

„Das schönste Museum der Welt“ Museum Folkwang bis 1933 20. März – 25. Juli 2010

Museum Folkwang

Museumsplatz 1
45128 Essen
T +49 201 8845 444

Di – So 10 – 20 Uhr
Fr 10 – 24 Uhr
Mo geschlossen
www.museum-folkwang.de

PRESS RELEASE

336,000 visitors to the exhibition "The Most Beautiful Museum in the World"
Major reconstruction of museum's collection successfully completed

26 July 2010 • The exhibition '*The Most Beautiful Museum in the World*' – Museum Folkwang until 1933 ended Sunday evening with a total of 336,000 visitors and 5,400 guided tours. It is thus one of the most successful presentations of a collection in the history of German museums and a highlight of RUHR.2010, the European Capital of Culture year. Over the last two weekends, long queues formed in front of the museum as people seized the opportunity to see the reconstructed Folkwang collection with loans from all over the world. Many visitors took advantage of the extended opening hours until midnight.

Hartwig Fischer, Director of Museum Folkwang: "For all of us, this exhibition was a special experience. It greatly enriched our work in the museum. Particularly as a result of this exhibition, the new Museum Folkwang, which we were to build thanks to the Krupp Foundation, is regarded as a central place of identification and international stature. The presentation in the new building after a brief construction period was a carefully planned venture. My thanks go to the curator, Professor Uwe M. Schneede, and the Museum Folkwang staff for their excellent work as well as our long-standing partner, E.ON Ruhrgas, for the support that made this success possible. We hope that the title of the exhibition will continue to be valid for our museum in the eyes of the visitors."

Bernhard Reutersberg, CEO of E.ON Ruhrgas: "We are pleased so many people took the chance to visit this unique exhibition. With this success Museum Folkwang is a model for all cultural institutions in the Ruhr region which, with all their commitment, are attracting attention at a high cultural level both nationwide and internationally in RUHR.2010, the European Capital of Culture year. The exhibition "Images of a Capital - The Impressionists in Paris", starting on 2 October, is another highlight that we can already look forward to."

All in all, the museum organised over 5,400 guided tours for about 88,000 visitors, including some 400 exhibition talks and workshops for school classes. The guided tours were in English, French, Dutch, Italian, Spanish or Polish. The information programme for

Partner des Museum Folkwang

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children and families involving workshops, guided children's tours and family days was also enthusiastically received by a broad public. The online ticket granting preferential admission to the exhibition was booked by approximately 10,000 people, a considerable increase over previous special exhibitions at Museum Folkwang. The RUHR.2010 ticket offered in collaboration with the region's public transport system was used by roughly 750 visitors. 1,750 journalists from all over the world visited the exhibition and reported on it.

May was the most popular month. A record number of over 5,000 visitors came on Saturday, 24 July, the penultimate day of the exhibition. Visitors tended to come mainly straight in the morning between 10 h and noon; evenings can therefore still be seen as an inside tip for visitors. The museum shop also produced good results: Visitors bought more than 23,000 catalogues and volumes of essays on the exhibition as well as about 100,000 postcards and 10,000 posters.

Over 1,400 works of so-called "degenerate" art were confiscated by the Nazis in 1937, thus brutally disrupting the museum's progressive art acquisition and exhibition policy. Most of the confiscated works were later sold, becoming highlights of the private and public collections to which they now belong. For a period of four months these masterpieces were brought back to Essen from America, Asia and Europe. They included paintings by Chagall, Kandinsky, Kirchner, Marc and Beckmann. At the same time the exhibition revealed an old treasure of the museum: works of ancient and non-European art that had long been stored in the museum's depots were presented again for the first time. All in all, the exhibition comprised 350 works: paintings and sculptures of early modern art, selected works on paper as well as items of ancient and non-European art.

The exhibition was staged in proven partnership with E.ON Ruhrgas, which has for 25 years now been sponsoring successful special exhibitions at Museum Folkwang.

Information on the exhibition *Images of a Capital – The Impressionists in Paris*

2 October 2010 to 30 January 2011

Opening hours: Tuesdays-Sundays 10–20 h, Fridays 10–22.30 h, closed Mondays

Admission fees (incl. collection): Tuesdays-Fridays € 10, Saturdays/Sundays and on public holidays € 12, reduced fee € 7, school classes € 15, children under 6 free

Guided group visits can be booked on tel. +49 201 88 45 444 or info@museum-folkwang.essen.de

Further information at www.bildereinermetropole.de or www.museum-folkwang.de

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