

NO. 19/2024

Digital Art: Volkswagen Group is exhibition partner of the KW Institute for Contemporary Art

- Volkswagen Group as partner of the two-year art and exhibition project focussing on digitalization and AI in the sphere of art.
- Group exhibition presents works from around 40 international artists on all three levels of the KW Institute for Contemporary Art in Berlin
- Volkswagen Group provides support as part of its wide-ranging engagement for empowering creative debates that address pressing questions and a large audience

Berlin, February 20, 2024 – Under the umbrella of their two-year project “KW Digital: Poetics of Encryption”, the KW Institute for Contemporary Art currently exhibits an array of works in the field of contemporary digital art. Supported by the Volkswagen Group, this group exhibition is also a critical discussion of how digital technologies affect our cultural and social life.



Exhibition view of Poetics of Encryption at the KW Institute for Contemporary Art, Berlin, 2024; Photo: David von Becker.



Exhibition view of Poetics of Encryption at the KW Institute for Contemporary Art, Berlin, 2024; Photo: David von Becker.

The omnipresence of digital tools in today's life while the underlying functionalities and implied effects are widely unclear is subject to several current debates. As the leading curator since the start of the program in 2023, Nadim Samman has put this conflict in the focus of the art and exhibition project. On view until May 26, 2024, the public is now able to explore works from over 40 international artists at the KW Institute for Contemporary Art in Berlin.

The Volkswagen Group is partner of the entire project and supports the realization of the group exhibition. Visitors of the exhibition are made aware of the everyday-everywhere use of digitalization before they are invited to embark on a creative journey. It leads to encrypted worlds,

VOLKSWAGEN GROUP

which are created by analogue and digital artworks. As part of the exhibition, the KW Institute of Contemporary Art launches a dedicated website that not only represents a digital exhibition catalogue but also provides access to several specially commissioned artworks and to a chatbot powered by artificial intelligence (AI).

Benita von Maltzahn, Head of Volkswagen Group Cultural Engagement adds: "We are proud to support the Digital Program of KW and the exhibition Poetics of Encryption, as we want to give people the opportunity to experience the extensive possibilities of digitalization. How do artists use new technologies, and can we learn from them? Digitalization and AI do not only transform us at Volkswagen, but shape everybody's lives. We are excited to share this journey and exchange with KW and all artists participating in the exhibition."

Krist Gruijthuisen, Director of KW, says on the occasion of the exhibition opening: "KW sits at the intersection of virtual and material domains, and the creative use of emerging technologies. Exploring, criticizing, or reinventing this space through art is a key issue for the KW Digital Program. With Poetics of Encryption KW aims to introduce new perspectives on this digital landscape. Showcasing over 40 artists we seek to further stimulate conversations and reflections and to continue shaping our digitized future together:"

As part of its corporate cultural engagement work, the Volkswagen Group is partner of the KW Digital Program with its final element, the "Poetics of Encryption" group exhibition. Volkswagen had also supported previous program elements like to the development of the book "Poetics of Encryption. Art and the Technoscene" written by Nadim Samman as well as the "Poetics of Encryption" conference that took place in October 2023. This partnership deepens Volkswagen's wide-ranging effort to empower cultural institutions and artists, and to pave the way for multi-faceted and powerful encounters between art and the people. With these collaborations, the Group wants to help that the widest possible audience is given the chance to engage with creative ideas and a fresh reflection of perspectives or opportunities. Access to these experiences is eminent to drive creativity, innovation and understanding within societies.

Exhibition: „Poetics of Encryption“

Location: KW Institute for Contemporary Art,
Auguststraße 69, 10117 Berlin

Opening hours: 17/02 – 26/05/2024, We–Mo 11 am – 7 pm, Thu 11 am – 9 pm, Tue closed

Opening of the exhibition: 16/02/2024, 7 – 10 pm

Further details: <https://poeticsofencryption.kw-berlin.de>

VOLKSWAGEN GROUP

Anja Kreß

Corporate Communications

Spokesperson Cultural 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 115 production facilities in 19 European countries and 10 countries in the Americas, Asia and Africa. With around 676,000 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 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).
