

## MEDIAINFORMATION

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### **Flux: A 'third place' at the Pinakothek der Moderne, designed by the artist Morag Myerscough, made possible by the Stiftung Pinakothek der Moderne**

The Pinakothek der Moderne is to gain another attraction – Flux!

Together with the Stiftung Pinakothek der Moderne, the four museums at the Pinakothek der Moderne will be creating an exceptional common space offering gastronomic facilities and cultural events. It will operate for the next five years from the end of June 2025 onwards and be independent of the museum's opening hours. Flux is an open invitation to relax for a while in the indoor and outdoor areas of the Pinakothek's 'Winter Garden': an accessible interactive installation, a welcoming space with no compulsion to order, a connection-generating impulse for the neighbourhood – a place open to everyone.

Flux will be a meeting place for people with different backgrounds, needs and concerns and be borne by a lively sense of community, dialogue and interaction. The common aim is to integrate culture in everyday life sustainably, in the centre of the city, and create a sense of belonging.

The name Flux alludes to the Fluxus art movement from the early 1960s. Fluxus artists questioned traditional concepts of art and wanted to dissolve the boundaries between art and everyday life. Fluxus art was not intended to be elitist but accessible to everyone. Many of the works were humorous, playful and provocative.

### **Transformation through an artistic intervention by Morag Myerscough**

The jury, comprising representatives from the four museums and the Stiftung Pinakothek der Moderne, unanimously voted in favour of the proposal submitted by the artist **Morag Myerscough** (<https://www.moragmyerscough.com/>) from a total of 18 artists and designers invited. Myerscough is known for her immersive installations, characterised by bright colours, geometric shapes and a pronounced zest for life and creative design. Her works have a great impact on public spaces and strengthen social cohesion. Myerscough's work is holistic, sustainable and participative. Her installation will be developed and realised in collaboration with local communities.

### **Redesign of the space**

Myerscough's design includes a temporary, walk-in sculpture in the Pinakothek der Moderne's 'Winter Garden' that extends over two levels and seamlessly connects the indoor and outdoor areas. Different seating arrangements enable social get-togethers and allow the space to be used for a variety of functions. Several pavilions with raised terraces are planned for outdoors, as well as a kitchen garden and multifunctional objects such as ramps, steps, podiums, terraces and play areas for children and families.

**Morag Myerscough** describes her vision for Flux as follows: “A place injected with colour, where your imagination can run wild filling your heart with joy with limitless possibilities and space to grow.”

Morag Myerscough’s artistic intervention is more than just a colourful backdrop. It provides an informal entrance to the museum, actively invites visitors to linger awhile and integrates a variety of presentation and performance areas. Flux turns its visitors into participants and is driven and realised through this collaborative approach. Through the fusion of art, nature and functionality Flux will become a versatile retreat that will appeal to a wide audience and enrich its sense of perception.

To mark its 30<sup>th</sup> anniversary, the Stiftung Pinakothek der Moderne is giving the museum and the people who spend time in the Kunstareal this ‘third place’. **Dr Markus Michalke**, Chairman of the Foundation’s Board of Trustees, explains: “Together with the four museums, we want to create an inviting place for everyone to come together. A public place as part of the museum, where everyone should feel welcome and comfortable. Our mission is to perfect the Pinakothek der Moderne – i.e. to facilitate a barrier-free and open access to the Pinakothek der Moderne for everyone, including us as well. Flux will make this even more tangible.”

The project is sponsored by the Thomas Kirch Stiftung and the Kirch Stiftung in memory of the Munich media entrepreneur Leo Kirch and his wife Ruth, as well as the Stiftung Pinakothek der Moderne. **Dr Reinhard Scolik**, Chairman of the Board of Trustees of the Kirch Stiftung: “Leo Kirch was one of the founding benefactors of the Pinakothek der Moderne. Through their sponsorship of the new ‘third place’ for the Pinakothek der Moderne, the Thomas Kirch Stiftung and the Kirch Stiftung are linking up with the Kirch family’s long association with this magnificent museum. We are delighted to contribute towards enriching Munich with a place where people in our city can meet.”

**The directors of the four museums in the Pinakothek der Moderne:** “We are extending the Pinakothek der Moderne beyond the building into the public space to create a new, attractive and colourful area for everyone. It will allow visitors to experience the Pinakothek der Moderne on a new level. A distinctive ‘third place’ is to be created, designed by the internationally renowned artist Morag Myerscough, that will include participative and inclusive elements. The low-threshold approach will further open up the Pinakothek to the urban community and enliven the designated area. We are very much looking forward to the opening in 2025, a year of special joint projects in the Pinakothek der Moderne’s ongoing development to mark the 100<sup>th</sup> anniversary of the Neue Sammlung.”

“Who dares, wins! On the occasion of its 30th anniversary, the Pinakothek der Moderne Foundation is not only looking back, but also to the future. Together with the Pinakothek der Moderne, it demonstrates: Museums not only preserve cultural treasures of the past, they are also laboratories for the future. Flux is a place that stands for what we want to achieve with our *Museumsoffensive*: new thinking and new togetherness, more quality of stay and more participation. It also shows that cooperation between the state and the private sector offers a good breeding ground for fresh ideas with a wow effect. Thank you very much for this extraordinary commitment!”, says the Bavarian State Minister of the Arts Markus Blume.

## **Interaction and participation through events & activation**

The flexible design enables space for educational and mediation events and gastronomic facilities and, at the same time, ensures the implementation of an interdisciplinary agenda in synergy with the four collections: art, prints and drawings, architecture and design. Readings and discussions, as well as performances and music events are planned, along with happenings and join-in formats. All this makes Flux a space for a multitude of uses all year round.

The Flux project is being accompanied conceptually by the collective 'This Is Really Happening'. Behind this name are Michi Kern, Lissie Kieser and Gregor Wöltje who have already initiated many creative utilisation concepts in the city (most recently Sugar Mountain). In collaboration with the agency "Bricks And Stories", the name for the new project was developed, as well as the logo and the communication presence in all media channels.

## **Timetable**

The space can now be explored during the workshop week from 24 to 28 February when – presented by the artist – terms, patterns and colour surfaces will be configured according to the ideas of the participants. Together, the 'third place' at the Pinakothek der Moderne will be brought to life with new colours, shapes and life-affirming fun.

Open workshops with the artist will take place at the weekend on 15 and 16 March from 11 am to 5 pm in the Pinakothek der Moderne's 'Winter Garden' (café). No advance registration is necessary; participation is free and possible at any time, without any previous knowledge.

The grand opening of Flux will take place in the evening on 26.06.2025, followed by a lavish opening to the Kunstareal Festival weekend from 27–29.06.2025. Visitors can expect a varied programme of events ranging from workshops and live music to discussions and performances – Flux will be colourful and vibrant!

For further information and images for download please see:

[www.pinakothek-der-moderne.de/presse](http://www.pinakothek-der-moderne.de/presse)

<https://www.flux-munich.com/>

We look forward to your coverage.

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