



Beekeeping over the course of time: journey of exploration with Pauline the Bee in the Markus Wasmeier Museum

Ingolstadt, August 11, 2021 – What happens inside a beehive with tens of thousands of bees? Which bees have which jobs? And how do they communicate with one another? A honeybee named Pauline leads children and adolescents through the nature trail of the Markus Wasmeier open-air museum and explains life in the beehive. Using an app, visitors can be steered toward various stations that illuminate details in the lives of bees or the history of beekeeping. The Audi Environmental Foundation makes the nature trail possible as a way of contributing to better understanding of beekeeping.

The first product of the Audi Environmental Foundation's collaboration with the Markus Wasmeier open-air museum is a glass beehive in a historic barn. There visitors can observe a living bee colony from up close without disturbing the animals. Now additional exciting exhibits that illustrate the history of beekeeping have also been added. Guided by the app, visitors experience the world of bees from their original habitat in tree holes in the forest to the historical development of beekeeping to modern apiculture and its challenges. In the process, they are introduced to new ways and new techniques for beekeeping that is close to nature as well as the importance of wild bees.

Audi Environmental Foundation

Sabrina Kolb

Phone: +49-841-89-42048

Email: sabrina.kolb@audi.de

audi-umweltstiftung.de



The Audi Environmental Foundation (Audi Stiftung für Umwelt GmbH) is an active promoter of research into new technologies and scientific methods for a future worth living. Its stated goal is to make a contribution to environmental protection and to create and promote ways of sustainable action. The foundation focuses in particular on the promotion and development of environmentally compatible technologies, environmental educational activities and the protection of the natural resources of humans, animals and plants. It was established in 2009 by AUDI AG as a wholly owned subsidiary and is part of its social and environmental commitment.