

Press Release

Shop windows come to life – Deutsche Wohnen supports “cultural shop windows” as part of SAVE, a state programme to secure the audio-visual heritage of Saxony

Dresden, 9 December 2020. As part of its project “cultural shop windows”, the Saxon State and University Library Dresden (SLUB Dresden) is projecting digitised silent film footage onto shop windows in the city. And Deutsche Wohnen is making commercial units available in Wilsdruffer Straße free of charge so that this footage can be shown on their windows. In addition, the company is supporting this project with a financial donation towards the cost of technical equipment.

Today, on 9th December, the cultural shop windows are coming to life. They can be seen every day from 4 pm to 11 pm until 21st December at the corner building on Wilsdruffer Straße on Pirnaischer Platz.

As Kristin Schwentesius, Head of the Regional Division Central Germany & Commercial Premises Management at Deutsche Wohnen, explains, “Dresden is an impressive city with a rich and varied history, which this project is bringing to life. We are delighted to be part of this and, with our shop windows, to be able to provide space for this special form of open-air cinema and to make history come to life.”

This open-air cinema is part of SAVE, a project to secure the audio-visual heritage of the state of Saxony. The project concerns itself with using specialists to retro-digitise audio-visual cultural assets and research documents of relevance to the state of Saxony and with making these assets accessible to the public.

Dr Achim Bonte, General Director of SLUB, explains as follows: “With our “cultural shop windows” project, we want to offer passers-by on Pirnaischer Platz in Dresden a cultural highlight in this unusual pre-Christmas period. The film excerpts taken from the years 1926 to 1996, which include historic footage of Dresden, will hopefully bring a little joy or some Aha! moments as well, and may even lead to private individuals making further film treasures available to our digitisation programme. In view of the corona pandemic, we have paid very careful attention to health protection. This means that the films are being projected onto the windows of the upper floor and so can only be clearly seen from a distance – by all the people who are observing social distancing anyway whilst waiting for public transport. Saxony’s film heritage can also be explored in comfort at home at any time in SLUB’s online media archive.”

Deutsche Wohnen has been active in Dresden since 2013 and operates a Service Point in Wilsdruffer Straße at Pirnaischer Platz close to the “cultural shop window”. The company manages around 6,000 flats and 280 commercial units in Dresden.

Deutsche Wohnen

Deutsche Wohnen is one of the leading publicly listed residential property companies in Europe. The business focus of the company is on managing its own portfolio of residential properties in dynamic metropolitan regions and conurbations in Germany. Deutsche Wohnen sees itself as having both a social responsibility and a duty to maintain and newly develop good-quality and affordable housing in vibrant residential neighbourhoods. As at 30 September 2020, the portfolio comprised a total of around 165,700 units, of which 162,700 are residential and 3,000 commercial. Deutsche Wohnen SE is listed in the Deutsche Börse's DAX and is also included in the leading indices EPRA/NAREIT, STOXX Europe 600, GPR 250 and DAX 50 ESG.

Deutsche Wohnen SE

Mecklenburgische Straße 57
14197 Berlin
deutsche-wohnen.com

Contact

Laura Kruß
Corporate Communications adviser

Phone: +49 30 897 86 5204
Fax: +49 30 897 86 5211
laura.kruss@deuwo.com