

## Press release

# Museum Folkwang

## The journey begins in the mind. Where else? In 2024, Museum Folkwang is putting people and their imagination centre stage

**Essen, 14.11.2023 – Museum Folkwang's programme for 2024 is visually powerful and diverse, across epochs and interdisciplinary: author Felicitas Hoppe takes us on a long journey in a poster exhibition, while Andreas Slominski's works take us to football stadiums before the start of the European Football Championship. In autumn, the Photographic Collection presents a multifaceted show on the subject of hair in photography. The collection will be presented in new themed rooms with free admission.**

In spring, wanderlust will be the theme of a major travel poster exhibition at Museum Folkwang. *Faraway Countries, Faraway Times* (15 March - 7 July 2024) brings together around 300 posters, complemented by numerous photochromes, postcards and a replica of an imperial panorama. The renowned author Felicitas Hoppe is writing a literary accompaniment for the extensive exhibition that sheds new light on these "journeys in the mind". To mark the 50th anniversary of Deutsches Plakat Museum, a poster colloquium with international participation will take place on 15 March 2024.

In the second half of the year, the photographic gaze will be the focus of the exhibition programme. *Grow It, Show It!* (13 September 2024 - 12 January 2025) shows how the different ways of wearing and styling, showing and concealing hair can point to ethnic, cultural and religious origins and thus also to questions of identity. The exhibition brings together historical and contemporary works by photographers such as Diane Arbus, Anouk Kruithof, J.D. Okhai Ojeikere, August Sander and Cindy Sherman alongside album covers, YouTube tutorials and TikTok posts.

The Photographic Collection is also presenting three further exhibitions in 2024: *Wolf D. Harhammer* and *Photography Masters* (9 February - 26 May 2024) and *Troeller/Deffarge* (15 November 2024 - 23 February 2025). The work of Stuttgart photographer Wolf D. Harhammer transports viewers into the world of the fairground. In the mid-1970s, he photographed the lives of artists, acrobats, animal keepers, clowns and others who had sought their place in the circus microcosm at regional festivals. The *Photography Masters* exhibition shows selected final works by graduates of the Photography Studies & Practice master's programme at the Folkwang University of the Arts.

The work of the two journalists Marie-Claude Deffarge and Gordian Troeller will be rediscovered in a first comprehensive retrospective in November. Their reports from over 70

# Museum Folkwang

countries around the world were published in the 1960s, primarily in Stern magazine, and their later films were broadcast on television.

On the occasion of the new acquisition of the painting *Montaru 2d* by Willi Baumeister, Museum Folkwang is initiating a new exhibition format: *Collection Stories*. The first presentation of the painting acquired in 2023 will be flanked by around 30 paintings and prints by the artist Willi Baumeister at Museum Folkwang. *Signs of Time* (23 February - 16 June 2024) tells the eventful history of Baumeister's works in the Museum Folkwang collection.

The popular 6 ½ weeks exhibition format will continue all year round in 2024 and will present young international artists in four presentations. In the summer months, the museum will be set in motion as part of the cooperation with the Ruhrtriennale. The museum's collection presentation will also remain in flux and will continue in 2024 with new themed rooms under the title *NEW WORLDS*. It brings together art from different centuries and different media in the spirit of the Folkwang idea.

**Willi Baumeister at Museum Folkwang****Signs of Time**

23 February – 16 June 2024

# Museum Folkwang

**From 23 February to 16 June 2024, Museum Folkwang is showing the collection presentation *Willi Baumeister at Museum Folkwang. Signs of Time*. The occasion for the launch of the new exhibition format *Collection Stories* is the first presentation of the painting *Montaru 2d* (1954) by Willi Baumeister, which was acquired in 2023. The new acquisition is flanked by around 30 paintings and prints by the artist.**

Willi Baumeister (1889-1955) represents abstract painting like almost no other artist in Germany. From the late 1910s onwards, he developed his own drawing language, which he continued to use in his numerous series of works until his death. From February 2024, examples from the series of *Sport* and *Eidos* pictures, *the mock reliefs* and the *Safer* and *Montaru* series will be on display at Museum Folkwang. The exhibits were created between 1929 and 1954 and include significant examples from Baumeister's phase of inner exile. *Signs of Time* shows how Baumeister freed himself from the rules of mimetic art and arrived at compositions that use form, colour and material autonomously.

