

press release

KUNSTHAL ROTTERDAM

Press release, 3 October 2017

Successful international tour Kunsthal Exhibition Peter Lindbergh

The Kunsthal Rotterdam is growing internationally as a strong initiator of high-end exhibitions with prestigious partners. The Kunsthal is not only capable of programming internationally trend-setting and surprising exhibitions at home in its collectionless 'magic box', but also uses its own productions to export the Kunsthal brand abroad.

After Rotterdam and Munich shown in Turin from 7 October

As one of the best-known cultural brands in the Netherlands, the Kunsthal is now travelling far beyond the national borders with the exhibition 'Peter Lindbergh. A Different Vision on Fashion Photography', compiled in collaboration with curator Thierry-Maxime Loriot and Peter Lindbergh. As the initiator and producer of this successful exhibition, the Kunsthal is extremely proud that the Palazzo Reggia di Venaria Reale – also known as Italy's Versailles – will now be the third venue to show the exhibition.



Third venue La Venaria Reale in Turin, 7 October 2017 until 4 February 2018

From Saturday 7 October 2017 until 4 February 2018 the Kunsthal exhibition 'Peter Lindbergh. A Different Vision on Fashion Photography' will be shown at the Reggia Di Venaria Reale, just outside Turin. This Palazzo from the Baroque period is unique in its kind, with all its rooms emanating grandeur and offering beautiful views of the gardens. This regal, historical backdrop will enhance the beauty and impact of Peter Lindbergh's timeless black and white images. The opening will take place on Friday, 6 October 2017 in the presence of Peter Lindbergh and numerous international celebrities from the fields of fashion and photography.

Successful Kunsthal product

With almost 325,000 visitors after two venues, unprecedented international media attention in over 600 articles and reviews, collaborations with many sponsors, incredibly positive reactions on social media and stylish merchandising, the exhibition is a successful Kunsthal product. Apart from its tour sponsor Swarovski, the exhibition has managed to forge invaluable collaborations with international (media) partners such as Marc O'Polo, Vogue, Alfa Romeo, Skyteam, Süddeutsche Zeitung, Lancia and Aon.

[VIDEO press preview Friday 9 September 2016:

<https://www.youtube.com/watch?v=Jm9MVZj9A1I>



Kunsthal Rotterdam, 10 September 2016 – 12 February 2017

The exhibition 'Peter Lindbergh. A Different Vision on Fashion Photography' had its world premiere at the Kunsthal and attracted no less than 110,000 visitors.

The overwhelming attendance of special guests turned the opening weekend, from 8 to 10 September, into an unprecedented success. A flying visit from Tina Turner, an impressive line-up of world famous supermodels, including Cindy Crawford, Eva Herzigova, Milla Jovovich, Amber Valletta, Nadja Auermann, Tatjana Patitz, Karen Alexander, Cecillia Chancellor and Lara Stone, numerous international celebrities such as Wim Wenders, the fashion designers Viktor & Rolf and Haider Ackermann, and photographers such as Anton Corbijn and Paolo Roversi all attended the opening of this grand exhibition by Peter Lindbergh.

With a variety of activities, including a masterclass for students by Peter Lindbergh and guest curator Thierry-Maxime Loriot, the opening of a pop-up presentation at Rotterdam Central Station, the overwhelming press preview and a book signing and official opening, the Kunsthal welcomed an incredible number of 6,000 invited guests and visitors during its opening weekend.

A compilation of the press preview can be watched here:

[VIDEO: <https://www.youtube.com/watch?v=Jm9MVZj9A1I>

A compilation of the full opening weekend can be watched here:

<https://www.youtube.com/watch?v=cbUjH7pX6vQ>

During the exhibition a number of public events took place. On 13 November 2016, the Photo & Fashion & Fun Family Day focused on natural beauty.

Visitors could create their own portraits in a photo booth, participate in undercover model scouting in collaboration with Max Models and there was a special theatre tour of the exhibition for children.

A video of the Photo & Fashion & Fun Family Day can be watched here:

<https://www.youtube.com/watch?v=V-64uHZ1-OI>



Kunsthalle Munich, 13 April until 31 Augustus 2017

After this initial success, the exhibition travelled on to the Kunsthalle Munich – its second venue, located in Lindbergh's home country – and managed to attract an unprecedented high number of visitors: 208,000. In Munich the exhibition was again attended by several celebrities who had been photographed by Lindbergh, including Pharell Williams and Mads Mikkelsen. Using #LindberghMuc the exhibition was mentioned more than 3,500 times and Lindbergh's video message got over 12,000 views.

A video about the preview at Kunsthalle Munich can be watched here:

<https://www.youtube.com/watch?v=mkpPjnYsWYg>

Interested in this travelling exhibition?

This travelling exhibition can be customised to suit a variety of venues and is flexible with respect to the way in which the photographs, haute couture and video material are exhibited. A catalogue including about 400 images and interviews is part of the exhibition. The exhibition offers every visitor interested in the world of fashion and photography a fascinating experience.

For more information about this exhibition, the contractual conditions, the selection of works and available materials please contact director Emily Ansenk at ansenk@kunsth.nl, or Charlotte van Lingen, the curator responsible for travelling exhibitions, at vanlingen@kunsth.nl or telephone number +31-10-4400345.

Stay informed about this travelling exhibition through #kunsthalexhibition #kunsthallontour

→ For more press information and/or photographic material please contact the Kunsthall Rotterdam's communication department: Mariëtte Maaskant, t. +31 (0)10-4400323; +31(0)6-14437789; Sabine Parmentier, t. +31 (0)10-4400321; communicatie@kunsth.nl
→ Upon publication please mention: info 010-4400301, www.kunsth.nl, opening hours: Tuesday – Saturday 10:00 – 17:00 hrs, Sundays and Public Holidays 11:00 – 17:00 hrs.

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