



Prof. Dr. Brigitte Franzen, Photo: Ruth Neubert

## Press release

**Berlin 3 September 2025**

### **Prof Dr Brigitte Franzen named new director of the Bauhaus-Archiv / Museum für Gestaltung**

In April 2026 Prof Dr Brigitte Franzen will become the new director and executive member of the board of the Bauhaus-Archiv / Museum für Gestaltung e.V. as successor to Dr Annemarie Jaeggi, who will be retiring after 23 years. Brigitte Franzen has served as president of the Offenbach University of Art and Design since 2024. From 2021 to 2024, she served as director of the Senckenberg Naturmuseum in Frankfurt am Main, and from 2015 to 2021, she was the sole director of the internationally active Peter

and Irene Ludwig Foundation. From 2009 to 2015, she was the director of the Ludwig Forum for International Art in Aachen. Brigitte Franzen has curated more than 100 exhibitions, including a major retrospective of Mies van der Rohe's collages from the MoMA in 2016, overseen multiple archival projects and is a widely respected researcher in the area of Neues Bauen (New Building) and architectural exhibitions of the 1920s.

The change in management comes with the addition of Alexander Stockinger, currently the head of finances and member of the directorate of the Museum für Kunst und Gewerbe in Hamburg. He will be taking the position of commercial director and executive member of the board of the Bauhaus-Archiv as of 1 November 2025. He began his career in 2014 as a research consultant and exhibition manager at the Dresden State Art Collections in 2014, after which he served as an advisor for organisational development at the Humboldt Forum in Berlin in 2017. In 2022 he initiated the nationally recognised sustainability network "Elf zu Null. Hamburger Museen handeln" (Eleven to Zero. Hamburg's Museums Take Action).

Senator for Culture and Social Cohesion, Sarah Wedl-Wilson: "The Bauhaus-Archiv is not only a unique beacon of design and architectural history, it is also a cultural flagship of our city. With Prof Dr Brigitte Franzen at the helm, the Archive is gaining an experienced and visionary director who brings historical depth to contemporary social issues. We expect her to generate new impulses, foster stronger international relations and engage in lively dialogue with the urban community. Together, we hope to make the Bauhaus-Archiv a place of openness, innovation and participation in the future."

Chairman of the board of trustees of the Bauhaus-Archiv e.V., Dr Markus Klimmer: "What a fantastic choice! With Brigitte Franzen as our new director, we have landed a major coup. She is exactly the person we had all wished and hoped for – an exhibition maker with international profile, a distinguished Bauhaus expert and researcher, an innovative, experienced and bold museum director. I am extremely delighted that we've succeeded in recruiting Brigitte Franzen

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as our new director. She has been actively involved in museum and foundation management, and most recently, in university management. This makes her predestined for this new challenge. I am convinced that she will succeed in further strengthening the outstanding significance of the Bauhaus-Archiv in the museum and archival landscape both here in Berlin and abroad. Thanks to her efforts, she recently set a new record of 460,000 visitors to the Senckenberg Naturmuseum.

Alexander Stockinger brings with him a remarkable range of expertise in modernisation and digitalisation of administrative work, as well as in the area of environmental transformation of cultural organisations. In the future, we will be doubling in size. Mr Stockinger, as our new commercial director, possesses the necessary professionalism to tackle the difficult expansion efforts ahead and lead the way into a new era.

As guardian to the world's largest collection of Bauhaus works, the Bauhaus-Archiv / Museum für Gestaltung is the most renowned institute in the world dedicated to the study and presentation of the history of this world-famous school of art and design. We owe our deep gratitude to the many years of Dr Annemarie Jaeggi's leadership. Since taking the position, she has worked tirelessly and with enormous élan to advance construction of the new museum, stage numerous highly acclaimed exhibitions in Germany and abroad, and study and significantly expand the Bauhaus collection. Whatever she plans to do in retirement, she will forever remain an honorary member of our institution starting immediately!"

The designated director and executive member of the board, Prof Dr Brigitte Franzen: "The Bauhaus-Archiv / Museum für Gestaltung is the most respected institution of its kind in the world. As an archive and museum, it is a place of public trust where the future can be actively shaped. With the new museum by Staab Architekten, the archive will gain spectacular exhibition and programme spaces. The Bauhaus was known for its high degree of inter- and transdisciplinarity. Its members tested boundaries and regarded art and life as a unit. Not only are those approaches legendary today, but they can serve as a model for shaping our own future and a modern society. Being able to work toward and contribute to this endeavour fills me with great enthusiasm.

This is both a new chapter as well as a return to my roots. My enthusiasm for art and cultural studies and exhibition work began with the architecture of Neues Bauen and the architectural exhibitions of the 1920s. I feel very fortunate to be able to revisit this subject of research. This unique collection offers countless opportunities with its focus on architecture, design and visual arts, but also fashion, music, film, photography and dance. At the Bauhaus-Archiv I intend to view museum and collection activities, public relations and science communication as interconnected, and look forward to developing the famous museum together with Alexander Stockinger and the entire team in the future."

