

### **50 years old and still as noisy**

May 2017

## **Rediscovery of a pioneering 1960s Frankfurt exhibition. "Serielle Formationen. 1967/2017"**

- **Re-staging of the first German exhibition of international minimalist tendencies from 1967**
- **Works of art by Arman, Hanne Darboven, Jan Dibbets, Dan Flavin, Jan Henderikse, Donald Judd, Yayoi Kusama, Sol LeWitt, Charlotte Posenenske, Peter Roehr, Franz Erhard Walther, Andy Warhol and others**
- **Renate Wiehager, Head of the Daimler Art Collection, re-stages the historic exhibition**
- **Exhibition from 3 June to 5 November 2017 at the Daimler Contemporary Berlin, Haus Huth**

Berlin / Stuttgart – The new "Serielle Formationen. 1967/2017" (lit.: Serial Formations. 1967/2017) exhibition of the Daimler Art Collection shows the re-staging of a pioneering Frankfurt exhibition from 1967. The original exhibition is being presented with loan pieces from both German and international museums and collections as well as works from the Daimler Art Collection. A total of 85 works by 66 artists are on show. This re-staging is a reference to the "Serielle Formationen" exhibition of 1967 which was originally curated by Peter Roehr and Paul Maenz for Frankfurt University's Studiengalerie. It was one of the first German minimalist exhibitions at the time.

### **Concept of the current exhibition**

The "Serielle Formationen" exhibition shows artistic works which work with sequences, elements arranged in series, repetitions and variations of materials, objects and symbols. The intention of the Daimler Art Collection is to allow visitors to experience again the historic exhibitions significance

and atmosphere, as well as its diversity and heterogeneity as well as demonstrating its relation to the political and social discussions of the time. The show includes works by Hermann Goepfert, Jan Henderikse, Thomas Lenk, Charlotte Posenenske, Peter Roehr, Franz Erhard Walther and 'Cow Wallpaper' by Andy Warhol.

The exhibition is open daily from 11:00 a.m. to 6:00 p.m. at Daimler Contemporary, Haus Huth, Alte Potsdamer Straße 5, Potsdamer Platz in Berlin. Entry is free. The exhibition is accompanied by a comprehensive catalog which provides a first scientifically based review of the pioneering exhibition from 1967.

The original exhibition brought together the current trends of the time at an artistically advanced level. It compared 48 German and international artists and showed 62 works. It included the works of, for example, members of the European Zero movement (Enrico Castellani, Piero Manzoni, Günther Uecker), Nouveau Réalisme (Arman, Christo), Pop and Op-Art (Almir Mavignier, Bridget Riley, Victor Vasarely, Andy Warhol), American Minimal and Conceptual Art (Carl Andre, Dan Flavin, Agnes Martin, Donald Judd, Sol LeWitt).

### **Concept and objectives**

The Daimler Art Collection was founded in 1977; today, it is an important European corporate collection of international renown. The collection comprises approximately 2600 works by around 700 artists. The Collection's initial interest, originally in pictures, was for artists from the southern German area – masters and pupils from, for example, the Stuttgart Akademie such as Adolf Hölzel, Oskar Schlemmer, Willi Baumeister, Hans Arp and Max Bill. With a systematic structure and content oriented towards abstract constructivism, conceptual and minimalistic positions, the profile of the Daimler Art Collection has an artistic-scientific basis. The collection can be widely examined thanks to exhibitions of the works within the Corporation, at Daimler Contemporary on Potsdamer Platz in Berlin and in international museums, for example in New York, Karlsruhe, Detroit, Johannesburg, Tokyo, Singapore, São Paulo and Buenos Aires. Furthermore, the Daimler Art Collection awards grants for young art as well as an education program for schoolchildren.

Further information on the Daimler Art Collection is available online at: <http://art.daimler.com/>

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#### **Daimler at a glance**

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The company's founders, Gottlieb Daimler and Carl Benz, made history with the invention of the automobile in the year 1886. As a pioneer of automotive engineering, Daimler continues to shape the future of mobility today: The Group's focus is on innovative and green technologies as well as on safe and superior vehicles which exude a very special fascination. Daimler resolutely invests in the development of alternative drive systems with the long-term goal of emission-free driving: from hybrid vehicles to all-electric vehicles powered by battery or fuel cell.

Furthermore, the company follows a consistent path towards accident-free driving and intelligent connectivity all the way to autonomous driving. Daimler views living up to its responsibility towards society and the environment as both a requirement and an obligation.

Daimler sells its vehicles and services in nearly all the countries of the world and has production facilities in Europe, North and South America, Asia, and Africa. Besides the world's most valuable premium automobile brand, Mercedes-Benz, the brand portfolio also includes Mercedes-AMG, Mercedes-Maybach and Mercedes me, as well as the brands smart, EQ, Freightliner, Western Star, BharatBenz, FUSO, Setra and Thomas Built Buses, not to mention the Daimler Financial Services brands Mercedes-Benz Bank, Mercedes-Benz Financial Services, Daimler Truck Financial, moovel, car2go and mytaxi. The company is listed on the Frankfurt and Stuttgart stock exchanges (stock exchange symbol DAL). Group sales totaled 3.0 million vehicles in 2016, with a workforce of 282,488. Revenue stood at € 153.3 billion and EBIT totaled € 12.9 billion.