



Berlin, 22 March 2018

**PRESS RELEASE**

**Hamburger Bahnhof – Museum für Gegenwart – Berlin**

Invalidenstraße 50/51, 10557 Berlin

Tue, Wed, Fri 10.00–18.00, Thu 10.00–20.00, Sat + Sun 11.00–18.00

**VOLKSWAGEN ART 4 ALL**

**Admission to the Hamburger Bahnhof – Museum für Gegenwart – Berlin will now be free from 4 to 8pm on the first Thursday of every month**

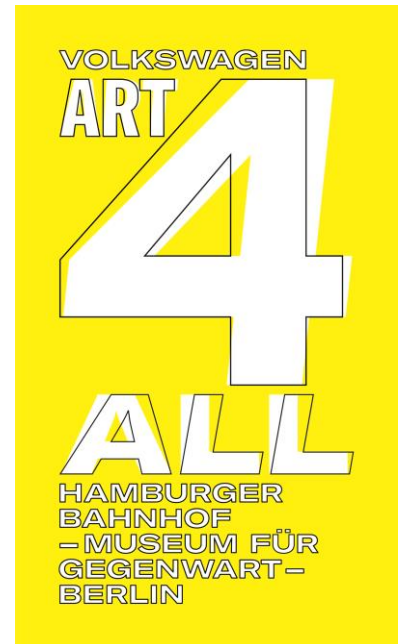
Starting 5 April 2018, admission to the Hamburger Bahnhof – Museum für Gegenwart – Berlin will be free from 4 to 8pm on the first Thursday of every month. The initiative has been made possible by the Volkswagen Group and will run for one year under the motto 'VOLKSWAGEN ART 4 ALL'. All permanent and special exhibitions at the Hamburger Bahnhof housing art after 1960 until today from the collection of the Nationalgalerie will be accessible to a wide audience for free. The initiative is supplemented with a special artists' programme that includes lectures, discussions, and performances as well as education and outreach offerings.

As Udo Kittelmann, Director of the Nationalgalerie, remarked: 'We are extremely grateful that Volkswagen, as a longstanding partner of the Nationalgalerie, is broadening its social commitment by providing free admission to the Hamburger Bahnhof on the first Thursday of every month.' Michael Eissenhauer, Director-General of the Staatliche Museen zu Berlin, added: 'The Staatliche Museen zu Berlin would like to thank the Volkswagen Group for its generous financial support, which allows for free admission to the Hamburger Bahnhof for four hours every month for one year. With this commitment, the Volkswagen Group is enabling an even broader public to visit the museum. It would be wonderful if other sponsors and partners followed their example.' As Benita von Maltzahn, Head of Cultural and Social Engagement at the Volkswagen Group, explains: 'Culture is an important part of a vibrant society: it appeals to individual creativity and opens up new perspectives. In light of this, we hope to enable as many people as possible to come into contact with art and culture – and this is exactly what we are making possible through our concrete offer with the Hamburger Bahnhof. We wish all visitors inspiring experiences with the works of so many well-known artists'.

Every free Thursday will also feature a programme of special events, the content of which will be closely linked to the museum's current exhibition programme. This special programming will kick off on 5 April 2018 at 18.00 in an artist's talk with Marjetica Potrč. From May until August 2018, events will be dedicated to the special exhibition *Hello World: Revising a Collection*, which opens on 27 April 2018. There will also be additional guided tours as well as workshops for children.

We cordially invite all journalists to the initiative's official launch on **Thursday, 5 April 2018 at 16.00** at the Hamburger Bahnhof – Museum für Gegenwart – Berlin.

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PRESS – COMMUNICATION – SPONSORSHIP

Stauffenbergstraße 41  
10785 Berlin

**MECHTILD KRONENBERG**  
HEAD OF PRESS, COMMUNICATION, SPONSORSHIP

**FIONA GEUSS**  
PRESS OFFICER NATIONALGALERIE

Tel.: +49 30 3978 34 17  
Mobile: +49 151 527 51 565

presse@smb.spk-berlin.de  
www.smb.museum/en/press