

GRIMM

WELT

KASSEL

PRESS INFORMATION | Kassel, 2020

## **Double anniversary in 2020**

### **GRIMMWELT celebrates its 5th birthday and 15 years as part of UNESCO's documentary heritage in its Memory of the World Register**

In 2020, we are celebrating a double anniversary: GRIMMWELT Kassel is celebrating its 5th birthday as the world's largest museum dedicated to the Grimm brothers. At the same time, it is the 15th anniversary of the recognition of their Kinder- und Hausmärchen (Children's and Household Tales) as UNESCO world documentary heritage. To mark this double anniversary, this year's focus is on the subject of the inclusive power of storytelling. A comprehensive programme of events will not only honour the two anniversaries, but will also reflect the artistic works included in the special exhibition.

#### **Exhibition: Storytelling – Narrative Art Today and Tomorrow**

3 June to 18 October 2020

The Grimm brothers are the most famous collectors of fairy tales in the world – making them the “Godfathers of Storytelling” in their own right! Their fairy tales, motifs and figures are part of global cultural memory and continue to inspire artists of all disciplines. In an open call, GRIMMWELT sought narrative works from all areas of visual art for the Storytelling group exhibition, which will take place from 3 June to 18 October 2020. More than 400 submissions from 399 artists or collectives from a total of 10 countries were received by GRIMMWELT during the six-week call for entries which ended on 31 December 2019.

#### **GRIMMWELT gifts flowers: cooperation with Flower to Arts**

At the end of the anniversary year 2020, GRIMMWELT will gift itself and its visitors flowers. In cooperation with the Flowers to Art/Blumen für die Kunst association, which has been running a successful exhibition in collaboration with florists in Aarau (Switzerland) for many years, both flower lovers and Grimm enthusiasts will be in their element. The exhibition featuring wilting flowers will be limited to a short period of four weeks (December 2020 to the beginning of January 2021).

#### **Preview 2021**

Sabine Hertig – a passionate collector of images

Born in 1982 in Basel, Switzerland, the artist Sabine Hertig has been working on collages for around ten years. From their humble beginnings, she has elevated her compositions to large works of art evocative of paintings. The collage artist, who trained at Visual Art School Basel, shares with the Grimm brothers a passion for collecting and an obsession which she applies to cutting out thousands of pictures from magazines and books in order to create new works. In 2019, a film was released documenting her artistic methods (Scrap – Exploring the Edge, directed by Angelo Lüdin, 65 minutes); the previous year saw the first comprehensive publication about her work (Sabine Hertig. Scrap – Analoge Collagen, Christoph Merian Verlag, Basel 2018). The exhibition will be open to the public in the first half of 2021.

# **The GRIMM WORLD Kassel**

## **Welcome to the world of the Brothers Grimm**

### **Fabulous from A to Z**

In the GRIMM WORLD Kassel visitors can follow the traces left by the famous fairy tale collectors and linguists Jacob and Wilhelm Grimm. After its opening in 2015, the exhibition centre was selected by the British newspaper "The Guardian" as one of the ten "best new museums" in the world, and numerous other awards followed. The exhibition uses a wide range of modern techniques in order to present the Grimms' fairy tales in an instructive, exciting and interactive way. In Grandmother's bed, the wolf waits for Little Red Riding Hood to come visiting, the witch's gingerbread house from "Hansel and Gretel" captivates both young and old, while the Talking Mirror gives the visitors surprising answers.

### **UNESCO Memory of the World document**

In the treasure chamber of the permanent exhibition, valuable originals are on show, for example the first edition of the Children's and Household Tales. The Grimm brothers' personal working copies of the fairy tales with their handwritten notes from 1812/1815 were registered in the UNESCO "Memory of the World" in 2005. Wilhelm Grimm in particular used these editions with a specially wide margin for his revision of the first versions, crossing out the coarse passages or obscenities and making the fairy tales more suitable for children and also more educational.

