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Successful exhibition partnership: Strong interest of the public as “Poetics of Encryption” closes

- Volkswagen Group supported large exhibition at the KW Institute for Contemporary Art as element of their two-year project dedicated to the digital world
- Full day with free access, talks with artists and guided tours for guests at the final exhibition day on May 26, 2024
- Over 28,000 people visited the three-months long exhibition and the accompanying program

Berlin, May 27, 2024 – The KW Institute for Contemporary Art looks back on one of the most successful exhibitions of their history which spans nearly 35 years. The “Poetics of Encryption” show completed a two-year long project which had been supported by the Volkswagen Group in the frame of its cultural engagement.



KW Institute for Contemporary Art,
Exhibition “Poetics of Encryption”
Credit: David von Becker



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The partnership had been kicked off early 2023 when Dr. Nadim Samman presented his book “Poetics of Encryption – Art and the Technocene”. In October of that year, a conference themed around digitalization and filled with performances, movies and lectures was held at the Delphi theatre in Berlin. The project then culminated in a group exhibition featuring works by around 40 artists across four floors at the exhibition building in Auguststraße in Berlin. Between February 17 and May 26, 2024, more than 28,000 people came to the KW building to view the exhibition, join lectures and guided tours, turning the show into one of the most successful projects in the history of the renowned Berlin-based cultural institution.

VOLKSWAGEN GROUP

Benita von Maltzahn, Director Cultural Engagement at Volkswagen Group: "We succeeded in putting digitalization in the spotlight for two years. Having attracted over 28,000 people with our project is very delightful. We need those chances to learn more about new technologies and artificial intelligence as they drive not only the transformation of our company but also heavenly influence our entire society."

Krist Gruijthuijsen, Director of the KW Institute of Contemporary Art adds: "The KW Digital Program reflects our mission to explore the space between virtual and material worlds and to encourage the creative use of new technologies. With the exhibition "Poetics of Encryption", we have opened new perspectives to understand digital spheres, we have called for creative exploration and we have spurred critical debates. Works from more than 40 artists along with the wide-ranging program covering mediation and further learning have led to discussions, reflections and ideas how to shape our digital future."

„Poetics of Encryption“ had been on display at the KW Institute of Contemporary Art between February 17 and May 16, 2024. Last Sunday, the show ended with free entry, a public artist talk and a closing evening on the final day.

Anja Kress

Volkswagen Group Communications

Spokesperson Cultural and Social Engagement

+49 5361 9-79110

anja.kress@volkswagen.de | www.volkswagen-group.com



About the Volkswagen Group:

The Volkswagen Group is one of the world's leading car makers, headquartered in Wolfsburg, Germany. It operates globally, with 114 production facilities in 19 European countries and 10 countries in the Americas, Asia and Africa. With around 684,000 employees worldwide. The Group's vehicles are sold in over 150 countries.

With an unrivalled portfolio of strong global brands, leading technologies at scale, innovative ideas to tap into future profit pools and an entrepreneurial leadership team, the Volkswagen Group is committed to shaping the future of mobility through investments in electric and autonomous driving vehicles, digitalization and sustainability.

In 2023, the total number of vehicles delivered to customers by the Group globally was 9.2 million (2022: 8.3 million). Group sales revenue in 2023 totaled EUR 322.3 billion (2022: EUR 279.1 billion). The operating result before special items in 2023 amounted to EUR 22.6 billion (2022: EUR 22.5 billion).
