



## Press Information

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# Cultural Heritage Meets Digitalization: Vorwerk Group Sponsors Wuppertal's Von der Heydt Museum

**The Vorwerk Group is marking its 140th anniversary by sponsoring the further development of the renowned Von der Heydt Museum with a long-term funding project. Over a period of three years, beginning before 2023 is out, Vorwerk will be sponsoring the museum to the tune of 150,000 euros in total. With this gesture, Vorwerk underscores its deep connection with the region and once again reaffirms its ongoing commitment to supporting and participating in cultural projects in and around Wuppertal.**

**Wuppertal, December 14, 2023** – The Von der Heydt Museum represents for the city of Wuppertal an art collection of the highest order, encompassing some 2,200 exquisite paintings, 500 sculptures and over 30,000 graphic sheets. The museum is internationally famous for its collection of chiefly 19th century paintings and artworks of the European Avantgarde from the first half of the 20th century. With its highly acclaimed exhibitions – such as the current Pablo Picasso/Max Beckmann show – the Von der Heydt Museum attracts a wide audience. The Vorwerk Group is now sponsoring the museum's further development.

"As a company with deep roots in the city and close ties to the Wuppertal region for over 140 years, we are delighted to be marking our anniversary by supporting the important work of Wuppertal's Von der Heydt Museum," Speaker of the Vorwerk Group Executive Board Dr. Thomas Stoffmehl stresses: "Culture is an integral part of our identity. That's why we are passionate about participating in cultural projects. As a corporate group, we also count in a way as a "citizen" of the city, and as such, we want to contribute to the great civic movement that has always supported the Von Heydt Museum."

With its funding project, the Vorwerk Group will help the Von der Heydt Museum to continue successfully pursuing and expanding on its existing digitalization strategy. This will not only ensure the museum's future viability, but also make the collection – which already enjoys a fine reputation beyond Wuppertal's city limits – attractive to new audiences.



"Thanks to the Vorwerk Group's generous sponsorship, we can pursue our digitalization strategy in all of its facets." says Dr. Roland Mönig, Director of the Von der Heydt Museum: "This partnership makes it possible for us to bring our unique treasures within the reach of a wide and also a younger audience. Thanks especially to today's digital tools, we are able to impressively convey the tremendous power of art. They bring history into the present day and offer a fresh and attractive new approach to many topics.

## **ABOUT VORWERK**

Vorwerk is the number one direct sales company in Europe and the world-leading direct seller of high-quality household appliances. Founded in Wuppertal, Germany, in 1883, today Vorwerk is an international family enterprise. Its core business is the production and sale of superior household products (Thermomix® kitchen appliance, Kobold cleaning systems). Vorwerk always seeks direct contact with its customers and achieves this primarily through its advisors, who are at the center of the company's sales activities and serve as a central point of contact for the customer. The Vorwerk family also includes the akf group. Vorwerk generates consolidated sales of 3.2 billion euros (2022) and operates in more than 60 countries.

## **ABOUT THE VON DER HEYDT MUSEUM**

The Von der Heydt Museum is an art museum located in the Elberfeld district of Wuppertal. It was originally established in 1902 as Elberfeld Municipal Museum (Städtisches Museum Elberfeld). In 1961, it was renamed "Von der Heydt Museum" in memory of the banking family which played an important role in funding the museum. The museum collection includes paintings, sculptures, graphic art and photographs dating from the 16th century to the present day. Its main focuses are Impressionism, Expressionism and Classical Modernism.

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