

**Record visitor numbers
and digital transformation
at Haus der Kunst**

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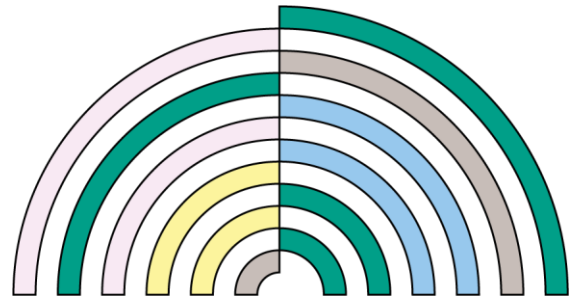
HAUS DER KUNST ACHIEVES RECORD ATTENDANCE AND CONTINUES TRANSFORMATION



Shu Lea Cheang. KI\$\$ KI\$\$, *Spoken Words*, Installation view, Haus der Kunst München, 2025, Photo: Milena Wojhan

The transformation at Haus der Kunst is in full swing. We are delighted that this also reflects in our visitor numbers, which are now available for 2024. Haus der Kunst aims to lead on exploring the digital transformation and its impact on the arts, and in engaging in dialogue with its audience through new exhibition formats. With these new formats, interconnection across projects, and a broad opening, Haus der Kunst achieved a **record attendance of 440.000 visitors** in 2024, more than ever before.

The exhibition “Inside Other Spaces. Environments by Women Artists 1956–1976“ was the most successful exhibition in the museum’s recent history, with over 150.000 visitors. Martino Gamper’s “Sitzung“ in the Mittelhalle also attracted more than 270.000 visitors over its running time of 15 months. We are particularly thrilled about this successful opening as a social space for a broad, diverse audience. This wide appeal is also reflected in the high percentage (25%) of young visitors under the age of 18. All together, 2024 was a year full of exciting exhibitions, new formats and inspiring encounters.



Haus der Kunst is changing fast with the new transition under the direction of Andrea Lissoni. This success now continues with exhibitions dedicated to **digitality**, diving deep into these worlds: The fully AI driven exhibition “Voices” by Philippe Parreno is ever-evolving, transmitting live data from the Spanish desert and engaging in dialogue with its visitors. The live exhibition ECHOES explored the intersections of the digital and the body, with seven world premieres at the beginning of the year. And the recently opened exhibition “KI\$\$ KI\$\$” by Shu Lea Cheang creates interactive landscapes that blur the boundaries between the real and digital world, reflecting on how the digital transformation is changing our lives.

We aim to continue these successes in 2025. As a global centre for contemporary arts, we draw new lines in art history by re-appraising canons and stereotypes, working together closely with the artists. Our programme weaves exhibitions and projects into a story that evolves over time, with openness and accessibility always at the heart of our vision.

“Haus der Kunst strives to be an exciting place for exchange and encounter. We aspire to be an institution with a many-voiced personality, a place where everyone can participate. We invite you to join us on this journey.” – **Andrea Lissoni, Artistic Director**

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