

///KEY-FACTS UBS DIGITAL ART MUSEUM

KEY MESSAGES

- The UBS Digital Art Museum will be **the largest museum for digital and immersive art in Europe**
- A beacon for the arts and culture scene in Hamburg, Germany, and Europe
- **teamLab Borderless as the centrepiece and permanent exhibition of the museum: shown in Europe for the first time**
- This permanent exhibition will be complemented by **rotating special exhibitions of digital art** by internationally renowned and emerging artists, as well as an **art education programme** (talks, workshops, panels, etc.)

FIGURES / DATA / FACTS

- **6,500 m² of floor space**
- **Highest room over 12 m** (teamLab Artwork "Universe of Water Particles on a Rock where People Gather")
- 23 m wide self-supporting ceiling with no pillars
- **Over 70% of the concrete is CO₂-reduced** and over 200 m³ of concrete was saved during construction due to special construction measures
- 14 months of construction time until the topping-out ceremony (milestone of the "ceiling celebration" in October 2024)
- Interior fit-out is well underway; the installation of technology and art is being prepared in parallel
- **700,000 visitors** expected in Hamburg annually from opening
- **Both permanent exhibitions in Tokyo** attract a combined **total of 4.2 million visitors per year**
- Student housing above the museum provides affordable accommodation for 370 students and trainees
- Also part of the building complex: 600 private apartments

UBS DIGITAL ART MUSEUM

- **Founder and Initiator:** Lars Hinrichs, **CEO:** Caren Brockmann, **Artistic Director:** Ulrich Schrauth
- Name-giving **Lead Partner** is the world's largest wealth manager **UBS**
- Primary goal: **making digital, immersive art accessible** and tangible to all
- Opening in the near future in **Hamburg's HafenCity**, at Amerigo-Vespucci-Platz
- **Heart of the museum:** permanent exhibition *teamLab Borderless*; shown in Europe for the first time
- **Special exhibitions of digital art** featuring internationally established and emerging artists
- **Museum architecture** is explicitly designed for the presentation of teamLab's art (see above: Figures/Data/Facts)
- **Complementary art education programme** (panels, talks, workshops, etc.)

TEAMLAB

- **International art collective**, interdisciplinary group of specialists from various fields (art, programming, engineering, CG animation, mathematics, architecture)
- **Pioneers in the field of digital, immersive art**
- Explore the complex relationship between **humanity and nature**, which becomes one in their art

- **Exhibited worldwide** and part of major museum collections (e.g. MOCA Los Angeles)
- Permanent exhibitions in Tokyo, Jeddah, Macao, Abu Dhabi, Kyoto and soon also Hamburg
- Represented by Martin Browne Contemporary and Ikkan Art

TEAMLAB BORDERLESS

- **Comprehensive exhibition** by teamLab, featuring projections, installations (e.g. the rock-shaped installation in the work "Universe of Water Particles on a Rock where People Gather"), displays, and moving lights
- Rooms with artworks that are **"borderlessly" connected** to one another and forge connections with visitors:
 - 1) **Multi-dimensional:** Works move out of rooms and flow into one another
 - 2) **Immersive:** Artworks open up an infinite universe without spatial boundaries → visitors "dive in"
 - 3) **Interactive & Participatory:** Works respond to visitors' movements and change accordingly
 - 4) **Multi-sensory:** Works engage multiple senses: visual / auditory / haptic / olfactory

RELEVANCE UBS DIGITAL ART MUSEUM

- **Geographic:** The UBS Digital Art Museum significantly enriches the cultural scene in HafenCity, Hamburg, and Europe
- **Art-historical:** Giving momentum to a central art-historical development → **collective dimension:** the boundary between artwork and viewer is almost entirely dissolved; the viewer becomes part of the creative process

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