### **World of Words**

The World of Words illustrates the extensive linguistic research of the Grimm brothers. In the section on the "German Dictionary", also known as "the Grimm", visitors can study fantastic scenes made of paper and experience the genesis of this monumental work. After it was started in 1838, it not only occupied the Grimms for a long period of their lives. Together with a large network of correspondents, Jacob and Wilhelm worked on it up to the letter F. The project was not completed until 1961, after 123 years: 33 bound volumes, 67,744 columns of text, roughly 320,000 keywords and weighing 84 kilograms. At the same time, revision began, and was finally followed by digitalisation. The "swear word exchanger" in the World of Words is one of many installations which bridge the gap between the age of the Grimms and the present day. Children especially enjoy this demonstration of the liveliness of language: when they shout rude words into the outsized funnel, it replies with an old-fashioned expletive taken from the 19th century.

### **Interactive exhibition for discovery and experience**

The exhibition is structured like a glossary. Words from the German dictionary guide the visitors on their way. A total of 25 subject areas can be explored: from Z for Zettel (slips of paper) to Ä for Ärschlein (little arse). Interactive display formats and historical exhibits make the GRIMM WORLD a place of learning, discovery and active experience. On 1,300 m<sup>2</sup> and two levels, the permanent exhibition "Fabulous from A to Z" presents the many-sided work of Jacob and Wilhelm Grimm as well as their social and political life. The works of their younger brother Ludwig Emil Grimm, who was a painter, draftsman and the family chronicler, provide further insights. With the narrative structure of the different areas, the GRIMM WORLD departs from the usual historical-chronological forms of presentation and offers the visitors a variety of cross-references and associations on the basis of its spatial narrative structure. This design corresponds to the working methods of the brothers themselves, who conducted their

research by collecting and organising, unafraid of leaving gaps and continually moving into new fields of learning. The GRIMM WORLD takes account of this approach by reserving an area of about 300 square metres for regular temporary exhibitions. Here lesser known aspects of their universe are highlighted with room for new findings and discussions.

### **Distinctions and prizes**

At the end of 2015, the English newspaper "The Guardian" included the GRIMM WORLD in the list of the world's ten "best new museums". In an online poll by the architecture magazine "German Architects" the GRIMM WORLD took first place as "Building of the Year 2015". The Condé Nast Traveler refers to the GRIMM WORLD in 2015 under the heading "10 Biggest Museum Openings of the Year: The fairy tales of the Brothers Grimm come to life at this new family-centric museum, built in the authors' hometown of Kassel". The Internet search engine "Yahoo" recommended Kassel with the GRIMM WORLD as one of 16 Must-Visit-Places in 2016. The marketing prize "German Brand Award 2016" went to the GRIMM WORLD, and it also received the polis Award 2016 for urban and real estate development in the category "liveable open space". In the autumn of 2016 the German Town Planning Awards gave a "commendation" to the Weinberg landscape and the successful integration of the GRIMM WORLD into it. Under the heading "best summer trips 2016" the National Geographic writes: "Kassel, home of the new GRIMMWELT (Grimm World Museum), is known as the capital of the German Fairy Tale Route".

In January 2017 the GRIMM WORLD was awarded a special prize by the GrimmHeimat NordHessen as part of the tourism prize 2017. In 2017 it was awarded the 12<sup>th</sup> North Hessian Marketing Prize of the Nord Hessian Marketing Club. It was given a "Special Mention" at the "German Brand Award 2017" as an employer brand in the category "Excellence in Brand Strategy, Management and Creation". In November 2019 the Deutsche Designer Club awarded the so far most successful GRIMMWELT-Exhibition »FINSTERWALD« in the competition »Gute Gestaltung 2019« with bronze in the category »Spaces«.

Quotation and photo material on request

### **Visit us at ITB:**

**Do, 05.03. | 12.00 noon | Culture Conference Lounge**

Live-Performance: Fairy Tales of Brothers Grimm presented by storyteller Andrea C. Ortolano  
Bookable Event in GRIMMWELT Kassel

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