

## Press release / Invitation to the KUNSTINVASION on May 31<sup>st</sup> and June 1<sup>st</sup> in Berlin

05/29/2008

The **press preview** takes place on May 31<sup>st</sup> at 6 p.m. right before the official opening of the exhibition.

Location: Blumengroßmarkt  
Friedrichstr. 18 / Lindenstr. 91  
10969 Berlin

### **The Initiative Berliner Kunsthalle (Initiative Berlin Art Centre) announces:**

***“The Berlin Central Flower Market is the location perfectly suitable to create a permanent Berlin Contemporary Art Centre”***

Berlin is considered one of the world’s most dynamic cultural cities; however it is in need of a central location to present contemporary national and international art adequately. A Berlin Art Centre, centrally located, with an innovative curatorial orientation, and a focus on the mediation of art is thus required.

With its 64.600 sq ft, a flexible structure, and its position in a great urban location, the Berlin Central Flower Market fulfils the requirements to be used as a Berlin ArtCentre. The area between Friedrichstrasse 18 and Lindenstrasse 91 is located across the street from the Jewish Museum and just a three-minute-walk from the Berlinische Galerie an Checkpoint-Charlie. The surrounding area, with its museums and galleries, is undergoing a transition into a cultural centre of the city of Berlin.

The relocation of the Berlin Central Flower Market at the end of the year 2010 has been planned for a long time. The property is owned by the Berlin Central MarketCompany, which is controlled by the federal state of Berlin.

As the “White Cube” will serve as a *temporary* Berlin Art Centre from 2008 to 2010, a *permanent* Berlin Art Centre could be established subsequently, at the location of the Berlin Central Flower Market. Thus the municipal government’s aim to create a Berlin Art Centre within this legislative period could be realized.

### **The Initiative Berliner Kunsthalle**

The initiative’s intention is to create a dialogue between the public, individuals interested in art and the responsible political institutions in order to communicate and support the Berlin Central Flower Market as the future location of the Berlin Art Centre.

At the same time, a major aim is to create a public platform to discuss the future orientation of the Berlin Art Centre by creating partnerships with other art initiatives. The initiative labels itself as a network, a platform for civil society that is open to everyone.

The Initiative Berliner Kunsthalle is formed by cultural, as well as non-cultural institutions, and dedicated individuals. With its participative and creative approaches, the initiative's goal is to involve as many people as possible. The initiative's organisational and financial basis relies on a broad public support.

### **KUNSTINVASION at the Berlin Central Flower Market**

On May 31<sup>st</sup> and June 1<sup>st</sup> the KUNSTINVASION will present the Berlin Central Flower Market for the first time in public as a place for artistic creation. A large art exhibition and two panel discussions will communicate the meaning of a permanent Berliner Kunsthalle to a wider audience. Over 70 artists will present their works all over the area of the Flower Market. Doing so the exhibition gives the opportunity to consider the suitability of the place to serve as the future Berlin Art Centre. With the KUNSTINVASION the City of Berlin is looking forward to one of the most exciting art events of the year.

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### **More information about the Initiative Berliner Kunsthalle and the program of the KUNSTINVASION:**

[www.berliner-kunsthalle.de](http://www.berliner-kunsthalle.de)

### **For further questions please contact:**

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