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Potsdam, December 14, 2017

**Over 500,000 Visitors in the First Year. Museum Barberini continues its success story**

Last week, the Museum Barberini welcomed its 500,000th visitor. Since its opening at the beginning of 2017, the museum's popularity has grown steadily. This trend is also reflected in the third exhibition on artists in the GDR. With its conceptual approach of combining dynamic exhibitions with international partnerships, modern education methods, and digital access, the museum reflects the spirit of the times. "The ongoing enthusiasm of visitors from Potsdam and Berlin and all our guests from Germany and abroad is a great pleasure and it promotes the recognition of our work. I'm looking forward to providing our visitors with brilliant exhibitions in the coming year," says museum director Dr. Ortrud Westheider.

The launch of the Museum Barberini, an initiative by SAP co-founder Prof. Dr. h.c. mult. Hasso Plattner, was the most successful start of any art museum in Germany. The special exhibitions on Impressionism and modern art classics were seen by more than 320,000 visitors; over 140,000 people came to the exhibition *From Hopper to Rothko: America's Road to Modern Art*. The current show, *Behind the Mask: Artists in the GDR*, was seen by around 40,000 guests in the first weeks.

The Bremen institute markt.forschung.kultur, confirms that museum adds a major attraction to Potsdam. A recent survey of visitors carried out in November 2017 shows that the Museum Barberini draws visitors who may otherwise not have come to Potsdam. Around 45 percent of the guests came from Berlin, another 21 were tourists who were staying in Berlin and came to Potsdam for the day. Other guests came from the German states of Bavaria, Baden-Württemberg, North Rhine-Westphalia, Lower Saxony, and Hamburg. 76 of non-residents came to Potsdam solely because of the museum; one out of every ten visitors had never been to Potsdam before.

According to an estimate by markt.forschung.kultur, the exhibition *From Hopper to Rothko: America's Road to Modern Art* added 7.3 million euros to the regional economy.

"We have met our goal of encouraging people from Potsdam and Berlin to become regular visitors. This is demonstrated by the large number of annual memberships that we have issued and the many positive responses in our digital guest book," says Westheider. 30,000 people have become Barberini Friends. The award-winning Barberini app has been downloaded 50,000 times.

In just a short time, the Museum Barberini has gained an international reputation which allows it to present individual themes, artists, and eras in cooperation with museums from around the world.

The 2018 exhibition calendar will kick off with the show *Max Beckmann: The World as a Stage* in cooperation with the Kunsthalle Bremen. From February 24 to June 10, 2018, it

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will present numerous paintings by Beckmann that show the world of the theater, circus, and music halls. From June 30 to October 21, 2018 the exhibition *Gerhard Richter: Abstraction* in cooperation with the Gerhard Richter Archive of the Dresden State Art Collections will examine for the first time the abstract strategies and processes found in the artist's complete works. From November 17, 2018 to February 17, 2019, the Museum Barberini will present the first retrospective in Germany of works by Neo-Impressionist Henri-Edmond Cross (1856–1910) in cooperation with the Musée des impressionnismes in Giverny.

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