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Volkswagen as Partner of Arts and Culture

The sustained encouragement of art and culture is central to the social commitment of the Volkswagen Group. There is a multi-layered cooperation with renowned institutions and artists at both the national and international level encouraging art experience and facilitating creative educational programs. The Group is thus able to open new perspectives to boost creativity - the force driving innovation.

Volkswagen cooperates with curators and art institutions in order to introduce the general public to pioneering works of art. Within the framework of a multi-year cooperation Volkswagen provides support for the Nationalgalerie - Staatliche Museen zu Berlin including the museum's six Berlin locations. Among the activities resulting from the partnership is the exhibition "Michael Beutler. Moby Dick", which will be going to be on display in the Hamburger Bahnhof. Furthermore, Volkswagen Group of America and the New York Museum of Modern Art (MoMA) as well as MoMA PS1 have joined together since 2011 to make possible more than 20 art and exhibition projects along with the substantial broadening of an online education program, which can be accessed from all over the world. Volkswagen's cultural engagement also covers the cooperation with the documenta in Kassel. On an international scale, the Volkswagen Group is also providing significant support currently including the development of an art project in Shanghai.

Volkswagen also supports the work of the photo artist Andreas Mühe, who, in 2014, was chosen for the Lead Award. The Group also works closely with the Chinese pianist Lang Lang, whose music foundation for young people is a key mission for the famous musician. Furthermore, at a number of its corporate sites in Germany Volkswagen helps with various regional projects in the visual arts and music.

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