

VOLKSWAGEN GROUP AND HAMBURGER BAHNHOF – NATIONALGALERIE DER GEGENWART EXTEND THE VOLKSWAGEN GROUP ART4ALL INITIATIVE WITH INTRODUCING THE FAMILY SUNDAYS

Contributing to a large-scale installation, completing an art trail or helping to design an exhibition – these opportunities and several more the Hamburger Bahnhof is going to provide to its audience during the Family Sundays. Developed as a dedicated experience for children and adults to explore the world of modern art, the new visitor program is available for free every Sunday between 12 noon and 5 p.m., while all people who live as a family benefit from discounted entrance fees when visiting the museum. The new program represents the latest step of the most successful and significant initiative within the partnership between Volkswagen Group and the museums belonging to the Nationalgalerie – Staatliche Museen zu Berlin which has been flourishing since 2012.

Benita von Maltzahn, Director Global Cultural Engagement der Volkswagen Group: „Our far-reaching collaboration with the Hamburger Bahnhof is a key element of the most durable and impactful partnership in the array of our cultural engagement activities. It was in this museum where we had kicked off the Volkswagen Group ART4ALL program, and I am delighted that we launch the Family Sundays here as well. We invite children and adults alike to immerse in the world of contemporary art and the stirring atmosphere of the Hamburger Bahnhof.“

The Volkswagen Group ART4ALL Family Sundays widen the Volkswagen Group ART4ALL program which had been introduced at Hamburger Bahnhof in 2018. As partner of the museum, the Volkswagen Group supported most recently the monthly Volkswagen Group ART4ALL afternoon events and the large open-house weekend. The program centers on offering art mediation experiences to a wide-ranging audience. Dedicated ART4ALL programs are being also offered at the Neue Nationalgalerie in Berlin (every Thursday between 4 p.m. and 8 p.m.) and the Kunstmuseum Wolfsburg (every last Wednesday in a month between 4 p.m. and 9 p.m.).

Volkswagen Group ART4ALL has been also integrated into further collaboration projects, such as the partnership between Volkswagen Group and documenta fifteen. With the help of 14.000 Volkswagen Group ART4ALL tickets, thousands of pupils were able to visit the renowned exhibition for free. In 2018, the Volkswagen Group received the Corporate Art Award for their ART4ALL initiative followed by the presentation of the AKF Award from the Association of Arts and Culture of the German Economy at the Federation of German Industries e. V. in 2020. Currently, Volkswagen's support for the museums of the Nationalgalerie – Staatliche Museen zu Berlin also includes the provision of a VW T6 which had been specially equipped to be used as "Rolling Studio" and helps the museum's education service to operate at more different locations. Furthermore, Volkswagen Group Fellowships are being granted by the Volkswagen Group and the Nationalgalerie – Staatliche Museen zu Berlin to enable young talents to join the expert teams at the museums.

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Embracing socially responsible activities in various fields, the Volkswagen Group also serves as a trusted partner in the world of culture and the arts. The Group is convinced that an open and unrestricted creative dialogue and cultural diversity are essential elements of a society that is driven by common values and ongoing progress. The Group's efforts are directed to create inspiring and multi-faceted encounters between culture and the public along with support for innovative cultural education instruments. This is led by the belief that the widest possible audience should have the chance to engage with creative ideas and artist works stirring the exchange of views as much as the identification of new perspectives, and forming the fundament for the unfolding of creativity, innovative power and mutual understanding within our society.

Committed to foster a broad engagement with culture, the Volkswagen Group is a long-term partner of the New York based Museum of Modern Art (MoMA) with the MoMA PS1 and the museums of the Nationalgalerie -Staatliche Museen zu Berlin. In addition, the Group supports different cultural programs, currently including projects at the Venice Architecture Biennale and the Deichtorhallen at Hamburg, as well as "KW Digital", a project by the KW Institute for Contemporary Art in Berlin, and "ART+TECH" and "Musictech", two projects developed in close cooperations with the Karajan Institute.

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