new exhibition *Freischwimmen. Headfirst into Art!*, the Kunstmuseum Wolfsburg invites visitors to drift off into worlds of art. Around 100 works by more than thirty international artists form an open course that can be explored individually and intuitively. In addition to works by Ólafur Elíasson, Jeppe Hein, Sarah Morris, Elizabeth Peyton, Tobias Rehberger, Cindy Sherman, and James Turrell, the Kunstmuseum Wolfsburg is also showing new works from its collection by Nairy Baghramian, Christian Falsnaes, Janette Laverrière, Thomas Grünfeld, Lienhard von Monkiewitsch, and the GCC collective. Visitors can playfully, creatively, and interactively chart their own paths through the exhibition.

Experience Art—With or Against the Current

The presentation breaks with traditional exhibition concepts and focuses on unusual juxtapositions, expansive installations, and digital enhancements.

As an agile museum constantly striving for an innovative variety of formats and methods, *Freischwimmen. Headfirst into Art!* has been conceived for the first time by a cross-departmental team.

The interdisciplinary composition of the team shapes the diversity of the exhibition: Curatorial concepts, educational formats, and communication strategies have been jointly conceived from the outset. This multi-perspective approach makes it possible to appeal to a diverse audience and to open up a multilayered approach to the exhibition for different target groups.

With its unique concept, the exhibition reflects current developments in the international museum world. As a future-oriented, inclusive, and dynamic place of art, the Kunstmuseum Wolfsburg is implementing the latest definition of museums by ICOM (International Council of Museums) and the Deutscher Museumsbund (German Museum Association) into practice at all levels. However, participatory approaches, innovative formats, and conceptual diversity are not limited to internal processes: All visitors are invited to become actively involved, discover new perspectives, and help shape the exhibition. In the Studio Digital, the exhibition is once again collaborating with the Max Born Gymnasium in Backnang: The students are developing ideas for the hybrid experience of the Studio Digital and thus actively contributing to the design of the exhibition space.



Three Perspectives—A Journey of the Senses Through Art and Perception

Freischwimmen. Headfirst into Art! is divided into three thematic areas that unfold metaphorically along the dramaturgy of a summer visit to an outdoor swimming pool. The various facets of these experiences serve both as inspiration and as a common thread for the discovery and exploration of the works on display:

• ARRIVING—Orientation and Disorientation

Works such as Jeppe Hein's mirrored labyrinth challenge our perception of space and our expectations. Nairy Baghramian's sculpture, reminiscent of a large duffel bag, embodies the longing for adventure. Photographs by Robert Lebeck and Heinrich Heidersberger capture the nostalgic charm of bygone decades, while Janette Laverrière's surrealist furniture stages a humorous arrival.

• IMMERSING—Immersion and Digitality

James Turrell's light installation *Moenkopi* blurs the boundaries between space and perception, immersing visitors in atmospheric worlds of color. The Studio Digital, developed in collaboration with a student advisory committee from the Max Born Gymnasium in Backnang, enables an intuitive, playful, and creative engagement with the works in the collection and opens up new spaces for experience.

• EMERGING—Community and Reflection

Tobias Rehberger's installation explores the interplay between architecture, people, and social interaction. Ólafur Eliasson plays with color and light, while a large portrait wall tells stories of encounters and identities. Visitors can become part of this lively arrangement by taking a selfie as their own personal moment of art.

Educational Programs—Discover Art Actively

With *Freischwimmen. Headfirst into Art!*, the Kunstmuseum Wolfsburg is offering a wide range of experiences for education, enjoyment, reflection, and knowledge exchange. Whether you are a beginner or an art expert, drifting curiously or swimming with a specific goal in mind, the exhibition offers different approaches and perspectives. Those who want to dive deeper can embark on an inspiring journey through art with the wide range of educational programs on offer.

A Special Highlight

Those who engage intensively with the exhibition and are looking for a little challenge can earn their own "confident swimmer badge" at the Kunstmuseum Wolfsburg—a playful homage to the self-determined experience of art.

Digital and Interactive

The Studio Digital offers a hybrid experience combining analog works and virtual elements. Visitors can explore the themes and works online before or during their visit to the exhibition:

<https://studiodigital.kunstmuseum.de>.



Freischwimmen. Headfirst into Art! An Invitation to Enjoy Art

With *Freischwimmen. Headfirst into Art!*, the Kunstmuseum Wolfsburg is opening up a space for new perspectives, intuitive discoveries, and creative encounters with art. All visitors are invited: Swim with us!

Curators: Elena Engelbrechter, Ute Lefarth-Polland, Veronika Mehlhart, Elena Pinkwart, and Susan Rosenbaum

For Studio Digital, in collaboration with Sarah Groß, Sarah Dahme with the student advisory committee of the Max Born Gymnasium in Backnang, and FuzzyFusion | Martin Härtlein (design).

Press Tour: Tuesday, May 6, 2025, 11:00 am

Opening: Thursday, May 8, 2025, 7:00 pm

During the opening of the exhibition *Freischwimmen. Headfirst into Art!*, we will bid farewell to our longstanding Head of Collection, Holger Broeker, who, after more than thirty years of meritorious service at the Kunstmuseum Wolfsburg, is taking a well-deserved—and most likely restless—retirement.