

Press release

## **Bauhaus-Archiv / Museum für Gestaltung launches Berlin poster campaign for the world's largest Bauhaus collection**

**Beginning today – throughout Berlin – 500 illuminated posters featuring famous Bauhaus works by Marianne Brandt, Marcel Breuer, Walter Gropius and Oskar Schlemmer will extend their invitation to visit the museum.**

**Berlin, 15 July 2014: Beginning immediately, they can be seen on posters all across Berlin: Marcel Breuer's world-famous tubular steel chair, Marianne Brandt's tea infuser, photographs of Oskar Schlemmer's "Triadic Ballet" and the distinctive building of the Bauhaus-Archiv – a late work by Bauhaus founder Walter Gropius. These exceptional works are all part of the "Bauhaus Collection: Classic Modern Originals" at the Bauhaus-Archiv / Museum für Gestaltung, and they can be seen at the Klingelhöferstraße 14. The Berlin poster campaign featuring the four motifs was made possible through the generous support of the Wall AG. For one week at the beginning of August, the motifs from the Bauhaus Collection will also be shown on the digital advertising panels in the underground station at Friedrichstraße.**

"In our poster campaign, we place four individuals from the Bauhaus in the spotlight as pioneers of modern design", explains Dr Annemarie Jaeggi, Director of the Bauhaus-Archiv. "Innovative teaching methods and the collaboration with important figures from highly diverse fields enabled Bauhaus students to develop their talents early on and to follow new paths. You can explore the results in our permanent exhibition."

The poster campaign that can be seen for the next 14 days was made possible by the generous support of Wall AG. Daniel Wall, Chairman of the Board of Wall AG, has stated: "Even today, the Bauhaus continues to have a strong influence on art and architecture. With the Bauhaus-Archiv, Berlin possesses a genuine cultural gem that has fascinated its many visitors. For us as well – as street furnishers and outdoor advertisers – aesthetics and appealing design are important values. That is why we are particularly pleased to support the Bauhaus-Archiv in inspiring even more people with enthusiasm for the beauty of the forms of modern and timeless design."

### The Bauhaus figures in the poster campaign

In 1919, the 35-year-old architect Walter Gropius founded the Bauhaus, which became the 20th century's internationally most important school of architecture, design and art. Gropius is considered one of the main protagonists of modern architecture. In 1979 the distinctive building that he designed for the Bauhaus-Archiv was opened in Berlin as a central site for the heritage of the Bauhaus. His estate provided the initial foundation of the Bauhaus collection in Berlin. As the only woman, Marianne Brandt taught in the metal workshop of the Bauhaus Dessau in the 1920s and created timeless design classics, such as her tea infuser, which continues to be manufactured today.

The architect and designer Marcel Breuer is seen as the inventor of modern tubular steel furniture. He designed the renowned tubular steel armchair B 3 in 1926, one year after being appointed a junior master and the head of the furniture workshop at the Bauhaus Dessau.

The artist Oskar Schlemmer described his “Triadic Ballet”, which was also performed on the Bauhaus stage, as a “festival in form and colour”. Numerous original photographs, including those of Erich Consemüller, have been preserved.

## The Bauhaus-Archiv / Museum für Gestaltung

The Bauhaus-Archiv Berlin conducts research into and presents the history and influence of the Bauhaus (1919–1933), the 20th century’s most important school of architecture, design and art. After the closing of the Bauhaus in 1933, this material heritage was scattered all around the world. The German art historian Hans Maria Wingler founded the Bauhaus-Archiv in Darmstadt in 1960, with the goal of developing a collection related to the topic of the Bauhaus. He was supported by the founder of the Bauhaus, Walter Gropius, and by other individuals formerly involved with the Bauhaus. In 1979 the Bauhaus-Archiv opened at its present location, in the centre of Berlin in the building designed by Walter Gropius. The building is the largest work in the Bauhaus collection. Along with the permanent exhibition, the Bauhaus-Archiv regularly presents special exhibitions covering the entire spectrum of the avant-garde school.

The Bauhaus existed only until 1933, but the ideas that it set in motion still remain influential in diverse ways today. Accordingly, the Bauhaus-Archiv regularly presents contemporary design, in addition to thematic exhibitions dealing with the Bauhaus. In 2019, to mark the occasion of its 100th jubilee, the Bauhaus will be receiving a new museum building.

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