

Kunstkraftwerk GmbH & Co. KG • Saalfelder Straße 8B • 04179 Leipzig

**Press Release** 

Anniversary - Unique - Unparalleled

### On the road to success with Hundertwasser

## Guided tours, multimedia shows and jubilee drinks: Kunstkraftwerk celebrates its one-year anniversary with an Open Day

(Leipzig, 15th June 2017) It has been one year since Kunstkraftwerk Leipzig officially opened in June 2016 and the results are impressive. Kunstkraftwerk has had the pleasure of welcoming about 50,000 visitors from Germany and around the world with 20 highly regarded exhibitions and young as well as established artists from 25 countries. Not only has it established itself as a cultural center in the western part of Leipzig and as a focal point for the friends of modern art, but it has also made an impression on the international art scene. There has been a big response in the last 12 months, both nationally and internationally especially to the two-part exhibition Illusion, the installation #SELFIE\_LEIPZIG by the Spanish light artist Darya von Berner, the exhibition Looking Back Forward on the current Marx-Renaissance as well as the interdisciplinary exhibition Hybrid Bodies on the topic of heart transplantation.

Kunstkraftwerk has also made a name for itself as a popular location for concerts, cultural festivals, readings and company events. The highlights in the last few months were, among others, the concerts PICTURES OF AN EXHIBITION - The Jazz Version with the Stephan König Jazz Quartet, the Klangfabrik with the orchestra amici musicae, the Symphonic Selection "Videogame Music" by the State of Saxony Youth Orchestra, the short film festival KURZSUECHTIG or readings with best-selling Italian authors during the Leipziger Book Fair.

Leipzig's Head Mayor Burkhard Jung is certain: "Leipzig scores points in the world again and again with soft location factors. Kunstkraftwerk is now definitely part of it."

For the 25th June 2017, the Kunstkraftwerk team would like to invite the citizens of Leipzig to celebrate this anniversary together. On the Open Day, all guests can visit the annual exhibition Illusion - Moving Space for free, a best of ... the immersive shows and participate in a tour of the building and guided tours with VR glasses. There is a children's program for families, and for toasting there is the "Hundertwasser Punch".



### Hotspot for media art

Kunstkraftwerk Leipzig is increasingly becoming a European hotspot for contemporary media art (New Media Art) and as an art space, it has taken over the mediation between media art and the public as well as the networking of media artists. At the same time, Kunstkraftwerk initiates such formats as the Artist Talks, the discourse on the social, technological and aesthetic parameters of contemporary and future art forms.

The current focus is on immersive art projects, which impressively correspond to their industrial environment, link different art forms and technologies, and at the same time challenge the interaction between the artist, the work of art and the viewer. Successful projects like HUNDERTWASSER-Experience and WERK in Progress by the Italian artist group Immersive Art Factory are examples of this. Kunstkraftwerk also boasts the biggest immersive video projection system in Germany providing for space-grabbing experiences.

"At Kunstkraftwerk, art, architecture, technology and science meet at eye level," says Markus Löffler, one of the initiators of Kunstkraftwerk. "We are talking about the symbiosis between individual genres, disciplines and living environments. The focus is always on our visitors. They can discover, learn, marvel, participate, actively participate in our art projects and help shape them in the best case."

# Kunstkraftwerk Leipzig

The current Kunstkraftwerk was built in 1900 as an electricity plant for the Leipzig tram system and used as a thermal power plant for approx. three decades until it was decommissioned in 1992. It quickly established itself as a popular center for contemporary art and culture, contemporary design and communication in the West of Leipzig. In private sponsorship, it presents art, theater, education, dance, music, crafts and design - multidisciplinary and internationally. 2,300 square meters offer space and rooms for exhibitions, art projects, meetings, multimedia shows, symposia and workshops. Catering for private events, as well as concerts and theater performances also belong to this concept. The current focus is IMMERSIVE ART, in which the visitors dive into the works of art via multimedial shows and installations thus becoming a part of it. The current annual exhibitions HUNDERTWASSER Experience and Illusion - Moving Space are there until November 2017 (Tue.- Sun. 10 am - 6 pm Saalfelder Straße 8b, 04179 Leipzig).

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