

RECORD YEAR: THE SCHIRN WELCOMED OVER HALF A MILLION VISITORS IN 2023

2023 IS THE MOST SUCCESSFUL YEAR IN THE HISTORY OF THE SCHIRN

With a total of 502,961 visitors in 2023, the Schirn Kunsthalle Frankfurt recorded its most successful year since its opening in 1986. The years with the highest visitor numbers were previously 1989 (416,148), 1991 (411,242), 2008 (356,421), 2012 (479,121), and 2017 (401,514). The year 2023 had already begun with great success: the exhibition “Chagall: World in Turmoil” (November 4, 2022 – February 19, 2023) achieved the strongest response to a show in the history of the Schirn with 243,582 visitors during its entire run. This was followed in 2023 by the equally popular public exhibition on Niki de Saint Phalle (with a total of 176,641 visitors). The Schirn also presented contemporary positions by Monster Chetwynd, Elizabeth Price, Martha Rosler, Maruša Sagadin, and the themed exhibition “Plastic World”. The major retrospective of Lyonel Feininger, which has already been seen by over 90,000 guests and is open through February 18, 2024, is also currently very popular. At the same time, the Schirn is presenting “John Akomfrah: A Space of Empathy” until January 28, 2024.

The first highlight of 2024 is “THE CULTURE: Hip Hop and Contemporary Art in the 21st Century” (February 29 – May 26, 2024), a major exhibition dedicated to hip hop and its profound influence on present-day art and culture, on the occasion of the cultural movement’s 50th birthday.

Sebastian Baden, director of the Schirn Kunsthalle Frankfurt, emphasizes: “I am delighted with this fantastic response! Over half a million is an overwhelming number. This is due to the wide variety of people we have been able to welcome to our exhibitions at the Schirn. And we have reached far more with our digital offerings. This is a unique success in the history of the Schirn, and it is all the more significant in light of the major challenges of recent years. This result is the most valuable confirmation and motivation for the entire Schirn team, and for our lenders and partners, whom I would like to thank in particular. It clearly demonstrates the relevance and sustainability of our program for a broad audience, which distinguishes the Schirn with this record as a lively place of multifaceted encounters with art and social exchange.”

In 2023, the Schirn’s extensive and varied education and event program for different target groups also attracted a great deal of interest from the public. A total of 1,716 public and individual guided tours of exhibitions were held. In addition, successful events such as the monthly DOUBLE FEATURE, the SCHIRN BOOKCLUB, the SATURDAY BEFORE CLOSING, the SCHIRN AT NIGHT, the SCHIRN SUMMER HANGOUTS, and the SCHIRN OPEN AIR CINEMA took place. The education program for children, young people, and school classes of all ages also met with great demand. The Schirn offered 90 public “children’s hours” for young ones and their parents or accompanying persons. In fact, 657 school classes took part in a guided tour, often in conjunction with a practical workshop. The Schirn organized its CHILDREN’S ART NIGHT twice again this year, with a total of more than 2,000 children aged four and above visiting the Schirn. In 2023, for the first time since the pandemic, the MINISCHIRN’s play and learning trail was no longer only open to nursery and primary school groups, but also to children of individual visitors again, welcoming more than 5,000 young guests on weekends and during family afternoons. A further 58 groups came to the Schirn as part of an outreach or educational cooperation program. There was also strong demand for the publications accompanying the exhibitions, such as catalogs and booklets, some of which were sold out at the Schirn.

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The Schirn's comprehensive range of digital education formats was also very popular. Over one million users visited the Schirn website at schirn.de. A further 122,000 have so far used the Digitalorials® (schirn.de/digitalorials), which are offered free of charge by the Schirn, about the exhibitions by Marc Chagall, Niki de Saint Phalle, and currently Lyonel Feininger, as well as the new SCHIRN 3D PARCOURS on "Plastic World" (plastic.schirn.de/en). The number of hits on SCHIRN MAGAZINE also increased significantly in 2023 to around 690,000. Enjoying particular popularity were the German podcast series "Auf den Spuren von Chagall" (In Chagall's Footsteps) and "Living in a Plastic World" and, most recently, "How to Make Money as an Artist in the Art World" by the artist Michael Riedel. The Schirn produced highly successful films and video interviews with artists to accompany the exhibitions, which were viewed about a million times on YouTube and social media. The Schirn's presence on social networks and in the newsletter reached a broad audience, extending far beyond the number of visitors to the actual venue in Frankfurt.

UPCOMING EXHIBITIONS AT THE SCHIRN

Melike Kara: shallow lakes (February 15 – May 12, 2024)

THE CULTURE: Hip Hop and Contemporary Art in the 21st Century (February 29 to May 26, 2024)

Cosima von Bonin: Feelings (March 21 – June 9, 2024)

Selma Selman: Flowers of Life (June 20 – September 15, 2024)

Casablanca Art School: A Postcolonial Avant-Garde 1962–1987 (July 12 – October 13, 2024)

Carol Rama (October 11, 2024 – January 19, 2025)

Hans Haacke (November 8, 2024 – February 9, 2025)

Information and press images accompanying the Schirn's 2024 exhibition program are available at schirn.de/en/presse.

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