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Deutsche Wohnen makes it possible for the Bröhan Museum to have a regular day that is free of charge

Berlin, 14 June 2016. For years the Bröhan Museum, Berlin's state museum for art nouveau, art deco and functionalism, was able to make the first Wednesday in every month free of charge to its visitors – and this was an extremely popular policy. However, in November 2015 this arrangement had to be discontinued for cost reasons, and the museum began to look intensively for a suitable sponsor to enable it to offer the chance of a free visit once a month in future. In Deutsche Wohnen AG it has now found a partner whose financial commitment will secure the existence of a free admission day over the long term. This means that from July 2016 entrance to all exhibitions in the museum, including special exhibitions, will be free of charge for visitors on the first Wednesday of every month. The free admission days are also being extended in scope by the addition of cost-free “after-work” guided tours by the curators, which will take place at 5 pm.

Through their collaboration, the Bröhan Museum and Deutsche Wohnen AG would like to enable a broad public to participate in cultural education. In addition to the permanent exhibition, the offer includes the numerous special exhibitions at the museum, for example the current one entitled: “Germany versus France. The battle for style 1900-1930” or the one starting on 14 July entitled “Colori di Murano. Modern Glass Art from Italy” or the one starting on 30 September entitled “Do it yourself design”.

As Michael Zahn, CEO of Deutsche Wohnen AG explains, “Deutsche Wohnen is characterised by its roots in GEHAG, by its housing estates of the 1920s and 1930s and by world-famous architects like Bruno Taut, whose understanding of the functional and the aesthetic in architecture and housing has remained relevant right up to this day. In the outstanding exhibitions of the Bröhan Museum, the thinking and the work of this extremely creative period is brought to life with great clarity. With our involvement, we would like as many visitors as possible to be able to share this experience. At the same time, we, as a Berlin company, are delighted that we can support an important cultural institution in the city in this way.

About Bröhan Museum

The Bröhan Museum is a special period museum with an international orientation concentrating on art nouveau, art deco and functionalism. The museum is named after the Berlin art collector and entrepreneur Karl H. Bröhan, who donated his private collection to the city of Berlin to mark his 60th birthday. The collection of the museum comprises fine and applied arts from the end of the 19th century through to the start of the Second World War. The collection is rounded off with a wide-range of paintings by artists from the Berlin Secession movement. In special exhibitions the topics of art nouveau, art deco and the Berlin Secession are dealt with as well as questions concerning art and design through to the present time.

About Deutsche Wohnen

Deutsche Wohnen is one of the leading, publicly listed residential property companies in Germany and Europe with a business focus on managing and developing its residential property portfolio. As at 31 March 2016, the portfolio comprises 160,100 units in total, of which 157,900 are residential and 2,200 commercial. Deutsche Wohnen owns flats in four Berlin Modernist housing estates, which were given UNESCO world cultural heritage status in July 2008: White City, the Horseshoe Estate in Britz, the Carl Legien Estate in Prenzlauer Berg and the Ring Estate (Siemensstadt).