The presentation tells the eventful history of Baumeister's works in the collection of Museum Folkwang. Between 1926 and 1930, the museum built up its first representative collection. One of the two exhibition rooms is dedicated to this group of works, which fell victim to the "Degenerate Art" campaign in 1937. The second room focuses on the acquisitions made after Baumeister's death in 1955, when an overview of Baumeister's oeuvre was created in just 14 years with high-quality works.

Baumeister's last phase of work was represented exclusively in graphic sheets until 2023 and is now supplemented by a major work in the form of *Montaru 2d*. Museum Folkwang was able to acquire the painting thanks to the generous support of the Willi Baumeister Foundation with funds from the Folkwang-Museumsverein. The Museum Folkwang's collection now includes a total of 4 paintings, 5 individual graphic sheets, an illustrated book and a portfolio of 20 collotype prints by Willi Baumeister. The presentation shows the majority of the collection together with selected loans from a German private collection in the new exhibition format *Collection Stories*. The new series presents selected works and groups of works from the Museum Folkwang's rich holdings in concentrated cabinet exhibitions.

A publication will be released. Admission is free.

***Faraway Countries, Faraway Times***  
**Posters as a Place of Longing**  
15 March – 7 July 2024

# Museum Folkwang

**Museum Folkwang is in travel mode. In spring 2024, the exhibition *Faraway Countries, Faraway Times* will show around 300 posters from the end of the 19th century to the present day. In addition, the extensive exhibition presents numerous photochromes, post-cards and a replica of an imperial panorama, with which visitors can visually embark on long journeys. The author Felicitas Hoppe has written literary miniatures exclusively for Museum Folkwang. The previously unpublished texts can be experienced in the exhibition and in the app.**

The early days of individual travel around 1830 are the starting point of the exhibition. Travelling remained a luxury until the 1950s, as it required freely available time and financial means to be able to embark on a journey. The posters on display not only served to advertise these luxurious travel destinations in Europe and around the world, but also became projection screens for most viewers' own desires. Felicitas Hoppe comments: "Nowhere else can time and space be transcended as casually and effortlessly as in literature: it has been the undisputed expert on the freedom to travel in dreams and in the mind since time immemorial and remains the best travelling companion for the grandly illustrated surfaces of longing in art and advertising to this day."

The exhibition provides an overview of how the visual language of travel posters changed in the respective eras. In the 1920s and 1930s in particular, their appearance and design changed considerably. With the high speeds of trains, the means of transport itself increasingly became the subject of advertising. In the 1950s, civil aviation received more attention: renowned artists were commissioned by the airlines to design inspiring motifs for entire poster series.

In one part of the exhibition, students from the Academy of Fashion and Design in Düsseldorf visualise their ideas of 'travelling in the mind' in times of climate change and consider the dilemma of travelling between achievement and problem.

A catalogue will be published to accompany the exhibition. Admission: 8 € (regular) / 5 € (reduced).

