



VOLKSWAGEN GROUP OF AMERICA, THE MUSEUM OF MODERN ART, AND MoMA PS1 ANNOUNCE EXPANSION OF LONG-TERM PARTNERSHIP

Volkswagen Group of America To Be Lead Partner of MoMA Education

NEW YORK, June 25, 2015—The Museum of Modern Art, MoMA PS1, and Volkswagen Group of America announce an expanded two-year partnership that will provide lead support for all of MoMA's award-winning education programs, key exhibitions, and innovative initiatives that will share MoMA and MoMA PS1's programming with a broad, global audience.

Volkswagen Group of America has been a major partner of MoMA and MoMA PS1 since 2011, supporting a wide range of exhibitions, educational opportunities, and special event programming. The new initiatives announced today build on the success of the partnership.

The new focus on supporting **MoMA Education** will expand the Museum's opportunities to reach a worldwide audience of learners. The profound shift toward digital learning that has occurred since MoMA launched its first curriculum website in 2006—a transition not only from print to digital, but also towards customizable, interactive, self-guided, anytime-anywhere learning—has allowed MoMA to produce and aggregate a wealth of multimedia content that encourages a wide audience of participants not only to read and learn about works of art, but also to reflect, create, participate, and share. From instructor-led online courses to interactive apps, to free downloadable resources, MoMA's digital initiatives help expand perspectives and enrich lives for a growing global constituency. MoMA Education also offers customized programs for more than 900,000 people of all ages, backgrounds, and abilities who take part each year. The expanded partnership will allow MoMA Education new opportunities to connect visitors with living artists, leverage emerging technologies, and further illuminate the richness of MoMA's collection.

Additional Highlights of the expanded partnership include:

- Lead sponsorship of a series of exhibitions at MoMA and MoMA PS1, including **Greater New York 2015** (October 11, 2015-March 2016), a survey exhibition that takes place every 5 years, and this year will show a city and art community that has changed dramatically over the last 15 years.

- Support for a new cohort of **MoMA PS1 VW Fellows**, offering opportunities to the brightest young art world professionals from the United States and around the world to work alongside curators and staff at MoMA PS1 who are involved in producing exhibitions and programs.
- Development of the **Volkswagen Global Conversation Series**, a new international platform for cross-disciplinary debate and discussion that will bring together artists, curators, and critical thinkers around the world, to cover the full range of artists' practice, art, and design. Programs will take place at MoMA and internationally.
- Year-round sponsorship of the cutting edge program of MoMA and MoMA PS1 and the continuing support of the hugely successful **Sunday Sessions** in the VW Dome at MoMA PS1.

"It is a pleasure to work with an organization that shares our commitment to bringing world-class modern and contemporary art to a diverse, global audience," said MoMA Director Glenn D. Lowry during the announcement in New York. "We look forward to our continued partnership and to connecting visitors and our community abroad with today's most significant artists and innovators through conversation, exhibitions, educational programming."

Dr Winterkorn, Chairman of the Board of Directors of Volkswagen Group of America, Inc. and Chairman of the Board of Management of Volkswagen Aktiengesellschaft, said: "Volkswagen is DAS Auto, and MoMA is DAS museum. The renewal of our partnership is a reflection of our commitment to an internationally recognized art institution, and it demonstrates Volkswagen's engagement in the fields of arts, education and social matters. MoMA's focus on making art accessible to everyone matches well with Volkswagen's beliefs, and we are delighted to contribute to the further unfolding of this idea."

About Volkswagen Group of America, Inc.

Volkswagen Group of America, Inc. (VWGoA) is a wholly owned subsidiary of Volkswagen AG, one of the world's leading automobile manufacturers and the largest carmaker in Europe. VWGoA operates a manufacturing plant in Chattanooga, Tennessee and houses the U.S. operations of a worldwide family of distinguished and exciting brands including Audi, Bentley, Bugatti, Lamborghini and Volkswagen, as well as our financial arm VW Credit, Inc. Founded in 1955, the company's headquarters are in Herndon, Va.; VWGoA brings vehicles to the U.S. that marry the science of engineering and the art of styling, with the goal of offering attractive, safe, and eco-conscious automobiles that are competitive and set world standards in their respective classes. The company has approximately 6,000 employees in the United States and sells its vehicles through a network of approximately 1,000 dealers.

MoMA and MoMA PS1

The Museum of Modern Art is a place that fuels creativity, ignites minds, and provides inspiration. With extraordinary exhibitions and the world's finest collection of modern and contemporary art, MoMA is dedicated to the conversation between the past and the present, the established and the experimental. Our mission is helping our visitors understand and enjoy the art of our time. Founded in 1929 as an educational institution, The Museum of Modern Art is dedicated to being the foremost museum of modern art in the world. Through the leadership of its Trustees and staff, The Museum of Modern Art manifests this commitment by establishing, preserving, and documenting a permanent collection of the highest order that reflects the vitality, complexity and unfolding patterns of modern and contemporary art; by presenting exhibitions and educational programs of unparalleled significance; by sustaining a library, archives, and conservation laboratory that are recognized as internal centers of research; and by supporting scholarship and publications of preeminent intellectual merit.

Founded in 1971 as the Institute for Art and Urban Resources, in Long Island City, Queens, MoMA PS1 has been affiliated with MoMA since 2000, and is one of the oldest and largest nonprofit contemporary art institutions in the United States. An exhibition space rather than a collecting institution, MoMA PS1 devotes its energy and resources to displaying the most experimental art in the world. A catalyst and an advocate for new ideas, discourses, and trends in contemporary art, MoMA PS1 actively pursues emerging artists, new genres, and adventurous new work by recognized artists in an effort to support innovation in contemporary art.

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