



Culture Communications

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“Design Icons” opens in Neckarsulm

- ▶ **Joint-project “Pinakothek der Moderne at Audi” launched**
- ▶ ***Die Neue Sammlung* features works by famous designers**
- ▶ **Visionary shapes and innovative materials**

Neckarsulm/Munich, April 25, 2013 - Dr. Florian Hufnagl, Director of *Die Neue Sammlung* – The International Design Museum Munich, together with Audi Board Member for Production Frank Dreves officially opened the exhibition “Design Icons” at the Audi Forum Neckarsulm today, where – until the end of June – the museum will display highlights of its Permanent Collection. Admission is free.

Effective immediately, visitors and customers to the Audi Forum Neckarsulm will be offered insights into 150 years of design history by *Die Neue Sammlung* – The International Design Museum Munich. The displays are considered milestones in furniture design and capture movements such as industrialization and mass production, new postwar materials, pop art, and post-modern and romantic components, many of which are standard bearers for the design language of the future. “Progressive design is a core element of our products. With the TT and the R8 sports car, which is manufactured here in Neckarsulm, Audi has made design history in the automobile industry. *Die Neue Sammlung’s* “Design Icons” is a good fit to this location and makes an exciting draw for visitors to the Audi Forum,” says Dr. Frank Dreves, Board Member for Production at AUDI AG.

The Director of *Die Neue Sammlung* Dr. Florian Hufnagl describes the exhibition’s artistic concept: “We wanted to show the design of innovative solutions – solutions that integrate industrial processes and production techniques into an aesthetic expression of objects.” The exhibits are representative of different eras: from the Industrial Revolution and the 1920s, to the postwar period and the 1960s, to today. For instance, the forward-looking *Cinderella Table* created by Dutch designer Jeroen Verhoeven in 2005. For a look further back in time, visitors can enjoy the stools and chairs of the Rhineland cabinet-maker Michael Thonet.

In the mid-19th century, furniture design was reduced to just a few elements, making the advent of its mass production possible. No other chair in the world was produced as much as model no. 14. Also on exhibit is the room divider created by



Frenchwoman Charlotte Perriand in 1953 as are works by Marcel Breuer, Charles and Ray Eames, Gaetano Pesce and Ettore Sottsass.

“Design Icons” marks the start of the joint-project “Audi hosts the *Pinakothek der Moderne*,” which is supporting the temporary exhibition of the four Pinakothek museums by providing visitors with an interactive action space in Munich. As a “satellite” of the SCHAUSTELLE (the show point), *Die Neue Sammlung* is exhibiting a collection of design icons at the Audi Forum Neckarsulm.

Beginning June 26, contemporary artist Jürgen Partenheimer will be presenting a temporary spatial installation in cooperation with the Collection of Modern Art from the Bavarian State Painting Collections at the Audi museum mobile in Ingolstadt.

Pinakothek der Moderne at Audi

Exhibition: “Design Icons”

Die Neue Sammlung – The International Design Museum Munich

From: April 26 to the end of June 2013

Location: Audi Forum Neckarsulm

Opening times: Monday through Friday from 8:00 a.m. to 6:00 p.m. and Saturday from 8:00 a.m. to 5:00 p.m.

Admission free

Exhibition: “Jürgen Partenheimer. The visit”

Collection of Modern Art from the Bavarian State Painting Collections

From June 27 to mid-September 2013

Location: Audi museum mobile at the Audi Forum Ingolstadt

Opening times: daily from 9:00 a.m. to 6:00 p.m.

Admission: €2.00. Concert tickets for the Audi Summer Concerts include free admission to the Museum Mobile during the course of the festival.

Please note: The latest pictures from the opening of “Design Icons” are available from 10:30 p.m. at www.audi-mediaservices.com in the “Culture” section.

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The Audi Group delivered more than 1,455,100 cars of the Audi brand to customers in 2012. In 2012, the company posted revenue of €48.8 billion and an operating profit of €5.4 billion. Audi produces vehicles in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Changchun (China) and Brussels (Belgium). The Audi Q7 is built in Bratislava (Slovakia). In November 2012, CKD production of the Audi Q7 was added to the existing Audi A4, A6 and Q5 manufacturing operations in Aurangabad (India). At the Brussels plant, production of the Audi A1 has been running since 2010, while production of the new A1 Sportback began in 2012. The Audi Q3 has been built in Martorell (Spain) since June 2011. The Company is active in more than 100 markets worldwide. AUDI AG's wholly owned subsidiaries include AUDI HUNGARIA MOTOR Kft.



(Győr, Hungary), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy), AUDI BRUSSELS S.A./N.V. (Brussels, Belgium), quattro GmbH in Neckarsulm and the sports motorcycle manufacturer Ducati Motor Holding S.p.A. (Bologna, Italy). Audi currently employs more than 68,000 people worldwide, including around 50,000 in Germany. The brand with the four rings plans to invest a total of around €11 billion by 2015 – mainly in new products and the expansion of production capacities – in order to sustain the company's technological lead embodied in its "Vorsprung durch Technik" claim. Audi is currently expanding its site in Győr (Hungary) and will start production in Foshan (China) in late 2013 and in San José Chiapa (Mexico) in 2016.

Audi has long been fulfilling its social responsibility on many levels – with the aim of making the future worth living for generations to come. The basis for Audi's lasting success is therefore formed by environmental protection, the conservation of resources, international competitiveness and a forward-looking human resources policy. One example of AUDI AG's commitment to environmental issues is the Audi Environmental Foundation. Within the context of "Vorsprung durch Technik," which extends far beyond its products, the Company is directing its activities toward a major goal – comprehensive CO₂-neutral mobility.