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Jürgen Partenheimer pays Audi a visit

- **Continuation of the “Audi hosts the Pinakothek der Moderne” cooperation**
- **The Sammlung Moderne Kunst collection shows works by Jürgen Partenheimer**
- **Art exhibition places Audi museum mobile in a new light**

Ingolstadt, June 26, 2013 - During the summer AUDI AG in Ingolstadt will be visited by the Sammlung Moderne Kunst that is part of the Bavarian State Painting Collections. The works will be presented by the Audi museum mobile until mid-September in the exhibition “Jürgen Partenheimer. The Visit”. With the artist himself attending, the Bavarian State Painting Collections and Audi today opened this joint project.

Launch of the exhibition “Jürgen Partenheimer. The Visit” represents the second part of the “Audi hosts the Pinakothek der Moderne” cooperation. The cooperation kicked off with the “Design Icons” exhibition in the Audi Forum Neckarsulm; now customers and visitors to Ingolstadt can view an exhibition of works by Jürgen Partenheimer that was devised especially for the Audi museum mobile.

The internationally recognized artist has filled the rotunda of the museum mobile with a scenic installation. He counters the planned openness and transparency of the architecture with subtle interventions and selected highlights. Curtains frame and obstruct the view to the outside; expansive wall drawings encase wall elements and pillars. A sculpture hangs from high above, merging at a central level with a collection of objects with a surreal quality. Abstract paintings and drawings pop up at unexpected places. Within the automotive museum’s world of products, which are designed for clarity and ease of identification, a striking landscape is created that provides visitors with subjective and reflexive spaces to experience.

“We view the exhibition by Jürgen Partenheimer as inspiration for creative dialog



with other disciplines at our site. The artist's work makes reference to the intentionally open character of the Audi museum mobile's architecture. It is a special place. It gives customers and visitors to the Audi Forum Ingolstadt insight into the genetics of Audi while also drawing attention to our plant, where the technical innovations of tomorrow are created," said Toni Melfi, Head of Communications at AUDI AG.

Along with sculptures, paintings, jars and drawings, the exhibition shows a room installation designed by Jürgen Partenheimer specifically for the museum mobile. With this open arrangement, the artist references the architecture of the building. "Compared to classical museums, which tend to feature windowless, closed spaces, the transparency here presents a special challenge for the artistic work. Jürgen Partenheimer is an artist for unconventional solutions. This is why I asked him to develop the exhibition in the museum mobile," explained Prof. Dr. Klaus Schrenk, General Director of the Bavarian State Painting Collections.

A native of Munich, Jürgen Partenheimer (born 1947) is one of the most prominent German artists of his generation. His extremely wide-ranging works include paintings and works on paper, sculptures, objects and literary texts. In Partenheimer's artistic formulations, constructive elements of minimal art are combined with lyrical intensity. With critical awareness, the artist analyzes and maps out the zone of freedom for art and its practice, which must constantly be redefined.

Partenheimer gained international recognition in the 1980s through his involvement in the Biennial festivals in Paris, São Paulo and Venice. He has participated in numerous exhibitions, including those at the Museum of Modern Art in New York and at the Fundació Juan Miró, Barcelona. In 2000, he was the first German modern artist to be honored with a retrospective in the National Gallery in Beijing and in the Nanking Museum. Important solo exhibitions of Partenheimer's work have been held at the Neue Nationalgalerie Berlin; the Städtischen Kunstinstitut Frankfurt; the Stedelijk Museum, Amsterdam; IVAM Valencia; S.M.A.K. Gent; Pinacoteca do Estado de São Paulo; Kunsthalle Karlsruhe; Ikon Gallery, Birmingham; Gemeentemuseum Den Haag; and the Kunstmuseum Bonn. In the coming year, the reopened Pinakothek der Moderne in Munich will show another exhibition on Jürgen Partenheimer. ("Jürgen Partenheimer. The Archive", from January 24 to April 21, 2014).

The exhibition "Jürgen Partenheimer. The Visit" is a highlight of the cooperation between the Sammlung Moderne Kunst of the Bavarian State Painting Collections and Audi. It is part of the "Audi hosts the Pinakothek der Moderne" cooperation, which was initiated by the four museums of the Pinakothek der Moderne and Audi as part of the SCHAUSTELLE. The SCHAUSTELLE is a temporary space for activities in



Munich that the museums, with support from Audi, are using while the Pinakothek der Moderne is closed for renovations. As “satellites” of the SCHAUSTELLE, two museums of the Pinakothek der Moderne are exhibiting art and design at the Audi sites in Germany.

Audi hosts the Pinakothek der Moderne

Exhibition: “Jürgen Partenheimer. The Visit”

Sammlung Moderne Kunst of the Bavarian State Painting Collections

Dates: June 27 to September 22, 2013

Location: museum mobile in the Audi Forum Ingolstadt

Opening hours: daily from 9 a.m. to 6 p.m.

Admission: €2

More information can be found at <http://www.pinakothek.de/en/visit> and <http://www.audi.de/pinakothek>

Note:

Current photos of the opening of “Jürgen Partenheimer. The Visit” can be accessed after 10 p.m. in the “Culture” section at www.audi-mediaservices.com.

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In 2012, the Audi Group delivered 1,455,123 cars of the Audi brand to its customers, generated revenue of €48.8 billion and achieved an operating profit of €5.4 billion. The Audi Group is globally present in more than 100 markets and produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). The brand with four rings will produce cars also in Foshan (China) as of late 2013 and in San José Chiapa (Mexico) starting in 2016. AUDI AG's wholly owned subsidiaries include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and the sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). The Group currently employs more than 70,000 people worldwide, including around 50,000 in Germany. Total investment of approximately €11 billion is planned by 2015 – mainly in new products and sustainable technologies. Audi lives up to its corporate responsibility and has strategically established the principle of sustainability for its products and processes. The long-term goal is CO2-neutral mobility.