***Grow It, Show It!*****A look at hair from Diane Arbus to TikTok**

13 September 2024 – 12 January 2025

# Museum Folkwang

***Grow It, Show It!* is the first large-scale photographic exhibition on the subject of hair. Historical and contemporary photographs, videos and film clips show body hair such as head hair, armpit hair, leg hair, chest hair, beard hair and pubic hair and illuminate them from various content-related and media perspectives. Works by photographers and artists such as Diane Arbus, Julia Margaret Cameron, Madame d'Ora, Anouk Kruithof, J.D. Okhai Ojeikere, August Sander and Cindy Sherman are shown alongside advertising posters, record covers, YouTube tutorials and TikToks.**

Since the early 19th century, hair fashion and trends have spread internationally with the help of photography. They mediate between art, fashion and advertising photography or function as a medium of political, religious and social expression. The image of "normal" hair, which is characterised by Western ideas, illustrates how thin the line between "too little" and "too much" often is. In recent years, this has often become the starting point for feminist, but also gender-theoretical and post-colonial debates. Yet hair touches everyone across age and gender boundaries and evokes immediate images and associations in people. In the exhibition *Grow It, Show It!*, these images are taken up and expanded to include new perspectives. In addition to the historical and contemporary works and series from the Museum Folkwang collection, loans from public and private sources will be on display.

The exhibition is sponsored by E.ON.

A catalogue will be published. Admission: 10 € (regular) / 6 € (reduced)



**Dorothea von der Osten**

*o.T.*, 1950s

© Detlef und Barbara Meyer

## Press images

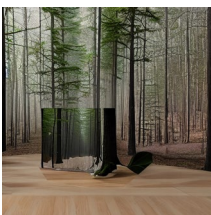
# Museum Folkwang

The images may only be used in the context of current reporting on the **2024 exhibition programme** at Museum Folkwang. The images may not be cropped or altered in any way. The works may be reproduced on the Internet in a maximum resolution of 72 dpi. Use in social media must be requested independently before use. Please send a copy of the publication to the Museum Folkwang press office. Longer photo series require special consultation with the Museum Folkwang. These and other images can be found in Museum Folkwang's online press area.



**Wolf D. Harhammer**  
*White clown*, Circus Hagenbeck, 1973  
Silver gelatine print, 27,1 x 18,4 cm  
© VG Bild-Kunst, Bonn 2023

**WOLF D. HARHAMMER**  
**Two Realities**  
9 February – 26 May 2024



**Anna Traskalíková**  
*Objekt Permanenz\_32*, 2023

**PHOTOGRAPHY MASTERS**  
**Folkwang University of the Arts**  
9 February – 26 May 2024



**A.M. Cassandre**  
*Chemin de Fer du Nord / North Express*,  
France, 1927  
Colour lithography, 105 x 75,2 cm  
Photo: Museum Folkwang

**FARAWAY COUNTRIES,**  
**FARAWAY TIMES**  
**Posters as a Place of Longing**  
15 March – 7. July 2024

# Museum Folkwang



**Gustave Hastoy**  
*San Sebastian, Spain, 1900*  
Colour lithography, 132,5 x 94,7 cm  
Photo: Museum Folkwang



**Andreas Slominski**  
*Borussia Dortmund – VfL Bochum, 1986–1989*, from the series *Residences versus Birthplaces*  
Offset printing, 84 x 59,4 cm  
© Andreas Slominski

**ANDREAS SLOMINSKI**  
**Residences versus Birthplaces**  
15 March – 7. July 2024



**Dorothea von der Osten**  
*o.T., 1950s*  
Silver gelatine print, 18,8 x 15,7 cm  
© Detlef and Barbara Meyer

**GROW IT, SHOW IT!**  
**A look at hair from Diane Arbus to TikTok**  
13 September 2024 – 12 January 2025



**Viviane Sassen**  
*Kine, 2011*  
From the series *Parasomnia*  
© Viviane Sassen/Courtesy Stevenson Gallery

# Museum Folkwang



**Gordian Troeller**  
*San Salvador, 1960/1961*  
From the *Stern*-Feature: *Between Kennedy and Castro, (Central America)*,  
Silver gelatine print, 36 x 23,7 cm  
© Ingrid Becker-Ross-Troeller

**TROELLER / DEFFARGE**  
***Stern*-Features and Films**  
15 November 2024 – 23 February  
2025