The goal of the new director is to actively promote knowledge and discourse on art and design. A central focus will lie on international networking and cooperation with other museums, universities, research institutes and the general public. A key issue that drives Brigitte Franzen is the study of the impact and repercussions of artistic and design developments as an expression of myriad life concepts, and thus a societal force. In this respect, museums offer an important platform for actively strengthening democratic values.

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The designated commercial director and executive member of the board, Alexander Stockinger:  
“The Bauhaus-Archiv / Museum für Gestaltung fascinated me from the get-go. Its impressive historic legacy, its radiant reputation and the upcoming re-opening with all of its potential are coming together to form a unique combination! It is a pleasure and honour to accept the position of commercial director. I am grateful for the trust the selection committee has placed in me and look forward to working together with the board of trustees, Prof Dr Brigitte Franzen and the dedicated team to guide the museum into an exciting, new phase.”

## Selection committee

Sarah Wedl-Wilson, Senator for Culture and Social Cohesion

Dr Markus Klimmer, chairman of the board of trustees of the Bauhaus-Archiv e.V.

Ingo Mix, department head of K 2 Kunst- und Kulturförderung, BKM (German Federal Commissioner for Culture and the Media)

Dr Britta Kaiser-Schuster, former head of the Cultural Foundation of the German Länder with support from Sabine von Anhalt, managing director of Amrop Deutschland.

## Vita Brigitte Franzen

Brigitte Franzen studied art history, European ethnology, German studies and sociology at the universities of Karlsruhe, Vienna and Marburg an der Lahn and completed her doctorate in 2000 on the relationship between nature and art using the example of artists' gardens. The book “Die vierte Natur” was published in 2000 by Verlag der Buchhandlung Walther König and quickly sold out. The topics of landscape theory, public space, architecture and the history of ideas about nature appear again and again in her academic and curatorial work. In addition to numerous teaching activities, Brigitte Franzen

has supervised around 100 exhibition projects since 1993. From 2004 to 2008, she worked as a curator for contemporary art at the Westfälisches Landesmuseum in Münster and curated the skulptur projekte münster 07 from 2004 to 2007. From 2009 to 2015, Brigitte Franzen was director of the Ludwig Forum for International Art in Aachen. In 2015, she became the Chairwoman and CEO of the Peter and Irene Ludwig Foundation with 28 partner museums worldwide, including the Museum Ludwig, the Rautens-trauch-Joest-Museum and the Museums of Asian and Applied Arts in Cologne, as well as the mumok in Vienna, the Ludwig Muzéum in Budapest and the Museum of Islamic Art in Berlin.

She sees her curatorial work as “research-based curating”: in 2019, as curator of the Triennale in Fellbach, she focused on the anthropological dimension of art and its creation - in her “Museum of Curiosity” created there, numerous contemporary positions were placed in relation to 40,000-year-old early sculpture finds. In 2021/22, she curated the exhibition “The Cool and the Cold” at the Gropius Bau Berlin, a first-time juxtaposition of US and Soviet painting during the Cold War. Since October 2020, Franzen has been responsible for the Senckenberg Nature Museum Frankfurt for four years. Under her aegis, 19 exhibitions were held. Visitor numbers increased by 13% to 460,000 compared to the pre-corona period. The museum was able to expand through cooperative projects such as “Forests. From Romanticism to the Future” and participatory formats such as the “AHA? Research Workshop” to attract new groups of visitors. Franzen also focused on the structural development of the museum, from the new store and the renovation of important museum areas and collections (e.g. the famous Anaconda) to the introduction of so-called “Freiräume”, new recreational areas in the museum.



Alexander Stockinger, Photo: Julia-Steinigeweg

#### Vita Alexander Stockinger

Cultural manager Alexander Stockinger (born 1986) studied German language and literature and theater studies in Vienna and Berlin (diploma) and earned an MBA in general management from OUBS in the UK. His career took him to the Dresden State Art Collections in 2014 as a consultant and exhibition manager and to the Humboldt Forum in Berlin in 2017 as a consultant for organizational development.

Since March 2021, he has been commercial director and board member of the Museum für Kunst und Gewerbe Hamburg. There, he has focused on the modernization and digitization of administration, the structural and technical development of the museum, and sustainability.

In 2022, he founded the initiative “Elf zu Null: Hamburger Museen handeln” (Eleven to Zero: Hamburg Museums Take Action), which is considered a pioneer in the ecological transformation of the cultural sector nationwide. Alexander Stockinger is a certified organizational developer and has published, taught, and lectured on various cultural management topics.