

///UBS DIGITAL ART MUSEUM: THE LARGEST MUSEUM FOR DIGITAL AND IMMERSIVE ART IN EUROPE

- The UBS Digital Art Museum will become one of the most significant platforms for digital and immersive art in Europe
- A digital trailblazer and hotspot for the arts and culture scene in Hamburg, Germany, and Europe
- *teamLab Borderless* by the art collective teamLab – the centrepiece of the museum – will be shown in Europe for the first time
- The permanent exhibition *teamLab Borderless* will be complemented by rotating special exhibitions of digital art
- A comprehensive education and events programme is planned, including talks, workshops, panels, and more

In the near future, the UBS Digital Art Museum will open in Hamburg's HafenCity – making it the largest museum in Europe dedicated exclusively to digital and immersive art. The centrepiece of the museum will be the permanent exhibition *teamLab Borderless*, created by the art collective teamLab.

Founded in Tokyo in 2001, the collective explores new forms of perception and the relationship between the self and the world around us through immersive installations. Beyond *teamLab Borderless*, the museum will host rotating special exhibitions featuring digital art by both established and emerging international artists. These exhibitions will be complemented by a comprehensive education and events programme including workshops, talks, panels, and further formats.

The aim of the UBS Digital Art Museum is to make digital and immersive art accessible to a wider audience. The purpose-built section of the building in Hamburg's HafenCity covers an area of 6,500 m², with ceiling heights of up to 12 metres. The exceptionally spacious interiors provide the perfect setting for presenting teamLab's forward-looking, large-scale art.

teamLab Borderless – alongside other works and exhibitions by the collective – is as conceptually profound as it is technologically complex. The word "borderless" in the exhibition title deliberately refers to the multi-layered dissolution of boundaries that defines teamLab's art above all else. The artworks interact with one another, merging and blending together – without borders. At the same time, these works respond via sensors to the movements and gestures of visitors, creating an interactive art experience.

Beyond their immersive quality – which truly allows visitors to "dive into" the art – the room-spanning works also engage multiple senses: specially composed soundscapes and subtle scents are integral elements of the artworks. Combined with the visual and haptic experience of the art, this ensures a continually evolving exhibition experience, even on repeat visits. Thanks to the interactive nature of the art, each visit to the museum gives rise to a unique, new universe in which the boundaries between art and audience dissolve.

Origin and Development of the UBS Digital Art Museum

The founder and initiator of the UBS Digital Art Museum is entrepreneur and investor Lars Hinrichs. In keeping with his motto "Everything that can be digital, will be digital", he invests in visionary and innovative technology projects and start-ups across Europe and the USA. In addition to founding the professional network Xing, he has launched platforms such as HackFwd and politik-digital.de. Lars Hinrichs serves on several supervisory boards and is an active member of the Young Presidents' Organization (YPO) and the Young Global Leaders (YGL) of the World Economic Forum.

In 2016, Lars Hinrichs stood before teamLab's artwork *Cold Life* for the first time during a visit to the Fondation Maeght. Overwhelmed and fascinated by this ever-changing and evolving art, he went on to visit the teamLab museums in Tokyo as well as temporary exhibitions in London and Helsinki. After making contact with Pace Gallery, which represented the art collective teamLab internationally at the time, Lars Hinrichs made the decision to bring the works to Hamburg. His goal was to share this overwhelming exhibition experience with his home city.

In August 2019, together with Peter Tschentscher, the First Mayor of Hamburg, who was travelling in Asia with a Hamburg delegation, he visited the *teamLab Borderless* exhibition in Tokyo. Enthused by Lars Hinrichs' plans, Peter Tschentscher subsequently signed a letter of intent to bring teamLab's art to Hamburg.

In 2021, Lars Hinrichs co-founded the Digital Art Museum GmbH together with Managing Director Caren Brockmann. The museum is currently under construction and will open in the near future in the Elbbrücken quarter in Hamburg's HafenCity, at Amerigo-Vespucci-Platz, within walking distance of the Elbbrücken metro station.

The Art Collective teamLab

teamLab is an international art collective that consciously defines itself as such: in 2001, the "laboratory to experiment in collaborative creation" (teamLab) was founded by Toshiyuki Inoko and friends. Since then, teamLab has grown into an interdisciplinary group of specialists in the fields of art, programming, engineering, CG animation, mathematics, and architecture. The aim of their collaborative practice is to explore the interplay between art, science, technology, and the natural world.

Through its art, teamLab seeks to explore new forms of perception and dissolve the boundaries between the self and the world around us. In doing so, their work challenges our perception as well as our habits of seeing. "Everything exists in a long, fragile yet miraculous continuity", as teamLab themselves describe it.

Alongside *teamLab Borderless*, Tokyo is also home to the teamLab Planets museum, which has been recognised in the Guinness World Records as the most-visited museum of an art collective. Together, the two teamLab museums in Tokyo attract around 4 million visitors per year. Worldwide, teamLab has welcomed more than 35 million guests to its museums to date. The collective's permanent presentations also include *teamLab Borderless* in Jeddah and *teamLab SuperNature* in Macao. In April 2025, the *teamLab Phenomena* museum opened in Abu Dhabi, followed in October of that year by *teamLab Biovortex* in Kyoto.

teamLab's artworks have been exhibited worldwide, including in New York, London, Paris, Singapore, Silicon Valley, Beijing, and Melbourne. They also form a permanent part of the collections of numerous museums, including the Art Gallery of New South Wales, Sydney; the National Gallery of Australia, Canberra; Amos Rex, Helsinki; the Museum of Contemporary Art, Los Angeles; and the Asia Society Museum, New York.

Further information about teamLab can be found on the collective's website: teamlab.art

Partner of the UBS Digital Art Museum

The name-giving lead partner is UBS, the world's leading wealth manager. We are also delighted to have Hapag-Lloyd and Signal Iduna as partners – together bringing this innovative, groundbreaking project to Europe's arts and culture scene.

Founder and Managing Director

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teamLab: teamlab.art

Social Media

Instagram: [instagram.com/digitalartmuseum](https://www.instagram.com/digitalartmuseum)
Facebook: [facebook.com/DigitalArtMuseum](https://www.facebook.com/DigitalArtMuseum)
LinkedIn: [linkedin.com/company/digital-art-museum-hamburg](https://www.linkedin.com/company/digital-art-museum-hamburg)
YouTube: [youtube.com/@DigitalArtMuseum](https://www.youtube.com/@DigitalArtMuseum)

#UBSDigitalArtMuseum #teamLab #teamLabBorderless

Tickets for the exhibition are already available via the UBS Digital Art Museum website:

digitalartmuseum.com