

PRESS RELEASE

9 March 2021

Humboldt Forum at ITB NOW

ITB NOW, the international tourism trade fair, will be taking place from 9 to 12 March 2021, providing a virtual shop window for B2B travel. And the Humboldt Forum will be there!

From 9 to 12 March, the foremost trade fair for the global tourism sector, ITB NOW, presents a digital platform for the global travel industry. This year, as in previous years, it will feature the Humboldt Forum as one of its guests. The Humboldt Forum is participating in ITB NOW, as well as cooperating closely with Berlin Tourismus & Kongress GmbH, in preparation for its tourism campaign and strategy for future guests and visitors to Berlin from around the world.

Burkhard Kieker, managing director of visitBerlin: “The Humboldt Forum has given Berlin a new prominent landmark in its new cultural centre. As soon as travel to Berlin is possible once again, this venue will become a magnet for visitors. Its digital provision is already attracting attention to Berlin's newest highlight.”

Hartmut Dorgerloh, General Director of the Humboldt Forum: “The Humboldt Forum is a remarkable venue, bringing together sciences, arts and cultures. In line with the first relaxations in the coronavirus restrictions, and in anticipation of a recovery in the tourism business, we will be delighted to soon be able to open this venue for dialogue and diversity, with its notable architecture and history, as well as its world-famous collections, to an international audience.”

Situated in the historic centre of Berlin, between the Brandenburg Gate and Alexanderplatz, the Humboldt Forum opened to the public in December 2020 - albeit digitally due to coronavirus restrictions. Standing opposite Museum Island, faithfully reconstructed Baroque façades meet the contemporary architectural style of Italian architect Franco Stella in this novel interpretation of the Berlin Palace, which was demolished in 1950. Its six portals and three inner courtyards form a whole new urban quarter: the Schlüter Courtyard, the Passage and Spree Terraces are an inviting place for a stroll at any time of day. And with an exhibition and events area of more than 30,000 m², visitors will be able to experience for themselves – and also bring their own perspectives to – our world-famous collections. The exhibitions on

the ground floor will be the first to open (History of the Site, 'Impressions. The Humboldt brothers', 'Have a Seat! An exhibition for children'), together with those on the first floor ('Berlin Global' and 'After Nature'). The second and third floors of the west wing will follow in late summer 2021, along with the Ethnologisches Museum, the Asiatisches Museum and the roof terrace. Finally, the entire building will be open to visitors around New Year 2022. The coordinated program of events, exhibitions and cultural education has a multiplicity of voices at its heart. It takes both its name and its inspiration from Alexander and Wilhelm von Humboldt, and their joy in exploring the world with eyes open, and understanding it as an interrelated system of nature and culture.

One building, four partners: The diverse range of voices is founded on the collaboration of our partner institutions. The Humboldt Forum is a collaboration between the Stiftung Humboldt Forum im Berliner Schloss; the Stiftung Preussischer Kulturbesitz for collections from the Ethnologisches Museum and the Museum für Asiatische Kunst of the Staatliche Museen zu Berlin; the Humboldt-Universität zu Berlin for the Humboldt Lab; and Kulturprojekte Berlin with the Stadtmuseum Berlin for the Berlin exhibition.

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