



Press Information Vorwerk Group

Vorwerk SE & Co. KG

Raental 38

42289 Wuppertal

Phone +49 (0) 202 - 564 1247

www.vorwerk-group.com

Cultural Commitment: Vorwerk Extends Support for the Von der Heydt-Museum in Wuppertal

Wuppertal, 21 July 2025 – The Vorwerk Group will continue to support the renowned Von der Heydt Museum with EUR 50,000 in each of the years 2026, 2027 and 2028. The funding project, which began in 2023, will therefore continue at the same level for a further three years. The cooperation began in the year of Vorwerk's 140th anniversary. By extending it, the Group is continuing its cultural commitment in the region and underlining its dedication to Wuppertal.

"As a company, we have been deeply rooted in Wuppertal for more than 140 years. That is why contributing to the cultural development of our home city is important to us," says Dr Thomas Stoffmehl, Speaker of the Executive Board of the Vorwerk Group. "Culture is not only part of our corporate DNA, but also a central element of social identity. By continuing our support, we want to help ensure that art and culture remain easily accessible to future generations while also exploring new approaches."

With more than 2,000 paintings, 500 sculptures and over 30,000 works of graphic art, the Von der Heydt Museum ranks among Germany's most important art museums. Through spectacular special exhibitions and works by renowned artists including Pablo Picasso, Claude Monet and Max Beckmann, the museum regularly brings art history to life for a broad audience.

A central objective of Vorwerk's support is to further advance the museum's digitalisation strategy. The aim is not only to preserve cultural heritage, but also to communicate it in innovative ways across city and generational boundaries. For the Von der Heydt Museum, digitalisation is more than technological progress. It is a cultural bridge to the future. Online exhibitions, digital education formats and a modern website are intended to reach younger audiences and create new spaces for experiencing art.

"Vorwerk's continued support enables us to pursue and expand our digitalisation strategy consistently," says Dr Roland Mönig, Director of the Von der Heydt Museum. "In 2027, we will celebrate



the museum's 125th anniversary. With this milestone in mind, which we plan to mark with special activities and exhibitions, it is important to have a strong partner like Vorwerk at our side. This long-established Wuppertal company is sending a clear signal, both for our museum and for culture in Wuppertal as a whole."

ABOUT THE VON DER HEYDT MUSEUM

The Von der Heydt Museum is an art museum in Wuppertal-Elberfeld. It was founded in 1902 as the Municipal Museum of Elberfeld and has borne the Von der Heydt name since 1961 in memory of the banking family whose support played an important role in the museum's development. Its collection comprises paintings, sculptures, prints and photographs from the 16th century to the present day, with particular strengths in Impressionism, Expressionism and Classical Modernism.

ABOUT VORWERK

Vorwerk is Europe's number one direct sales company and the global leader in the direct sales of premium household appliances. The internationally operating family-owned company was founded in Wuppertal, Germany, in 1883. Vorwerk's core business is the production and distribution of premium household products (Thermomix® kitchen appliance, Kobold cleaning systems). Vorwerk always seeks direct contact with its customers. Advisors are at the heart of the company's activities and serve as the primary point of contact for customers. The Vorwerk family also includes the akf-Group. Vorwerk generated Group sales of EUR 3.2 billion in 2024 and is active in more than 60 countries worldwide.

MEDIA CONTACT

Vorwerk SE & Co. KG
Michael Weber
Vice President Corporate Communications
Tel. +49 202 564 1247
E-Mail Presse@vorwerk.com

Publication free of charge – copy requested.