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## Media information

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NO. 53/2023

# Photography during the Holocaust: Volkswagen supports exhibition “Flashes of Memory” in Germany

- Volkswagen Group is educational partner of the exhibition „Flashes of Memory: Photography during the Holocaust”
- Museum für Fotografie in Berlin is the first international exhibition venue for Yad Vashem’s permanent presentation
- Gunnar Kilian, Member of the Board of Management of Volkswagen AG, emphasizes the need of continuous culture of remembrance

Berlin, 24. März 2023 – As partner of the education program, Volkswagen Group is supporting the exhibition “Flashes of Memory: Photography during the Holocaust” at the Berlin-based Museum für Fotografie. On display for the first time outside Yad Vashem, the World Holocaust Remembrance center in Jerusalem, the exhibition will be open to the public from March 24 until August 20, 2023. Photographs are being presented, that had been taken during the Holocaust years. Shot for different reasons and from various perspectives, these images call for a critical debate about their original creation and their impact.



Haim Gertner, Director, International Relations Department Yad Vashem; Gunnar Kilian, Member of the Board of Management HR and Truck & Bus; Kai Diekmann, Chairman of the Freundeskreis Yad Vashem e.V.; Hermann Parzinger, President of the Stiftung Preußischer Kulturbesitz; Vivian Uria, Museums Division Director, Yad Vashem; Claudia Roth, Federal Government Commissioner for Culture and the Media; Ron Prosor, Ambassador of State of Israel



Flashes of Memory. Photography during the Holocaust, Exhibitionview Museum für Fotografie 2023, © Staatliche Museen zu Berlin / David von Becker



Łódź ghetto photographer Mendel Grossman in his laboratory in the ghetto, © Yad Vashem Archives

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“It is of high importance to all of us, to maintain the memory of the Holocaust as a warning. It is the only way to prevent that such inhuman crimes and violations are being committed ever again. We would like to sincerely thank Yad Vashem, the international Holocaust remembrance center for letting us be part of this exhibition outside Jerusalem” said Gunnar Kilian, Member of the Board of Management of Volkswagen AG, during the opening ceremony where he was joined by Ron Prosor, Ambassador of the State of Israel in Germany, and Claudia Roth, Minister of State to the Federal Chancellor and Federal Government and Commissioner for Culture and the Media. At the opening event, Mr. Kilian underlined that photographs are an essential element of a vivid and engaging culture of remembrance. This applies especially for a time of this dark chapter of Germany’s history, where no first-hand witnesses will be available anymore.

Volkswagen maintains a long-standing and multi-layered corporate culture of remembrance with a successful focus on a broad audience. The partnerships for these activities include a 30-year-long collaboration with Christoph Heubner from the International Auschwitz Committee (IAC). Every year, trainees and managers from all divisions of the Volkswagen Group travel to Auschwitz to help with the preservation of the memorial site and to learn from the history.

"The photographs featured in the remarkable exhibition 'Flashes of Memory: Photography during the Holocaust' serve as a poignant reminder to the world of the always subjective intent of the person behind the camera," states Yad Vashem Chairman Dani Dayan. "Through this exhibition, we are reminded of the vital importance of understanding the context in which images are taken and utilized. We are grateful to Volkswagen for their involvement in this exhibition, currently on display at the Museum for Photography (Museum für Fotografie) in Berlin. This connection highlights Volkswagen's commitment to Holocaust remembrance and awareness, nearly eighty years after these atrocities were committed, is a significant statement and provides great educational value."

As partner of the exhibition project, Volkswagen helps to realize two educational formats:

The “Ask Me!” format invites visitors to address guides with all their relevant questions regarding the works presented. “Close Up!” brings together scientists and researchers from the fields of photography, film, historical studies, Holocaust studies and Jewish studies. During public talks, they are going to share their views on the presented photographs.

Both formats reflect Volkswagen’s efforts in offering wide-ranging access to cultural works and ideas. With its cultural engagement, the Group creates spaces and formats that drive dialogues within the

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society, and it assumes responsibility for one today's key tasks by strengthening cultural and social education.

Educational formats offered at the Museum für Fotografie in Berlin and supported by the Volkswagen Group:

## ASK ME!

Thu / 4 – 7 p.m.

Fri / 3 – 5 p.m.

Sat and Sun / 1 – 4 p.m.

Guides will help you to understand the presented objects, films and photographs and to place them in a historical context and in relation to a culture of remembrance. The guides can be found in the exhibition area. Feel free to ask your questions and start a conversation with others.

Free offer, excl. entrance fee

Prior registration is not required

## CLOSE UP!

Thu / 6 p.m. / 27/04., 25/05, 22/06, 27/07/2023

What is the influence of visual testimonies such as photographs as historical sources of the Holocaust? Especially in a time when first-hand witnesses can no longer speak about their experiences? Archives, museums and memorial sites are fundamental elements of powerful remembrance work. And even creative perspectives open up new ways to engage with history. CLOSE UP! features experts from the fields of photography and film, historical studies, Holocaust studies and Jewish studies who present their views on different aspects of the exhibition "Flashes of Memory: Photography during the Holocaust". They provide insights into their work and invite the audience to share and reflect thoughts.

Free access

Seats are limited

Please register online at:

[www.smb.museum/veranstaltungen/mf](http://www.smb.museum/veranstaltungen/mf)

Meeting point: Cash / information desk



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## About the Volkswagen Group:

The Volkswagen Group, with its headquarters in Wolfsburg, is one of the world's leading automobile manufacturers and the largest carmaker in Europe. The Group comprises ten core brands from seven European countries: Volkswagen Passenger Cars, Audi, SEAT, CUPRA, ŠKODA, Bentley, Lamborghini, Porsche, Ducati and Volkswagen Commercial Vehicles. The passenger car portfolio ranges from small cars all the way to luxury-class vehicles. Ducati offers motorcycles. In the light and heavy commercial vehicles sector, the products range from pick-ups to buses and heavy trucks. Around 675,800 employees around the globe are involved in vehicle-related services or work in other areas of business. With its brands, the Volkswagen Group is present in all relevant markets around the world.

In 2022, the total number of vehicles delivered to customers by the Group globally was 8.3 million (2021: 8.9 million). Group sales revenue in 2022 totaled EUR 279.2 billion (2021: EUR 250.2 billion). The operating result before special items in 2022 amounted to EUR 22.5 billion (2021: EUR 20.0 billion).

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