



Volkswagen, MOMA, and MOMA PS1 Continue Extensive Partnership With the Announcement of *EXPO 1: New York*

New York City/Wolfsburg, March 11, 2013 – Volkswagen, The Museum of Modern Art (MoMA), and MoMA PS1 continue their extensive, ongoing partnership with the announcement of ***EXPO 1: New York***, an exploration of ecological challenges in the context of the economic and socio-political instability of the early 21st century, organized by Klaus Biesenbach, Director of MoMA PS1 and Chief Curator At Large of The Museum of Modern Art, with a team of curatorial advisors from MoMA and MoMA PS1.

EXPO 1: New York comprises components at MoMA PS1, MoMA, and the VW Dome 2 in Rockaway Beach, NY. Major aspects of EXPO 1 at MoMA PS1 include a school, a summer camp, a cinema, an exhibition of photographs by Ansel Adams, an emerging artists group show, and a large-scale international exhibition exploring the theme of dark optimism (May 12-September 2, 2013).

Benita von Maltzahn, Head of Culture and Corporate Social Responsibility, Volkswagen AG said, “‘Think Blue.’ is Volkswagen’s holistic approach to environmental sustainability, encouraging eco-conscious behavior, not just in our business, but in every aspect of our lives and intending to motivate people to act in a more sustainable way. In this context, we support *EXPO 1: New York* whose overall theme reflects the fundamental corporate values of Volkswagen—to take responsibility for the environment and society.” von Maltzahn continued, “The exhibition gives food for thought and poses questions—inspiring people to change their behavior and embrace a more environmentally-conscious lifestyle.”

As part of *EXPO 1: New York*, Volkswagen has donated the VW Dome 2, a temporary geodesic relief and culture dome, which will be located in Rockaway Beach (one of the areas most impacted by Hurricane Sandy). The dome will serve as a community center for cultural exchange, education, and will present ideas from the local community about the future sustainability of cities and the waterfront.

In 2012, Volkswagen generously donated the first VW Dome, which serves as the centerpiece of the MoMA PS1 courtyard, housing the weekly Sunday Sessions series—an amalgam of artistic programming from light, sound, and music installations to lectures and special performances.

EXPO 1: New York is the apex of the extensive and ongoing partnership between Volkswagen, MoMA, and MoMA PS1.

VOLKSWAGEN/ MoMA/ MoMA PS1 PARTNERSHIP

Volkswagen, MoMA, and MoMA PS1’s extensive multi-year partnership supports exhibitions and education initiatives, including the expansion of MoMA’s online course offerings and a series of installations in MoMA’s Abby Aldrich Rockefeller Sculpture Garden.

In 2010, MoMA launched a highly successful pilot program for online courses, which, thanks to Volkswagen, allows for additional online course offerings, and for the development of new educational content. As a result of the partnership, MoMA now offers an online course on the evolution of contemporary art from 1945 to today, and an artist-led studio course on experimentation with collage technique. The Museum will also develop two additional online courses in the coming year. Video resources developed in tandem with the course content will be used in future online projects and accessible to a global audience.

The partnership supports exhibitions in MoMA's Abby Aldrich Rockefeller Sculpture Garden. This space, designed in 1953 by Philip Johnson, is among the city's most beloved outdoor green, recreational spaces. The first installation, *Figure in the Garden*, an exhibition of 18 sculptures from the Museum's collection including works by Pablo Picasso, Henri Matisse, Auguste Rodin, Henry Moore, and Joan Miró is currently on view.

In 2011, Volkswagen supported an important exhibition of Francis Alÿs, which was on view at both MoMA and MoMA PS1, and subsequently donated two works from the exhibition—*Tornado* (2000- 2010) and *Mirage (A Story of Deception)* (2003-2006)—to MoMA. In 2012, Volkswagen supported *Kraftwerk – Retrospective 1 2 3 4 5 6 7 8*, the first live retrospective of the German electronic music pioneers. Kraftwerk performed live at MoMA for eight consecutive evenings in April, and also created a special eight-channel video installation specifically for the *VW Dome* at MoMA PS1.

"Think Blue."

Guided by its 'Think Blue.' philosophy, Volkswagen has the goal of becoming the leading eco-conscious car brand worldwide by 2018, and is committed to making efficient and sustainable mobility accessible to everyone. In 2011, Volkswagen's Chattanooga manufacturing plant became the first and only automotive manufacturing plant to receive the renowned Leadership in Energy and Environmental Design (LEED®) Award for outstanding energy efficiency.

Establishing the greatest possible access to innovations and specifically taking on responsibility for the environment and society are fundamental corporate values at Volkswagen. Volkswagen's partnership with MoMA and MoMA PS1 aims to heighten public awareness for sustainable action in this context.

The challenge of the future lies in making efficient and sustainable mobility accessible to everyone. Volkswagen intends to play a pioneering role in this context, as symbolized by the "Think Blue." Campaign.

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